

Getting Buzz on Your Blog

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One of the best ways to drive traffic to your blog and generate loyal followers is to regularly fill it with useful and interesting content. If you are new to blogging, you may be struggling with content ideas. Here's something that may change your thinking about what's considered interesting. If you are an author or a songwriter, folks enjoy getting a behind-the-scenes peek at their favorite writer.

Many authors and performers are in the habit of making announcements only after they have book signings or gigs confirmed. But you can create a lot of buzz with your followers by letting them know you are setting up shows in various locations, even if you don't have the actual dates scheduled yet. Encourage your readers to leave comments by asking where they would like to see you appear. Doing so could also turn into a source of good leads and contacts for future events.

Another thing to keep in mind is that busy people attract attention. If you are creating new material, blog about it. Your fans will feel like they are getting the insider's scoop on your latest project. They will know something others don't, which gives them a reason to talk about you to their friends. Pre-buzz about your forthcoming project is exactly the kind of promotion that will have folks anticipating a new release or appearance. Blogging about the future also helps to generate a loyal following. Folks will become invested in the project over time and stay glued to your blog for updates. Remember, these are your fans and they want to be the first to know about what you are creating or setting up.

Drop some names. Are you spending time with others in your genre? Blog about it. If you're a songwriter, you can blog about a recent concert you attended. Readers want to know who inspires you. If you're a fan of a chart-topping artist, blog about their latest CD release and why you are excited about it. If you are an author, let folks know what you are reading or that you just posted a book review. The point is, you don't want to simply become a news source for related artists, but you do want to establish yourself as someone who is in-the-know about the culture of your genre and you enjoy sharing that information with your readers in a way that relates directly to what you have on the market.

There's a big side benefit to this sort of name dropping. In the minds of your readers, it associates you with the big-wigs in your field. And, guess what? Search engines will associate you with them too. If your blog contains the names of others, anytime someone does a search on that name, your blog post will appear in that list.

As you can see, there are a lot of ways you can generate interesting content. The more often you blog, the bigger your footprint will become on the Web. That's because each post will be indexed as an individual entity. That's great because when anyone does a search on you, they will find plenty of listings just from your blog entries. So, get blogging and get some buzz going for you.