



Figure 11-4:
Find out
which blogs
took top
honors.

Boosting your blog with better content

As you think about ways to generate buzz around your blog, you can also improve the quality of your blog by focusing on your posting techniques. These tips may give you some good promotion ideas:

- ✓ **Post about current or controversial issues.** This idea seems like a no-brainer, but it's an easy one to forget. Pay attention to the news, and watch for events and issues that are of interest to your readers. When you find one, create a post or series of posts around the subject. You might want to aggregate blog postings on the subject, sum up opinion articles, or even state your own opinion.

Don't be afraid to be critical or controversial in what you say, as long as you can defend your opinion. Good blogs don't shy away from confrontation, although they don't create it purely for the sake of argument. Going out on a limb definitely causes people to comment more and probably also result in more links from other blogs to your postings.

- ✓ **Post in user groups and forums.** The Web is peppered with user groups, bulletin boards, and forums about all kinds of subjects. If you have set yourself up as an expert and have valuable information to contribute to a forum, you can drive traffic to your blog.

Be very careful that you don't come off as a spammer or someone who is trying to sell a product or service. Your postings should be on topic and provide information, opinion, or clarification that contributes to the discussion. Let your knowledge sell the blog or your company for you. Don't try to be someone you're not — identify yourself as being associated