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Strong and positive messages attract readers! Internet marketing of course involves constantly competing for new readers so the business blog must deliver the value readers demand and still be positive in presentation in order to attract additional readers. For most authors, this turns out to be more difficult than it appears.

Giving readers a solid reason to return to the business blog or website is the central tactic to earn repeat traffic. However the website must first attract the reader to the site to begin with. [Low Cost SEO](#) options are available to help, but once the reader finds the site, what should the blog owner do to capture reader interest and to encourage her/him to return?

To some extent, readers are looking to be informed and are looking for meaningful content. A business blog that provides these elements invites readers back repeatedly for fresh information or at least some entertaining material. Yes, entertainment can be a key ingredient in earning repeat customers.

Leading your blog with the 'Daily Dilbert' might not be useful or necessary, but note the many email campaigns and daily blogs that lead with a joke or funny story. Humor not only makes the page or email less threatening, but invites the visitor to continue reading. In the end though, value and content are king. So here are three inclusions to make the business blog valuable to a busy reader and inviting for that reader to return to the site: Value - clearly stating the goals and objectives Move the Ball - daily steps to incremental advancement Support - cheerleading and acknowledging obstacles

Value: Unique bits of value or customer testimonials are useful to illustrate the value delivered by the company. If used appropriately, humor can help in story-telling as well. Keep in mind that customers don't necessarily have a great deal of time to spend on your page, so keep the piece relatively short - usually in the neighborhood of 500 to 600 words or so.

Limiting discussion to single points of interest is probably a good idea. This helps keep the composition fairly short. Bold but believable declarative statements are useful to communicate the single point of value as well. Statements such as "save 20% on office overhead by _____" are a meaningful statement that should inspire most site visitors to continue reading. It is also useful to state the value claim early in the piece as that should provide a reader a solid reason to continue to the end of the piece.

'Moving the Ball:' At the risk of overusing an old football metaphor, 'Moving the Ball' refers to achieving incremental progress. Small steps forward or small improvements that an entrepreneur can take to quickly improve his business - even on a micro level - are important and helpful. Sharing this information with a reader allows him to achieve significant progress over time and also small improvements in the short term. Outrageous claims of massive income with little work or investment (which we have all seen!) is simply not believable and only repels visitors.

Support: Motivating prospective clients to undertake actions they might otherwise not want to take requires some degree of 'cheerleading.' Advice and support in the face of unknown business challenges always seems welcome to the reader. Including some motivational content or even a small bit of encouragement can attract the reader back for future visits. This also establishes the author as an expert in the field; one that understands unique challenges faced by those in the reader's line of business.

Specifically inviting the reader to return is also important. Frequently posting valuable information and respecting the reader's time also encourage return visits.

Acknowledging a couple simple inclusions in each blog post can build the company business blog into a readership magnet. By attracting more readers to the site, the company has a significantly improved opportunity to convert web page readers into customers.

Consultant Matthew Stone delivers [Low Cost SEO](#) consultation services to clients nationwide. Specializing in link building, blogging and article marketing, [SEO Consultants Denver](#) helps organizations of all sizes increase sales and income utilizing internet search engines.

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