

# 4 Tips for Consistently Blogging

## 1. What's Evergreen?

An example of evergreen content would be a post that can be read a year from now and still have relevance. These kinds of posts are usually based on mostly unchangeable facts and figures that people in your niche will find useful. Lists tend to do really well for these kinds of articles.

Take this little example, which a year from now will still be valuable to anyone who finds it. Your blog needs this content and you need to start ranking on Google with evergreen content.

Without evergreen content, your site will have difficulty building upon its current user-base. You'll have people reading your site to get some news for the day and that's it, with very few articles providing traffic the week after they go live.

## 2. Blogging Plateaus

Throughout my browsing of the internet I have come across many a blog with content I feel is superior to my own. Sometimes they have more subscribers, sometimes they have less, but for each one I've noticed that their lead capturing is so terrible that they aren't able to grow at a reasonable pace. What these blog owners are doing is placing all the emphasis on their content and not enough on their relationships. Sure, they respond to comments, but that's about it! Part of being successful online is to have interactions with your readers/potential readers off your own blog.

By participating in forums, writing guest posts like they're my job, tweeting till my twitter is sore and making an effort to listen, I am essentially creating a positive relationship with you. The end result? The Traffic Blogger keeps growing, with no plateau in sight.

If you find your readership is plateauing, I want you to ask yourself this question:

When was the last time you left the protective bubble of your current community? This could mean going on a new forum, finding a blog you've never heard of and guest posting or maybe it means commenting on a blog you've been silently reading for years.

The secret to successful blogging is to always exit your comfort zone and find your next audience. That's what I've been pouring my heart and soul into doing with The Traffic Blogger and it has been working beautifully.

The content may be good but the relationship is great, and that's all that matters!

## 3. Write So Grandma Can Understand You

Being concise is not something we as the person speaking wish to be. We want to use flowery language and discuss with great detail our accomplishments and opinions. However, the people listening to us would rather if we just got straight to the point.

What I want you to do with your next post is to write so that your grandmother can understand you. Concise, simple to understand and easy to implement. If your grandmother were to come across your post she would say the following:

"My my, how easy it is to understand what you're saying here darling."

"I could put this to use right away!"

"I'm going to write this down next to my list of pills so I don't forget about it."

Joking aside, being concise can be a real challenge for you as the writer and speaker to your audience. You will want to inject as much information into your post as possible, after all that's only human nature, but what you should really aim to do is fill your post with concise, easy to follow steps and rationale.

After you finish writing, you should look at your post and think that it is just barely enough information to get a person started and on the right track. If you'd like to add a few more details feel free, as long as they add new value to what you've already written. Try not to rehash your thoughts over and over, at least not more than the opening and concluding paragraphs.

## 4. Beating Writer's Block

Many online authors site writer's block as their reason for giving up their writing business. It can be an overwhelming and difficult thorn in your mind's side. You feel drained, empty of ideas and pressured to get something out there for your readers. Here's how you deal with writer's block in 5 easy steps:

1. Calm Down
2. 24 Hour Google Search
3. Google Blog Search
4. Read Blog Rolls
5. Write

### 1. Calm Down

A lot of writers tell you that you should take a break when you have been hit by writer's block. They are wrong. Unless you are having a panic attack and cannot continue, simply calm down and channel your constructive energies into the activities in the next steps. If you take a break and you're like me, well then the break just pisses you off because you want to be off writing content, not sitting down later to see that the deadline is closer than it was an hour prior.

## **2. 24 Hour Google Search**

Google your topic or niche which your site focuses on. Next, click on more search tools (if it isn't expanded already) to the left of google's search results. Presto, you have articles, news and blog posts about your topic which you should look into for ideas.

## **3. Google Blog Search**

Google has its own blog search tool which you can also make use of when browsing the content of other author's in your niche. Make use of this search type and the 24 hour google search option.

# Now to Beat the Block

## **4. Read Blog Rolls**

Maybe you've already found some idea or topic which sparked your creative interest, but even if you have, I want you to read through the blog rolls (or link lists) of sites you've found so far. This will lead to even more websites for you to bookmark or get ideas from.

## **5. Write**

Remember to cite the names of the places you visited in order to obtain your ideas (if you are going to use them directly) but otherwise just write your thoughts about any topic you uncovered. Maybe there was a timely piece you could discuss with your readers or a tutorial you found thanks to combing through blog rolls. You'll find that this was a much better use of your time than taking a break! In fact, if you did this right and calmed down before searching through the internet for ideas, you'll see that this kind of was a break in itself. Keep in mind that writing when you don't feel like writing is actually the best time to do it.

# Now get back to writing!