

# Easy Ways to Keep Your Blog Updated



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If there is one outstanding way to make sure that your website content is fresh and new, then that way would undeniably involve keeping your blog updated. Although blogging can be a fun and creative outlet at first, it can become mundane over time. Here are a few tips and tricks for keeping your blog fresh.

## Create and Stick to a Posting Frequency



Once you decide to add a blog to your website (and if you haven't decided yet, you definitely should!), you will need to create and stick to a posting frequency. You might feel enthusiastic and vow that you'll write something new every other day, but this is likely not very realistic. For the most part, updating your blog once per week – or even every other week – will provide you with plenty of opportunity to incorporate some new keywords into your site and improve your authority within your industry.

## Become an Avid Reader

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One of the biggest hurdles that bloggers have to overcome is the lack of ideas for new content. All too often, writers will cover all of the basics, but find themselves struggling to come up with something for the week's post. The best way to get your brain in gear is to read other blogs that are related to your own in some way or another. Keep a pencil and paper handy so that you can jot down anything you come across that you feel you might be able to expand upon in the future.

## Ask Your Readers What They Want to See

Many of today's bloggers close the comments sections for fear that negativity will reign supreme. Unfortunately, this gives many readers the idea that their opinion is of no value to the company, and this can hurt your business. As such, leave the comments section open, and at the end of each of your posts, encourage your readers to comment about any topics they would like you to cover. This alone can provide you with endless ideas for future posts. If you do see some negativity in the comments, address it openly and invite the commenter to speak with you or a member of your staff privately to resolve the matter.

## Don't Be Afraid of Humor

No matter what kind of industry or niche your business is in, there's always a way to incorporate humor into your blog. In fact, in order for your blog to become popular, it needs to generate some sort of emotion from your audience, and no emotion feels better than laughter. If your business is technology-driven, consider a write-up on some of the most outrageous inventions of the year. On the other hand, if your business is about art or even graphic design, consider linking to "bloopers" that have occurred in the graphic design niche. Keeping your blog updated might seem like a breeze at first, but at some point down the line, it will more than likely feel like a chore. To prevent this, set realistic goals for your posting frequency and use any means available to come up with new ideas.