

# How to drive traffic to a new blog



You've registered for hosting, bought a template you like, and even put together some epic posts. So you're expecting a rush of traffic when you launch your brand new blog. What do you get instead when you open the floodgates? Crickets. Just crickets. What can you do to get that blog going if you don't already have an established following? Check out these 13 tips on how to drive traffic to a new blog.

## Create content people can't ignore

**1. Write in-depth blog posts:** How did Peep Laja [get over 50,000 visitors to his blog](#) in his first month? He invested the time (6-8 hours) to write in-depth blog posts that were jam packed with valuable information. Because they were full of useful info, people couldn't resist sharing them.

**2. Include external links:** Connect with other people in your niche by linking to their content in your posts. Giving someone a nod with a link doesn't guarantee that they'll acknowledge you or drive traffic to your new blog. But it's a great way to get on someone's radar so that you can establish a relationship with him or her.

## Leverage social media

**3. Share your blog posts on social media:** Have an active following on Twitter or Instagram? Promote your blog posts by sharing social media updates on them. Whether you're on Facebook, Twitter, LinkedIn, Instagram, or Pinterest, use the updates to drive traffic to your new blog.



**4. Ask family and friends to share your posts:** Although they may not be up for sharing every post you publish, your friends and family can help you get the word out about your first few posts by [sharing them with their social media contacts](#). It never hurts to ask for a little help sometimes.

**5. Create business social media accounts:** Don't have a social media presence for your business or blog yet? Create dedicated social media accounts to connect with people who'd be interested in getting their hands on your content.

**6. Link to your blog in your personal profiles:** Just because you have dedicated business social media accounts doesn't mean you can't use your personal profiles to drive traffic to your new blog. [Place a link to your blog](#) in your social media profile to attract new fans you who know you personally or stumble across your personal accounts.

**7. Use that cover photo:** Have you noticed something that a lot of smart bloggers do? They use the cover photo on their personal or business social media profiles to promote their blog. Instead of letting your cover photo just make for good eye candy, put it to work by using it to attract readers and drive traffic to your new blog.

**8. Join social media groups:** Want to connect with other people in your niche who'd be interested in your content? Join a social media group. Whether you get in on a Facebook group, LinkedIn group, or a Pinterest group board, you'll be able to learn from others while building awareness of your brand.

## Embrace email

**9. Add a link to your email signature:** You already have an email signature. So why not use it to drive traffic to your new blog? Signatures don't have to be just for contact info. They can also [include a link to your blog's home page](#) or even to a specific post.

**10. Build that email list:** Whether you've got 0 or 10,000 email subscribers, it never hurts to have more. Include an opt-in form with an incentive on your blog to gain more subscribers and build your tribe.

**11. Share your blog posts with your email list:** Once you've got even just a few subscribers, you can start promoting your blog posts to them. Whenever you've got a new post or a new batch of posts, share them with your subscribers by emailing them the links.

## Hang out on other blogs

**12. Comment on other blogs:** Start a conversation with bloggers in your niche by [commenting on their blogs](#). If you do it regularly, you'll have a shot at getting to know them and their tribe.

**13. Invest in guest blogging:** You don't have to write posts just for your own blog. You can also [craft posts for other blogs](#) in your niche that have an established following. Guest blogging lets you expose your brand and content to a new audience that you may not have been able to reach otherwise.

## **Use these tips to drive traffic to your brand new blog**

It can feel daunting to drive traffic to a new blog when you're starting at zero (or close to it). But most successful bloggers didn't get to where they are today just out of luck. Instead, they hustled by implementing a variety of strategies for growing their blog. And you can do it to.

Use the tips we've outlined above to connect with your ideal readers, gain subscribers, and meet your blogging goals. If you put in the work and do it right, there's no telling where you'll be able to go.

**Have a new blog in the works or on the launch pad? Read about the 5 things you absolutely need to do when starting a new blog.**

## About us

At Inpression Editing, we help brands make the best impression possible on customers and investors. We do this by providing copywriting, copyediting, and writing coaching services for brand content, website copy, marketing materials, and much more. Located in Toronto, Canada, we provide all of our services in both Canadian and US English. Check us out on our [website](#) or on social media (see buttons in footer).