

# Building Your Blog Community

## Why Important?

- Get ideas for blog posts
- Different perspective or additional information related to the topic of your post - and gasp! corrections
- Generate word of mouth and traffic/visitors/subscribers to your blog
- Helps you establish authority in your content niche and your "personal brand"

## 7 Easy Steps To Building Your Blog Community

### 1: Define Your Niche

List your top three topics in your niche

For each one, get more specific and list three top sub-topics in that niche

### 2: Find Bridge Bloggers

Bridge bloggers are those who are very community oriented. They will have lots of commenting activity and/or a long blogroll list. To find these bloggers, start at a blog directory like the one at BlogHer or Alltop.Com, and scan until you find them.

Which ones to add to your reader?

- Who's the author?
- Is the blog updated often?
- Are there comments?
- How long have they been blogging?
- How many community affiliations? (Flickr, widgets, blogrolls, badges, etc)
- Are there lots of comments?
- Is the writing good? Accurate? Authentic?
- Is there content that you might incorporate into a blog post?
- If you decide to add it to your reader, check the side bar (or blog roll) for other similar blogs

### 3: Read These Blogs in RSS Reader

RSS stands for "Really Simple Syndication" and is a file format for delivering regularly updated information over the web.

Just think about the websites and news information sources you visit. It takes time to visit those sites and find the text you want to read. RSS is a way for you to visit all those sites in one place and instantly find the new information. You need to use a free piece of web software called a RSS reader. Bloglines is a great starter reader. So is Google Reader and NetVibes.

### 4: Use Keyword Searches or "Ego" Searches in Technorati or Twitter

Before your search, do a little brainstorming. You can use a spreadsheet, Google Doc, or paper. Whatever works.

### **Keyword Why Interested? What do you want to know?**

### **5: Be the Queen of Comments**

Read someone's blog post and start a conversation:  
Before you leave a comment, ask yourself:

- What did they say well?
- What did they miss?
- Answer questions
- What are other people saying
- How does it apply to you
- Look forward
- Look backward
- Ask what if?

### **6: System for Tracking Comments**

There are a range of free tools that help you do this  
[http://beth.typepad.com/beths\\_blog/2008/10/backtype-anothe.html](http://beth.typepad.com/beths_blog/2008/10/backtype-anothe.html)

### **7: Encourage Commenting on Your Blog**

1. Invite Comments
2. Ask Questions
3. Be Open Ended
4. Interact with comments left
5. Set Boundaries
6. Be humble
7. Be gracious
8. Be controversial?
9. 'Reward' Comments
10. Make it Easy to Comment

### **How to respond to comments.**

- Be honest and to the point.
- Respond quickly.
- Reply to every (rational) question.
- If a commenter corrects you, thank them and update your post.

For Resources that will take you deeper, visit the wiki  
<http://informationcoping.wikispaces.com>