

How to Publish your Blog Content across the Web

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Writing your blog is the first step in creating Web content. Readers make that process worthwhile. Sure, some readers may stumble across your blog as they wander around the Web, but clicks improve visibility and, without visibility, you won't get clicks.

The fastest way to entice readership is to publish where your friends are – the social networks. Facebook, Twitter and LinkedIn are the primary locales for finding interested and friendly readers. Tap into a built-in follower base in these venues already pre-disposed to listen to what you have to say. Plus social networkers are always on the look-out for good content – it is the Number One reason to be surfing these sites in the first place.

Other venues to consider are blog directories and search engines. These sites collect member blogs that attract readership based on reputation and interest. In essence, the blog directory does the marketing for you.

So, you may be asking, how do I publish out from my blog and into these sites? **This quick guide to blog publishing should help answer your questions about publishing across the Web.**

RSS



You may already be aware of RSS – often referred to as “really simple syndication.” RSS is a web “feed format” that is used to publish frequently updated works. The format is standardized so you can plug your feed from your blog into other sites and have the content update automatically. As long as you can find, copy and paste your feed, you can publish anywhere.

Your RSS feed consists of your blog URL with /feed/ added to the end. My blog [Advocate's Studio's](#) feed looks like this: <http://advocatesstudio.com/feed/>. This is the direct feed from my site. I use Feedburner for statistics and monitoring, so the actual feed that I use to publish looks a little bit different. But the direct feed for your site should mirror the one cited above.

Publishing Tools

Twitter Publishing

Once you have your feed, you need to select the tools to use to send your feed around the Web. There are third party applications that do this work for you. I personally have used Twitterfeed and Hootsuite, finding both to be simple to use and reliable.

[Twitterfeed](#) is free and will automatically publish your blog feed as it updates, per your settings, directly into Twitter. You can feed into multiple Twitter accounts. While the first thought may be to publish into your own personal account, consider adding a separate Twitter account just for your blog and feed into both of them. That way, you get twice the publishing value with a single post.

Sign up to Twitterfeed with a log-in or an OpenID account. I use OpenID via my Wordpress.com account to log in.



After creating the account, you will be asked to add your feed source name and feed URL. In the Advance Settings menu, you can set how frequently you wish to have your feed updated and published: 30 minutes; one hour; two hours, etc. Setting this depends upon when you most frequently post and when you would like Twitter to receive your new material. I have Twitterfeed publishing at the shortest setting possible, as I do most of my blog writing in the morning and I like to find the morning Twitter traffic.

Twitterfeed also allows you to see the click-throughs on your two most recent posts, so you can get a sense of whether your Twitter friends are actually following the links to your blog. You also can see in your blog stats in your Wordpress dashboard where the clicks are coming from.

[HootSuite](#) is a broader tool, also free on the Web or paid via mobile apps, with more functionality than Twitterfeed. I use the free Web version and it has more than enough to get the job done. Create your account at the Hootsuite website. Like Twitterfeed, you can add multiple Twitter accounts and publish to one or more of them. Hootsuite also has link scheduling and click-through tracking, via its well-designed Dashboard.

Hootsuite does one better than Twitterfeed in a few areas. Use it to publish into all three of the big sites – Twitter, Facebook and LinkedIn. It also allows for multiple logins (authors) with unique credentials into the same account, making it great for organizations. The Hootsuite iPhone app (\$1.99) interfaces with your Hootsuite account on the go. Edit the Twitter tweets to include a few words at the beginning such as “New from X’s Blog...” The dashboard can also be customized to show columns bearing your feeds, as well as relevant twitter searches so you can track news of interest. Hootsuite has Wordpress integration, so you can use Hootsuite from within Wordpress too.

Check out this great, short instructional video on how to add your RSS feeds and tailor them for publication: http://www.youtube.com/watch?v=LmDQGFgeNvM&feature=player_embedded

I use both Hootsuite and Twitterfeed, with the posts scheduled for opposite ends of the day. That way I get both the morning and evening traffic. I use these both exclusively for Twitter but, as noted above, you can also use Hootsuite as your publishing tool for Facebook and LinkedIn too. I use different tools for Facebook and Twitter, which I discuss in more detail below.

Facebook Publishing

There are a few ways to get your blog content into Facebook. Rather than go through all of them (and there are many) I will highlight a few here.

My personal favorite is via the [Networked Blogs](#) blog directory. - you can see my Networked Blogs widget in the right-hand sidebar on my [Advocate’s Studio blog](#). By submitting your blog to their network, you can then use their [Facebook Application](#) to promote within your community of friends, the larger Facebook community and the entire Web. My Networked Blogs app is displayed on my Facebook Profile and on my AdvantageAdvocates’ business page. Install the application in Facebook, list your blog within the application and then send invites to your friends. People can then subscribe to your blog and receive news feed updates within Facebook when new posts are generated. Your blog posts are published with the same comment, like and share buttons as other Facebook items, allowing your friends to make your posts go viral within the Facebook environment. If you have friends that only hang out in Facebook, this is a great tool for reaching them.



Setting this up within Facebook is a little bit trickier than setting up Twitterfeed or Hootsuite. First, add the app within Facebook at the link above. Then “claim” your blog. This can be done two ways: get ten friends to verify that this is indeed your blog (via buttons on the app page); or copy and paste a bit of HTML into your blog, per the app instructions. The latter is the fastest way to accomplish this purpose. Invite your friends using the button in the Networked Blogs application. Once a certain number of readers join (I believe it is somewhere between 10 and 15 subscribers), you blog will automatically post to your Facebook profile, as well as to your subscribers’ news feeds. You can add the Networked Blogs widget to the blog itself to encourage Web readers to subscribe to the blog within Facebook. You might even get a few readers who are not Facebook friends.

You can follow other interesting blogs within Networked Blogs and promote them as well, using a widget.



Networked Blogs is not the only applications for getting the job done. [Facebook Notes](#) was my original tool for feeding my blog into Facebook. Set up Notes to accept your RSS feed from your blog and, every time a new post is generated, it will create a new Note within Facebook for all of your friends to see. The downside is that it is limited to your friends, while Networked Blogs allows subscription by anyone. Nonetheless, Notes is still a quick, simple method for showcasing your blog posts.

If you are already feeding your blog entries into Twitter, you can take advantage of [Facebook's Twitter application](#) to auto-update your feed or status with the new entries. The upside is that these syncs are great tools for automating and streamlining Web content publication –write the post and it shows up on both Twitter and Facebook automatically. The downside is the potential for annoying Facebook friends with excessive Twitter status updates, particularly if you are a heavy-duty Twitter user. If you are not so heavy on twittering, this might be a good auto-update option.

Another choice is to create a Facebook business page for your Blog and use the Twitter application to auto-update your business page status box. That way, you can segregate your content publication into its own page, yet still take advantage of Facebook's Web visibility. There are many uses for the business page and lots of different tools to best leverage them – but that lengthy subject is best left to a separate Guide.

LinkedIn Publishing

There also are a few ways to promote your blog on LinkedIn. Try a combination of some or all of them to get your message across.

In the [Applications directory](#), there are two applications for blogging: [Blog Link](#) or [WordPress](#). You can find also find them within the [More link](#) at the top of your LinkedIn home page. This directory will show you the latest applications available for bloggers. These applications allow you to synchronize your blog with your Profile. These works for TypePad, Movable Type, Vox, Wordpress.com, Wordpress.org, Blogger, LiveJournal, and others. The Applications can be set to display on your profile and new blog postings will automatically send update notifications out to your entire network.

I also recommend including your blog link in both the Summary section and the Websites section under “additional information” on your profile, so that someone looking at your information can easily see where else on the Web you publish.

LinkedIn also allows you to update your LinkedIn status with a Twitter tweet. If you would like to promote your blog posts with your LinkedIn status, use Hootsuite to automatically append your auto blog tweets with #in or #li and they will find their way into your LinkedIn status too. You can also use a Tweets application: [LinkedIn Tweets](#) has a status update box called 'What are you doing?' that will allow you to update your Twitter status directly from within Tweets. Clicking on the 'Share on LinkedIn status' box will also update your LinkedIn status.



Blog Directories & Search Engines

Another option for general blog promotion is blog directories / search engines. There are hundreds of them out there. Since it takes time to submit your blog, you should consider the time value of money with these tools and stick to the top choices. Here are some of the better places to spend your time for blog-specific content. There are other directories and search engines more generally applicable to Web sites that can also be used, but they are not covered here.

Technorati: may be the largest directory. It rates your blog based on a number of criteria, and gives you an authority ranking – on a scale of 1-1000. Useful, well read and commented blogs grow in stature. While it is a challenge to get listed, it is worth the effort.

Klout: Twitter-specific, but measures a range of criteria. The Klout Score measures your influence per your Twitter account. It takes only a few minutes to list, but will help the credibility of your Twitter account, which in turn will help your blog’s credibility.

IceRocket: began as a blog search engine which I used frequently. Now it also searches other social networks such as Twitter, MySpace and the Web. I have always liked this tool, and I believe it worth the promotional effort.

BlogCatalog: I use BlogCatalog - a mix of social community and blog search engine. Setting up an account is free. You can be as social as you wish with other bloggers, but the more social you are, the better your blog will be promoted by others. It's very simple to use, and your listings are published quickly.

BlogPulse: lots of features, including automatic trending tool for blogs.

Alltop: very popular combo blog search engine / headline aggregator. The brainchild of internet celeb Guy Kawasaki, it is easy to apply to, but not quite as easy to get listed in. There is a submission form which permits section selection, with both your URL and blog feed. Within a week, they will let you know if you are in or not. Keep trying!

Implement these suggestions and you will be well on your way to advancing your blog's visibility. Every tweak improves the chances that someone will find and like your material and share it with a few friends. While there is always something else you can do, the suggestions in this guide will offer the most return for your time investment. Now, get to writing!