

How to Make Your Blog More Appealing to Your Readers

Every blogger who earns income from their blog knows that the only way you can make money is by getting and keeping the traffic coming. Without your readers, you wouldn't be making money at all.

There are lots of ways to get them there, but the question is - how do you keep them returning? If a reader isn't impressed by your blog at all, then they'll leave your blog, never to return again.

With them goes *their* blog's traffic that you could've benefited from if they'd linked to you. Here are some tips to make your blog appealing enough to keep the traffic there to earn you some money.

The most common mistake some bloggers make is in their blog's design. Blog readers not only look for interesting and informative content - they also want to come to an inviting space to read it.

The blog's design needs to be inviting to them and comforting. It's crucial not to have anything that would annoy them to the point of leaving because they can't stand it. Make sure you're not annoying them with colored font that's hard to read or a bunch of graphics that are too distracting.

A few animated graphics are fine, but don't have flashing ads and glittering graphics detracting from your blog's message - or your strategically-placed advertisements. It's fine to use colored font for your posts, but make sure it's easy to read.

A pale yellow font color against a pure white background may be too difficult for the visitors to read. They shouldn't clash with the background color either. Clashing colors can give visitors headaches, so they'll leave your site without bookmarking it for a later visit.

The other common mistake bloggers tend to make is with their content. Some bloggers don't update very often. If you only post once a month, your readers will forget you're there and won't return to your site. Post to your blog at least three times a week to keep human visitors and search engine spiders coming back.

Some bloggers also make the mistake of only providing text content to their blogs. Text posts are great, but mix it up a little every once in awhile with multi-media formats. Provide some interesting pictures, audio files and videos. Offer a little variety and your visitors will come back to check and see what else you've been up to.

It's also important to stick to your blog's niche topic. If you're blogging about Homeschooling, then stick to that topic. Providing information about a celebrity's latest excursion will turn off your readers unless it somehow relates to homeschooling.

To make your blog successful in bringing you money, make sure you make the blog appealing to your readers. If your readers keep coming back, your chances of making money from your ads and offers will increase.