

Driving targeted, relevant traffic to your blog should be one of your main aims as a blogger. This is because if you're creating new blog posts from time to time, you want people to read them and comment. Search engine optimization is one of the most important ways to get more targeted visitors to your blog. This will help you rank your blog posts for your primary keywords easily and get unique visitors. As you write your blog posts, keep the following SEO tactics in mind.

Be original when you create your blog posts. There are many people blogging, so you want to show everyone what you have to offer. Many bloggers are turning to vlogging or video blogging because it's giving them a better way to communicate with their visitors and create good content. Since your audience is getting more accustomed to videos, it can be helpful to include these with your posts, even if you're not an actual vlogger.

Are you wondering why you should bother with video at all? They are a way to get ranked for your keywords, because search engines favor videos when it comes to rating your content. You can make simple slide show type videos with a program like Animoto or you can use a program such as Camtasia. Cell phones can be used if you want to speak in the video yourself. Once you get done recording the video use a video distribution service like TubeMogul to submit your videos to popular video sharing sites like YouTube and Viddler. You should try and obtain as many external, targeted links that are relevant to your posts as possible. One way is by commenting on other people's blogs and including a link to your post so that search engines are aware of what keywords they should be using to rank your posts for. This isn't something that will happen right away but you will gain a higher ranking and your most will receive more exposure if you do it correctly. You need to avoid spamming though, so don't just drop your link anywhere and everywhere. You should be providing smart comments as this will also ensure that you generate more traffic for your blog.

Last but not the least, you can also try using audio in your blog posts because it adds more value. Even a short audio message that goes with your blog post can have a big impact. There's no one right way to use audio, so start experimenting with it and find out what gets the best response. In conclusion, this article shows how important SEO is for blogs. There really is no good reason why you should be concentrating on trying to get search traffic because it doesn't cost a thing. There are many bloggers who only rely on the search engine traffic to get exposure, which brings in more referrals automatically. So go ahead, work towards creating blog posts that are highly optimized for your targeted keywords so that you get relevant traffic coming your way.

Find honest reviews of Internet marketing products such as: [WP Robot](#) and [Micro Niche Profit Automation](#)

Article Source: http://EzineArticles.com/?expert=Johnathon_Sams