

# How Long Does It Take for a Blog to Get Popular?

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When you planned to create your website, you knew that it could reach millions of potential visitors. But now that your website is live, visitors are few and far in between. So, where are the visitors? And why aren't they coming?!

To understand what's going on, we will need to debunk the oldest myth of the web: Built it and they will come. In reality, quite a bit more work is involved. To get people to visit your website, you also need to (1) make sure that your website can be found and (2) give visitors something worthwhile when they arrive.

## Make Sure That Your Website Can Be Found

The first step to building traffic is to ensure that potential visitors can find your website. This means that you need to make sure that your website can be found in search engines and directories. Some basic things which need to be accomplished to be most effective in this regard include:

1. search engine submission - Submit your website to search engines.
2. directory submission - Submit your website to directories.
3. inbound links - Get other people to link to you. This will help to get visitors as well as help search engines find your website.
4. search engine optimization - Getting in search engines is not enough. You also need to be at the top of search engine results pages. After all, if you are on page 55 of a search, it is unlikely that visitors will be able to find you. So you need to apply search engine optimization techniques to improve your search engine visibility.

## Give Visitors Something Worthwhile

Once visitors come to your website, you need to provide them with something useful in order to keep them there. The something useful could be quality content, a great product, a useful service, or a free tool. But whatever it is, it must be able to hold a visitor's attention, cause them to return, and perhaps recommend the website to others.

## So... How Long Will It Take?

Back to our original question, How long does it take for a blog to become popular? Answer: There is no

specific time required to make a website popular. It all depends on the type of website and the techniques used to market it. Some websites, for example, can achieve great popularity in as little as a week, whereas others may take several months or even years. So the question that you should be asking is: What is the best way to make my website popular?

Some suggestions that we have for increasing the popularity of your website include:

1. **Continuous Blogging.** The frequency with which new content is added to your website will go a long way to generating traffic. In other words, you will achieve popularity faster if you blog everyday as opposed to once a week or once a month.
2. **Link Bait.** Every website needs a bit of viral content, content that will get visitors talking and referring their friends. This is a great way to get a boost in traffic and lots of inbound links.
3. **Press Releases.** Another great way to spread the word is to create a press release and submit it to syndication services. Press releases could be used to announce your blog or some special tool or content series that you might have added. We like press releases because they work for themselves and make their way all around the internet without much help. They'll also get you lots of inbound links.

If you have a new website, don't just wait for traffic to come to you, or you will be waiting for an eternity. Instead, get the ball rolling by making sure that people can find your website, providing useful content, and by using our suggestions above.

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