



How to Write “Comment-Worthy” Blog Posts

Congratulations! You finally decided to start your blog. If you're a newbie like I was, chances are you wrote a few posts, added some eye-catching graphics and in return you've gotten... crickets. Maybe a few likes, a few tweets, but no comments. You look at other blogs that appear similar to yours and notice they all have plenty of comments.

So what's the problem?

As a content moderator for a well-known [blog community](#), I've seen first-hand what type of posts generate the most comments. These “power posts,” if you will, typically do more than one of the following:

- Pose a question
- Cover a hot or controversial topic
- Contain share buttons
- Are syndicated on other websites

For any new blogger struggling to generate comments, I always give the following advice:

- 1) **Take a look at your content.** Are you trying to start a conversation, or just talking at people? Are you asking questions or inviting feedback? Many people who are experienced in their field have a tendency to “give away the kitchen” sink with their blog posts. If your goal is to generate comments, give readers an opportunity to finish the story. Invite participation and contribution from others.
- 2) **Take a look at your topic.** Is it fresh or news-worthy, or boring and dated? Hopefully this won't come as a surprise, but people want to read something new and relevant to their niche, rather than something that's already been covered or off-topic.
- 3) **Share it.** Tweet it, post it on Facebook, change the title and repost it again. Cross-post it among relevant groups on LinkedIn. Email it to colleagues, friends, or anyone in your network who may be interested. Much [research](#) has been done to show that sharing content during certain times of the day or week can have an impact on how well people engage with it.
- 4) **Syndicate it.** Reach beyond your immediate network. Create an account with a niche-specific blog aggregator, such as [The Energy Collective](#) or [Carbon Capture Journal](#). The more mileage your post can get across the social web, the more comments it's likely to generate.

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www.a2bmediallc.com

info@a2bmediallc.com

Taking the time to optimize and market your content can pay off in increased views, comments and overall engagement.

For our more seasoned bloggers, am I missing anything?

About the Author



A driven, goal and results oriented marketing professional, Brenda has over a decade of experience in a variety of b2b and consumer industries. She is as comfortable conceptualizing marketing campaigns as she is doing the actual "work" needed to generate and communicate results. A [Social Media Today](#) thought leader, she holds a Bachelor of Science degree in Marketing, an MBA from the University of Nevada, and is currently pursuing PMP certification from the Project Management Institute. In her spare time, she enjoys fitness, food & wine, travel and spending time with her three favorite boys. You can reach her via email at bsomich@gmail.com.