

10 Tips to Promote Your Content

This is an extra resource to go along with the original article:

[How to Get More Content Interaction with Squarespace](#)

Here are a few tips for promoting your website content:

1. Follow a regular schedule. How does this help with promoting it? Your regular followers know to look for it on certain days.
2. Build an email list and always send out an email when new content is released. (Have calls to action to join your list from your blog).
3. Promote the content to your own social media channels. Set up a few posts to go out over a week or so using a tool like Buffer or Hootsuite.
4. Tag anyone who you might have mentioned in your content. This can help to get it shared further.
5. Look for ways to promote your content in other channels. For example, some people put extracts on Medium or LinkedIn of their long-form content.
6. Make it easy for readers to share your content by including social share buttons.
7. Try landing guest posts on blogs that have an audience you'd like to reach. You may even be able to link back to posts on your site (this depends upon the policy of the blog you're posting on).
8. Ask people to share! Give a clear call to action as this can be enough to drive people to the share button.
9. Make a video for YouTube that breaks down some of your content (and links back to it!)
10. Try paid promotion on social media. This allows you to select a very specific target audience.