



Consistency is another factor that needs to be remembered – if you have five new posts in one day and then none for the next month, readers will move on. That is not to say you should constantly be updating either. A decent flow of 2-3 posts per week should be enough to keep the readers coming back. As the past has shown, focus on quality over quantity. It has been pointed out often that you are as strong as your weakest post. So if you are a photographer putting up an online portfolio, chose the hand-picked, top range of your work rather than every selfie that has ever been taken with that smartphone of yours.

Promotion and the money

So you have your site and your content. Now to get those readers. Start with your friends, tweet about new articles, share a little on your personal social media profiles. This should bring in the initial readers. Update the site with content from related websites to put it on the map. Brush up a little on SEO (Search Engine Optimisation) and use the right tags and keywords, and this should hopefully attract new followers.

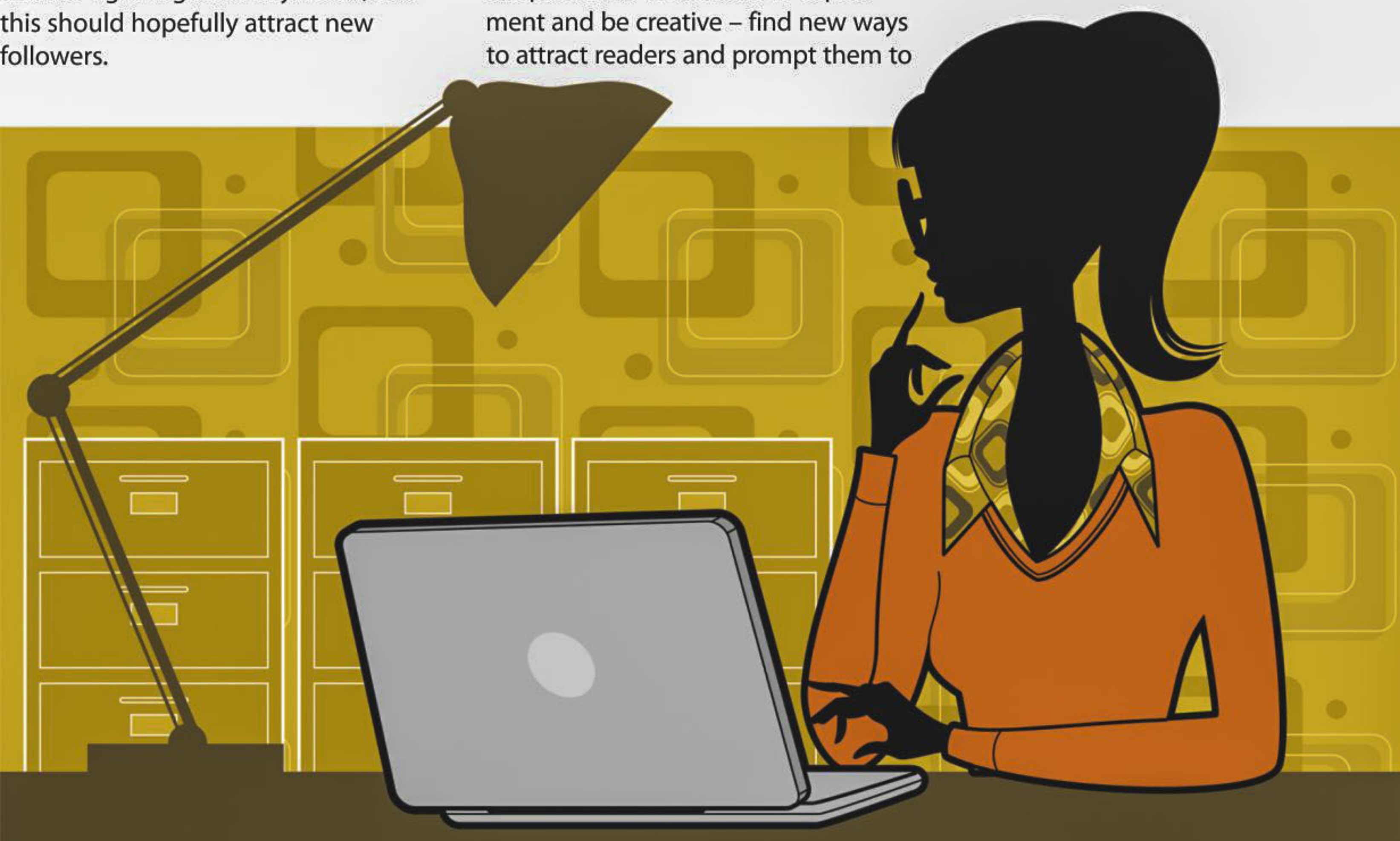
A blog is surely a place for a personal expression, but that is not to say you can't earn a little money out of it. If yours is a business blog, and it has a big enough readership, you might get advertisements to bring in some dough. The internet is filled with tips on how to bring in money for personal blogs, the most common of which is Google AdSense. While this adds an ad banner to your site, the pay per click service cuts out the need to negotiate deals with individual clients and the more readers you have, the more money you make.

The end of blogging is not near. As more writers, photographers and painters emerge, they will seek for a platform to highlight their work. Blogging only reached its peak of popularity in the past. Now is the time to experiment and be creative – find new ways to attract readers and promote them to



share your work. From professional photographers like Ajay Ghani and upcoming young writers on Glyphfiction.com use blogs to at the same time express themselves and in the process promote their works. The future of blogging is yet to come and if you have something to say, this is the time to start.

By Moyukh Mahtab



TAKING CARE OF HAND AND FEET

Caring for your four best friends

Do you give your hands and feet, which perform numerous tasks, making it possible for us to lead our daily lives with ease, the much-deserved attention? During winter, our skin becomes dry and special attention is required. Since hands have relatively thin skin with few oil glands, the low humidity in the air leads to a patchy skin. Knuckles, tips of fingers and the area around nails are very vulnerable.

Moisturise with oil or butter based lotion when you wake up. And apply a light water based lotion several times throughout the day. When the weather gets colder, like in the evenings, use a rich cocoa butter lotion.

Before you go to bed, apply petroleum jelly, especially at the sensitive areas of the hands.

Do not use hot water: it dries out the skin even more. Soaps and detergents that contain sulphates are also best avoided. During winter, avoid using nail polish as much as you can, as it can rip off the moisture from nails and cuticles.

Meanwhile, we put a lot of stress on our feet everyday. So pamper them right!

Soak them for about fifteen minutes in warm water and then exfoliate. Create a thick paste with a body lotion containing cocoa butter and sugar. Gently scrub away the dull, dead skin away. To smoothen calluses, scrape only the top, rough layer, with a pumice stone that you have coated with a body wash liquid.

And finally, use Vaseline Petroleum Jelly at night on the feet and wear socks to make your feet soft and smooth. This also helps with feet cracks.

Vaseline can help your skin through the harsh, cold winter.

LS Desk

For any feedback or query about skin care:
www.vaselineskincenter.com



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