

Should you blog more often?

There's lots of advice floating around there about how often you should blog. Some say blog every day, some say twice a week. Does frequency matter? Should you blog more often or less often?

I advocate for blogging consistently rather than frequently. For some bloggers it may too much pressure to blog every day or even once a week. What can you accomplish consistently? Can you do once a month? In that case, that should be your blogging frequency.

A few weeks ago, I ran a poll via LinkedIn, asking the following question:

Do you judge a blog/blogger by the frequency of posting.

The answer options were:

- Yes
- No
- Depends on blog type
- I judge based on content rather than frequency.

Overwhelmingly, people said they judged based on content. Frequency may not matter that much.

The answer to should you blog more often is, quite simply, it depends.

In the end, you have to decide what is best for your target audience, and for your ability to blog. Does your target need frequent updates? Are you able to deliver the frequency? If so, then blog more often. Are you using your blog to provide relevant information, that does not have to be updated so often? Then blog less often.

What do you think? What have you found works best for you, and

why?