

What was so interesting about this?

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On Tuesday [I wrote this article](#):

Eventually the Bank of England will have to give in. Interest rates are going to fall.

Posted on [April 11 2023](#)

The International Monetary Fund (IMF) blog is usually worth reading. I subscribe to its email feed, as a result of which I saw its forecast [Read the full article...](#)

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Receiving only eleven comments, it did not excite much attention here.

It has, however, become one of the best-read articles in the site's history. Yesterday it attracted around 35,000 reads, having attracted well over 20,000 on the day it was published. That made yesterday the fourth biggest day ever in the site's history with regard to traffic - the total reads exceeding 50,000.

I know the traffic is coming from social media. Beyond that, I do not know. But something about the way in which I am advertising posts on social media seems to be working, although quite what in this case I am not sure.

What I do know is that predicting which articles might fly on a blog is nigh-on impossible.