



Presented by  
MyNAMS Insiders Club



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## Why You Need to Drive Steady Traffic to Your Blog

- ✓ Traffic is so important because of the following reasons:
  - People come from search engines and other sources to make your blog popular & widely-read
  - More traffic = More readers
  - Higher volume of traffic means you're more likely to hit your target
  - More traffic = More sales
  - More traffic means more opportunities to engage with people
  - Traffic = Credibility
  - Your blog can become a lead magnet for your other sites
  - Your blog can become a fulltime job with enough traffic
- ✓ Define the specific purpose of your blog

## The Most Effective Methods to Drive the Right Traffic to Your Blog

- ✓ Some traffic strategies are very common as they produce great results
- ✓ Always be on the lookout for alternative strategies
- ✓ Social Media traffic
  - Create a profile
  - Connect
  - Share and read content
  - Utilize the sites unique features to engage
- ✓ Guest Blogging
  - Write a post on someone else's blog
  - Get exposure to their audience
- ✓ Online Forums
  - Create a profile
  - Discuss common interests with other users
- ✓ Blog Commenting
  - Read other blogs
  - Leave comments with links to your own blog
- ✓ Email
  - Create a feed
  - Send an email out to all subscribers whenever you post something
- ✓ SEO
  - Use methods such as keywords
  - Improve your search engine rankings
- ✓ Base your strategy on where your target market can be found

## Maximize Your Blogging Efforts Through Social Media

- ✓ Interact with other users and build relationships
- ✓ Learn about your target market
- ✓ Some best practices include:
  - Research the sites your target uses
  - Spend some time seeing how sites work
  - Put links to your blog wherever you can
  - Write a description with emphasis on why people should look at your blog
  - Update social media whenever you post anything
  - Look at content your audience is posting and interact
  - Get an understanding of your audience's interests
  - Pay attention to audience reaction and tweak accordingly
  - Make sure your blog is mobile-friendly
- ✓ Using Facebook to drive traffic:
  - Use visual content
  - Keep it minimal
  - Share teaser videos
  - Use Facebook ads
- ✓ Using Twitter to drive traffic:
  - Shorten your URLs
  - Keep posts quick and to the point
    - Use a quote from your post
    - Ask a question
    - Include a statistic
    - Use numbers ("5 Ways to...")
  - Include images with tweets
  - Use hashtags
  - Use 'Please RT'
- ✓ Using LinkedIn to drive traffic:
  - Use LinkedIn to reach business professionals
  - Interact with people using the groups
  - Engage to build trust
  - Add your blog feed to your profile
  - Only post relevant content in groups
- ✓ Using YouTube to drive traffic:
  - Create teaser videos
  - Include a strong call to action
  - Maximize SEO
  - Interact with other users
- ✓ Using Google Plus to drive traffic
  - Content performs better in Google search rankings
  - Use circles to categorize different groups
  - Post different types of media

- Get creative with formatting
- ✓ Using Pinterest to drive traffic
  - Create a pinboard for your blog posts
  - Interact with other users
  - Repin content you like
  - Add a description to each pin
- ✓ Using Instagram to drive traffic
  - Use the editing capabilities to make images unique
  - Share videos
  - Use hashtags
  - Use photo series
  - Create themed images
  - Hosts contests to engage other users
- ✓ Using Tumblr to drive traffic
  - Create memes
  - Replog other users' posts
  - Encourage people to reblog yours
  - Get users to recommend your blog as an explore page
  - Tag with relevant keywords

### **Guest Blogging, Forums, and Comments**

- ✓ Guest Blogging
  - Write a post for another blog
  - Expand your audience
  - Improve SEO of your blog
- ✓ Find a blog on the same or similar topic as your own with lots of traffic
- ✓ Contact the owner with a pitch
- ✓ Allow others to write for your blog
- ✓ Best practices include:
  - Get to know the blog & its audience
  - Write something important & meaningful
  - Link to your own blog
  - Subscribe & respond to comments
  - Keep a regular schedule
- ✓ Maintain a presence on online forums
  - Discuss common interests
  - Not necessarily a great place for promotion
  - Put your link in your profile and signature
  - Find forums that will potentially give you more readers
  - Make sure it has a large active membership
  - Monitor traffic
- ✓ Blog commenting give you an opportunity to broadcast your blog
- ✓ Make sure it's related
- ✓ Follow Dos and Don'ts

- DO leave helpful, interesting or insightful comments
- DON'T put a link to your blog in the comment
- DO subscribe to comments and check back to respond
- DON'T say anything promotional in your comment
- DO read and comment on blogs daily
- DON'T leave a comment if you have nothing valid to say
- DO subscribe to blogs you like and make early posts
- DO use an image on your profile

### **Set up Systems for Email Updates**

- ✓ Set up a blog feed to let readers know via email when you make a post
- ✓ Ways to set up an RSS feed include:
  - Some platforms like WordPress or Blogger automatically give you an RSS feed
  - You can use FeedBurner to create one
- ✓ You can add a subscribe button to your blog, or use a widget
- ✓ You can use an email newsletter to encourage traffic
  - Send subscribers a message with a taste of what to expect
  - Create an email list with services such as [AWeber](#) or [MailChimp](#)
  - The service will create a sign up form for you
  - Put this form on your blog, site and other places

### **Basic SEO for Your Blog**

- ✓ SEO includes things you do both on and off your blog
- ✓ SEO revolves around keywords that are search terms people look for when using search engines like Google
- ✓ The best keywords are
  - Relevant
  - High Search Volume
  - Low Competition
- ✓ It's difficult to get the balance right, so focus on relevance and search volume first
- ✓ Brainstorm what you'd type into Google to find a blog like your own
- ✓ You can perform keyword research with software
- ✓ Some free tools include
  - Google Keyword Planner Tool
  - SEMRUSH
  - Keyword Tool
- ✓ Keywords should be natural
- ✓ Don't 'Stuff' your content with them as you will get penalized
- ✓ Create categories and tags, but not too many and make them relevant

- ✓ Use SEO plugins to automate tasks

### **More Creative Ways to Drive Traffic to Your Blog**

- ✓ Publish a podcast
  - Discuss various topics, have guests and interview people
  - Put supplementary content on your blog
- ✓ Press releases
  - Write a one-page release about your latest post
  - Submit to media outlets
- ✓ Use Commentluv
  - Connect bloggers and their comments
  - Helps gain exposure
- ✓ QR codes
  - Scanning a code directs the device directly to your blog
  - You can use these online and off
- ✓ Contests and giveaways
  - Give people a reason to visit and interact
  - Publish the best submissions
- ✓ Reach out to key influencers
  - Identify influential people and get them to talk about your blog
  - Offer an incentive
- ✓ Promote Offline
  - Tell people about your blog wherever you go
  - Put your blog on your promotional materials

### **Analyze Your Blog's Performance**

- ✓ Check analytics to see if your efforts are paying off
- ✓ Programs can give you data on performance
- ✓ Google Analytics is free and offers comprehensive reports
- ✓ Referral Sources tells you how much traffic you're getting and where it's coming from
- ✓ You can also see which keywords are performing best
- ✓ See who is visiting your blog, what they're doing there and other information
- ✓ Decide which metrics are the most important to you and focus on them

### **Common Mistakes to Avoid with Your Blog**

- ✓ Not reading other blogs

- ✓ Copying content
- ✓ Too much design
- ✓ Too much promotion
- ✓ Not sticking to schedule
- ✓ Text only
- ✓ Boring titles
- ✓ Too many keywords
- ✓ Not mobile ready
- ✓ Not checking analytics



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