



Presented by
MyNAMS Insiders Club



Copyright Notice

Copyright © 2017 NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This report is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This report does not provide complete information on the subject matter covered. This report is not intended to address specific requirements, either for an individual or an organization. This report is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional. Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this report.

MYNAMS INSIDERS CLUB



**BUILD YOUR TEAM
AND GET ALL THE
BUSINESS TRAINING
AND TOOLS YOU
NEED NOW!**

Discover what INSIDERS already know!

MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business of their dreams with the support of a like-minded community.

Check it out to get a \$1 for 14 Days!

NAMS.ws/TRIAL

Table of Contents

Copyright Notice	1
Table of Contents	4
Why You Need to Drive Steady Traffic to Your Blog	5
The Most Effective Methods to Drive the Right Traffic to Your Blog	5
Maximize Your Blogging Efforts Through Social Media	6
Guest Blogging, Forums, and Comments	7
Set up Systems for Email Updates.....	8
Basic SEO for Your Blog	8
More Creative Ways to Drive Traffic to Your Blog.....	9
Analyze Your Blog's Performance	9
Common Mistakes to Avoid with Your Blog	9

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
 - Repblog 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



A Personal Invitation!

And a special 14 day \$1 trial to the best business training resource library available

1

Magnetize: Every business person must have the ability to persist until they prosper by training the right mindset...

2

Monetize: Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3

Methodize: After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

[Click here to start today!](#)



What Do Insiders Get?

30-Day Challenges - monthly deep dive into one of 12 essential topics

Weekly Live Hangouts - What's working and what's not in your business.

Insiders Facebook Group - active peer community

PLR Articles - articles, report and e-course each month

Audio Gallery - royalty free songs, sounds, and stingers

Graphic Gallery - more than 40 marketing graphics packs

Micro Workshops - nearly 2 dozen 4-hour training sessions

Tutorial Library - Tech tutorials on tools and processes

Custom Tutorials - 18 tutorials (and more coming) on specific and essential tools by task

Custom Plugins and Software

Site Builder with Templates

And much more...