



Presented by
MyNAMS Insiders Club



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Why You Need to Drive Steady Traffic to Your Blog

What is the purpose of your blog and what results do you wish to achieve?

Blog Purpose	
Desired Results	
1	
2	
3	

How will driving more traffic help you and your business?

1	
2	
3	

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

Based on the goal of your blog, describe your key readers, where you can find them online, and what you want them to do when they get to your blog.

Key Readers	
Locations Online	
Top Sites They Visit	URL
What do you want them to do?	
1	
2	
3	

List the main traffic methods you are using with your blog now.

Current Methods	Notes

Which ones you would like to implement from the ones listed in the module.

Module Methods	Notes
Social Media	
Guest Blogging	
Online Forums	
Blog Commenting	
Email	
SEO	

Maximize Your Blogging Efforts through Social Media

Identify the main social media outlets where your ideal blog visitors are hanging out.

Social Media Outlet		Notes
1		
2		
3		
4		
5		
6		
7		
8		

Outline some ideas for posts you can create on social media that will encourage people to visit a blog post. Focus on the most effective social media platforms for your market (e.g., Facebook, Twitter, LinkedIn, YouTube, Google Plus, Pinterest, Instagram, Tumblr, etc.) Just pick 2 or 3 platforms if you haven't been using social media much yet.

Social Platform	Image Ideas	Text Ideas	Video Ideas	Other Ideas
<i>Eg. Facebook</i>	<i>Quote images</i>	<i>Question of the day</i>	<i>Excerpt from blog post</i>	<i>Facebook Ads</i>

Guest Blogging, Forums, and Comments

Make notes on the steps you'll take to build traffic to your blog through blog comments, guest blogs, and forums. Use the ideas in the module as a guide.

	Steps	Notes
Guest Blogging	Identify and approach potential blogs for guest posting	
	Identify and propose topics suitable and relevant for other blogs	
	Write and submit your post (including links and keywords)	
	Respond to comments	
Forums	Identify active forums where your readers are.	
	Make sure you can include links to your blog somewhere	

	Respond to questions with valuable information	
	Post to the forum regularly	
Blog Comments	Find blogs related to your niche where you can include a link in a comment	
	Create a newsfeed (eg with Feed.ly) where you can monitor new posts.	
	Comment where you have info to offer, and make sure you have a profile with a link to your blog.	

Setting up Systems for Email Updates

1. Create an RSS feed for your blog using a service such as [FeedBlitz](#), or locate the url of your current feed.

Note the url of your feed below:

(eg, <http://feeds.feedburner.com/YOURBLOGTITLE> or <http://YOURBLOGURL.com/feed>)

2. Set up an automated blog 'broadcast' in your email autoresponder service to tell your subscribers about your latest posts. Find the instructions in your autoresponder's help section.

Basic SEO for Your Blog

Research and list some keywords that will support and optimize your blog content.

1		6		11	
2		7		12	
3		8		13	
4		9		14	
5		10		15	

Identify categories and tags to help people find your blog post.

1	
2	
3	
4	
5	
6	

3. Pick one current blog post to optimize for SEO.
 - a. Select a relevant keyword
 - b. Edit your content to include the keyword in appropriate places
 - c. Make sure it is in a relevant category
 - d. Add relevant tags
 - e. Be sure to include an image with a keyword in your 'alt' text for the image

If you'd like, install a plugin for SEO and use it to guide the optimization of your blog post.

More Creative Ways to Drive Traffic to Your Blog

Which of the following could you integrate with your current traffic methods?

Method	Notes
Publish a Podcast	
Press Releases	
Commentluv	
QR Codes	
Contests & Giveaways	
Reach Out to Key Influencers	
Promote Offline	

Decide on one creative example to use in the future.

Analyzing Your Blog's Performance

Explore your Analytics and the statistics that are available to you. If you don't already have your blog set up with Google Analytics, read the [instructions for setting it up](#). Most blogging platforms will have a place in the theme to add your analytics code, or there are Google Analytics plugins to help.

Identify which key statistics you'll track to maximize your blog results.

Key Stats	Notes

Review your analytics every week or so to see where you can adjust your traffic and content tactics.

Statistic	Results	Actions to Take

Common Mistakes to Avoid with Your Blog

Use this checklist to review your blog and ensure you don't make any of the mistakes listed.

Mistake	Check ✓
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	

Conclusion – Create Your Action Plan

Review all your notes and worksheets from the course.

Next, make a list of the actions you will take as soon as you get back to work. Identify the most important tasks that will lead to the biggest potential impact on your customer’s experience with your business.

Set deadlines for each of the tasks you identified.

Action Step	Deadline
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	



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