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57 Ways to Boost Your Blog Traffic

A complete guide on how to increase blog traffic

BY

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Using effective tactics that boost your blog traffic is the first step in achieving a variety of goals.

Those objectives could include, selling products and services, building brand awareness, position yourself as a thought leader or to connect and network. Whatever the goals are, traffic provides the visibility to engage and sell.

Website visitors is where it all starts. No traffic...nothing happens.

In the past bloggers only had one big tactic.

Building an email list.

This is still important despite the allure of social media with all its hype and bluster, real and imagined. Social media since arriving on the scene has offered bloggers two core and very important capabilities that were not part of the web landscape until social media turned up.

1. Multiple platforms and networks to re-publish and share their content on. You can now discover a blogger and their content because it is published to Facebook or their video is on YouTube
2. Crowd sourced marketing as people share bloggers articles with a couple of clicks on [Facebook](#) and Twitter. No longer is the post hidden in the email silo where sharing is restricted to passing an email on.

So if you have just launched a blog or you're struggling to grow your traffic, what are some of the tactics that the top bloggers use to get attention, bring readers back and become part of your loyal tribe of readers?

Tips to boost your blog traffic

Some of these tactics are more effective and direct than others but collectively implemented can create long lasting and organic growth path for your blog.

1. Build a [large following on Twitter](#)
2. Automate the sharing of content on Twitter. (you cannot scale if you don't do this)
3. Link to your blog on Twitter in your profile
4. Increase your [likes on Facebook](#)
5. Link to your blog on Facebook
6. Share your post (including links to it) on Facebook
7. Build an email subscriber list from day one
8. Host a webinar (you can capture many emails when you run a webinar)
9. Create and publish great content
10. Make it easy for people to share your content with a Twitter retweet button
11. Ensure you have a LinkedIn sharing button (there are over 230 million users there)
12. Include a Google+ sharing button even if you don't use it very much (over half a billion people there!)
13. Facebook sharing button is a must
14. Make it easy for people to share your content with a Pinterest sharing button
15. Provide an incentive for people to subscribe to your blog by offering a free ebook in exchange for their email address and name
16. Place the email subscriber box in a prominent position (top right or even in the top banner)
17. Include multiple locations for people to subscribe
18. Include an RSS feed option
19. Link to your blog from your YouTube videos and channel
20. Make your blog easy to read (this will keep them loyal and bring them back)
21. Write the best headlines you possibly can
22. Guest blog on larger blogs in your industry
23. Comment on other bloggers articles
24. Reply to comments on your blog posts
25. Interview the influential bloggers in your niche and category
26. Obtain testimonials from influencers in your industry who have a strong social media presence
27. Ensure your blog can be easily read on mobile devices
28. [Optimise for search engines](#) by using an SEO plugin such as WordPress SEO (Also known as Yoast) or activate in your blogger dashboard settings.
29. Write sub-titles with keywords in posts to help your SEO
30. Improve your blogs search engine friendly content by including key words in images

31. Publish new articles regularly (at least once a week)
32. Write long form content that will be a resource for readers (they will link and bookmark it for future reference)
33. Place a Facebook ad that drives traffic to your blog (could be an offer of free premium content)
34. [Advertise on Twitter](#) with “Promoted Accounts”
35. Provide links to archives on your blog
36. List your most popular posts (this is a default WordPress feature)
37. Use an SEO friendly online publishing platform like...“WordPress”
38. Use a simple design that profiles your content and highlights your focus
39. Include “prominent” social media sharing buttons placed at the top of your articles (floating buttons are good too)
40. Have your top social media channels displayed in a prominent position so people can easily follow you
41. Share other top bloggers content on Twitter and let them know you have shared with an @topblogger mention
42. Copy and emulate the strategies of top bloggers
43. Write a great introduction that is compelling and draws readers in
44. Engage with your readers so that they want to come back and become loyal fans
45. Write a blog post that highlights the best bloggers in your industry
46. As you build credibility display your awards, wins and social proof in a prominent position
47. Link to your blog in your email signature
48. Join Facebook groups and participate
49. Create a Google+ hangout for a hot topic in your industry and promote it
50. Participate in LinkedIn groups
51. Create some controversy that attracts attention
52. Submit your top posts to Reddit
53. Publish articles on Stumbleupon
54. Make yourself available to speak
55. Have a business card for your blog
56. Take photos with Instagram (over 130 million registered users there) and share them on Facebook and Twitter
57. Include multimedia in your articles to broaden your blogs reach. Videos, infographics, podcasts and Slideshare presentations are sometimes preferred over learning in a text format.

Overwhelmed?

So you are now overwhelmed and fifty seven items to add to your blogging “*to do*” list may seem like a tad too much to implement. It has most probably crossed your mind that this is a big mountain to climb. You may even be considering forgetting blogging and taking up drinking.

How can you have enough time to have a life and blog without losing your mind?

Here are the top tips that will make the biggest difference that you should not ignore to get you started.

6 “must do” tactics to accelerate your blog traffic

There are many tactics that you can pursue but some have more value than others. If there were six that should be on your “must do” do list then here they are.

1. Build an email list

Do this from day one by offering a free ebook or premium content that readers can only get by entering their name and email.

Email is sometimes seen as the dreary cousin of Facebook who never gets invited to the



marketing party.

It has this image of mundaneness because it has been around for decades and is all about work. Often it is perceived as that necessary evil that that can't compete on marketing terms with the rather fun Twitter chap. YouTube or Pinterest is like a super model compared to the dowdy and buttoned up email dingleberry.

But if you talk to any serious marketer, blogger or online store owner who has been around a while, then building an email list from day one is a number one priority.

You own it and it is known to deliver!

It may not be the life of the party but it is that efficient PA that just gets the job done. It is like your accountant that understands the meaning of numbers.

Some of us have been too distracted by the shiny new marketing tool called “social media”

Email marketing

Email marketing is one of the basic principles of an internet marketing strategy. Often it was the only marketing tool available to bloggers when blogging was in its infancy. It becomes essential whenever you are pursuing numerous leads for marketing your brands and products. With so many tasks to manage, such as:

- Handling an auto-responder
- Managing subscriptions of your clients
- Sending of emails to your potential customers
- Sending out follow up emails

This can be a very daunting task. That is why an email marketing software becomes a very valuable marketing tool for bloggers and companies that help them manage their email lists and is designed for ease of use and convenience.

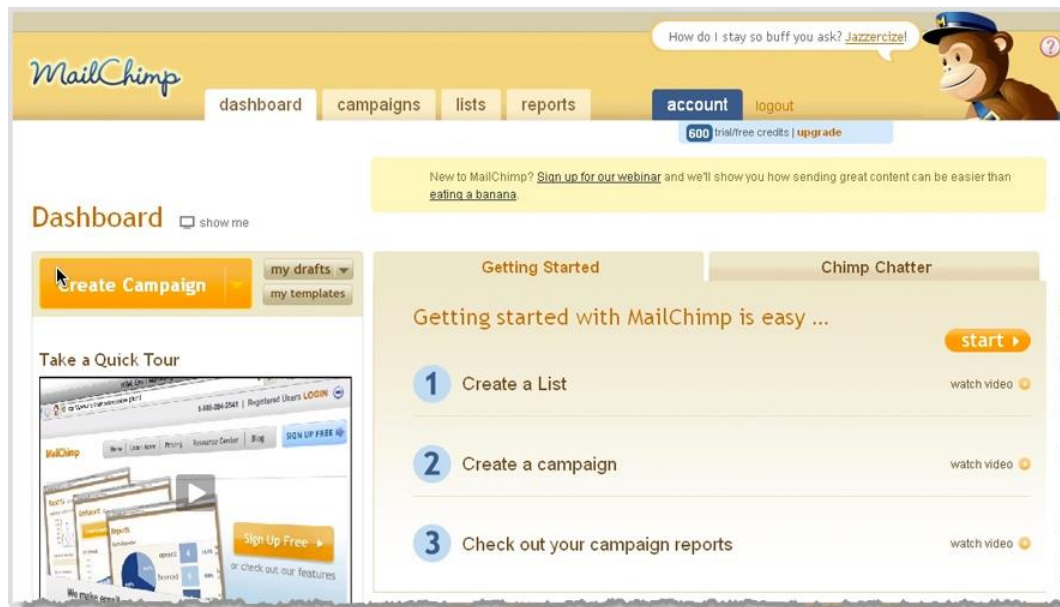
AWeber has some competition

[AWeber](#) is an internet email marketing software that is very popular among digital marketers who are engaged in serious marketing. This software has evolved to become a very useful tool that helps both the newbies and the pros alike in email marketing. It comes with convenient features that assist everyone who want to earn money from email marketing and AWeber is often the email marketing platform of choice.

Whenever email marketing software is concerned, AWeber has been a dominant tool for quite a long time. But for the benefit of others who want to have other choices, here are 5 email marketing options that provide some email marketing competition for AWeber.

1. MailChimp

[MailChimp](#) is an easy to use tool and also a powerful option for those who want to focus on business and eCommerce rather than just affiliate marketing for earning money in their business.



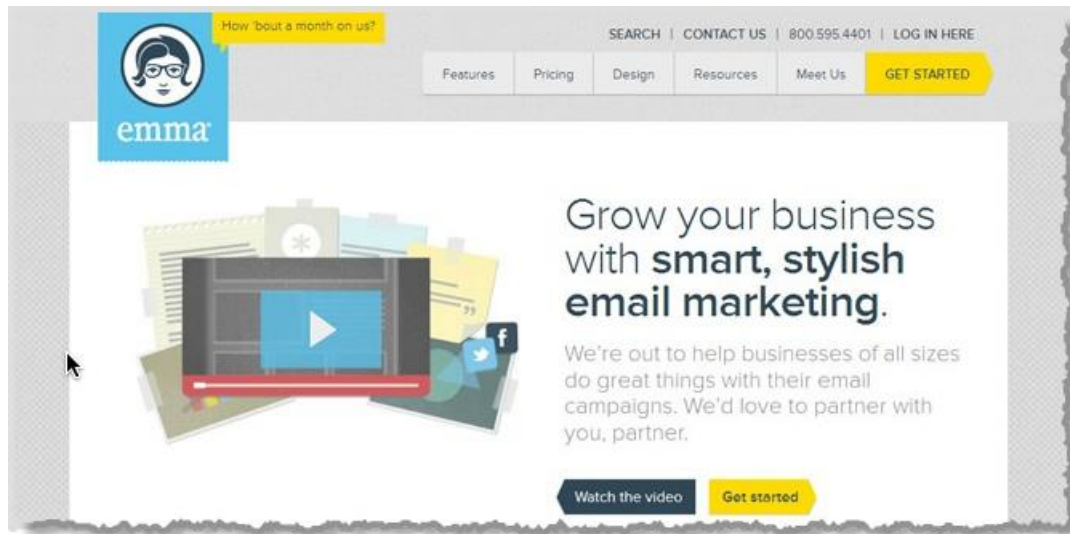
MailChimp's email service allows you to

- Integrate your emails with shopping carts and CRM's
- Allows a free email service for your first 500 subscribers.
- It also creates a personalized sign up form that matches your brand, giving you the opportunity to post them on your social media account on Facebook.
- Its custom forms allow you to send emails and display sign up posts that carry your brand.
- You can also create a template for your own customization preferences and you can also send customized messages to send out to your subscribers.
- With the help of MailChimp, email marketing is easier with its drag and drop feature.

Now, you can manage your email marketing campaign without using AWeber.

2. My Emma

Another option for an email marketing service that you can use is the [My Emma email service](#). Its main specialization is making visual designs for your email newsletters which is more preferable for marketers who like visualization rather than just text in their email newsletter.



With My Emma you can:

- Create visual designs by choosing the downloadable options for customizing your email brand
- Track your visual optimized email campaigns easily
- It is easy to create your own email newsletter designs
- Provides a mobile optimized feature with over 100 free templates that you can choose from
- If you need help to create your own email newsletter designs, they also have in-house professionals who could give you a hand
- Use a “drag and drop” interface
- Social media tools are available to help you reach a wider audience
- Integrate your email marketing campaign with your social media account and other existing websites that you own.
- Share analytics with other team members that will help guide you in your email marketing campaigns.

3. Constant Contact

If you are looking for a free email campaign to start with, then [Constant Contact](#) provides a great solution for your email marketing needs. If you are just starting out and want to get the feel on how an email marketing campaign will work for you, it is best to start from opting for a free email service than paying for AWeber’s paid email marketing tools.



This email marketing solution offers you guaranteed results that your email campaign will reach their inbox.

Some of the features it provides include:

- Control on how you want to design your customizable templates and make your professional looking emails and newsletters using its drag and drop editing tool.
- Helps you to manage your growing email lists and you can start enjoying its social integration feature for your email marketing campaign
- Track down your results in real time

The 60 day free trial may be enough to help you decide whether the tool offers you a better solution for your business. With its \$15 per month subscription afterwards you will find that Constant Contact offers you a productive email marketing campaign that is worth the investment.

4. Get Response

[Get Response](#) is another email marketing software solution that can take the place of AWeber because of its intuitive designs and tools for creating beautiful and attractive email newsletters. They have numerous template designs that allow its users to unlock their creativity in making their own email design to promote their brand and business.



Some of Get Response's features include:

- Smart editing tools
- Blocking features for adding text and buttons
- Save snippets and retrieve your email history
- If you have the talent in managing your HTML code editor, you can explore all creative possibilities in creating your own email design or you can easily use the pre-designed templates available
- Has numerous custom templates for creating your email newsletter with more than 1000 iStock images to create a more impressive design for your email and newsletter

5. Vertical Response

[Vertical Response](#) is another email marketing software that you can use that offers some easy to use features and allows a 30 day free trial.



Features include:

- Over 700 designs for email newsletter templates created by professionals that you can flaunt to offer in social media sites and for event marketing campaigns. You can also make use of their
- Free list management tools
- Send out online surveys and direct mail postcards
- Provides a free Webinar and marketing guide that will help you improve your email marketing campaigns.

Vertical response offers a more flexible pricing for their services with its Pay As You Go program.

2. Grow a targeted Twitter following

Twitter is the best platform to build a focused list of followers. It's simplicity and unfiltered stream ensures your tweets with your content linked and embedded will provide visible attention.

Twitter remains an enigma for many bloggers and businesses. Many questions are asked. What can I do with 140 characters? What is the point of tweeting? How can I use it for marketing? Should I check all the people who follow me before following back?



These and many other questions bedevil the casual Twitter user who often thinks that social media marketing only revolves around the Facebook universe.

Social media marketing at scale includes participating on as many social networks as possible that are relevant to your target audience. You need to have your brand on the major social networks and build large followings. Enterprise class tools for facilitating social at scale are now starting to emerge from players such as Exact Target and Adobe.

On Twitter one or two tweets per day with a random message to 200 followers is not going to cut the marketing mustard. You need to scale it up.

Twitter is growing and gaining traction rapidly which stems partly from [last years inclusion in Apples's new mobile operating system](#) and is now embedded in its mobile menu system.

On social media it is important to listen and engage. The other truth is that “bigger is better”. You need to create big tribes on big networks.

This will give you the reach you need to continue to scale.

How Do you Build a Large Twitter Tribe?

I am going to assume that your blog or website has great content already. Content that has good headlines, published in a range of media types, is well written and structured are important elements in building the foundation to any substantial long term presence online.

Letting people know that you have this awesome information to help them solve problems and provide “how to information” is the magic sauce to take your [brand from invisible to visible](#).

Building a large Twitter tribe is one of the most efficient ways to distribute that content.

How do you do that?

One of the best simple and free tools that I discovered that can help you achieve that and also abides by Twitters terms of use is [Tweepi.com](#).

What are the steps to attract and build Twitter followers using this tool?

Step One: Create an Account on Tweepi.com

This is quick to do. All you will need is a Twitter account and enter some basic information and you are done. Best of all, it is “free”.

Step Two: Follow the Followers

One of the main drivers of growth on social networks is creating a list of friends and followers from Facebook to Twitter and beyond. This is where the multiplier effect of sharing drives traffic and brand awareness.

In this step we will “follow followers”. So go to the main dashboard area of Tweepi after you login and click on the “follow followers” button

Dashboard Manage Twitter Follow Tweeps Premium Blog Help

tweepi
make sense of your
Twitter account

Hi @jeffbullas (FREE) my dashboard safelist logout

SOCIALMEDIACORP
GET 10,000
FOLLOWERS!
ONLY \$10.00
NO PASSWORD NEEDED

BUY
Instagram
Followers
as low as
\$20

WANNA
GET NOTICED?
GET TWITTER
FOLLOWERS
NOW
2,500
JUST 16 BUCKS!

My Tweepi Dashboard (free basic)

The dashboard shows you a quick overview of your Twitter account as well as quick shortcuts around Tweepi.

Manage your Twitter account

Last updated less than a minute ago

You are following 10510 tweeps who are not following you back. [Flush »](#)

4523 tweeps are following you, but you're not following them back. [Reciprocate »](#)

Is your Twitter stream getting crowded with tweets? You are following 113461 users, why not unfollow some. [Cleanup »](#)

Do you have some undesirable people following you? 107474 users follow you. Would you like to force some to unfollow you? **NEW** [Cleanup Followers »](#)

This is a Tweepi Premium feature. [Upgrade now to enable »](#)

Follow new tweeps

Want to follow new users based on which tweeps they're interested in? Try following an @user's followers. [Follow followers »](#)

[Upgrade to Premium](#)

- [Dashboard](#)
- [Safelisted Users](#)
- [Edit account info](#)
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"Click" on "follow the followers" button

Step Three: Follow the “Big” Names on Twitter

Most of us know who the big names are in your industry. Some will have substantial Twitter followers. It could be photography, surfing or fashion. In social media it is people like Chris Brogan (currently over 200,000 followers). Type in their Twitter name. eg “ChrisBrogan” (remember it must be their exact Twitter “handle”).

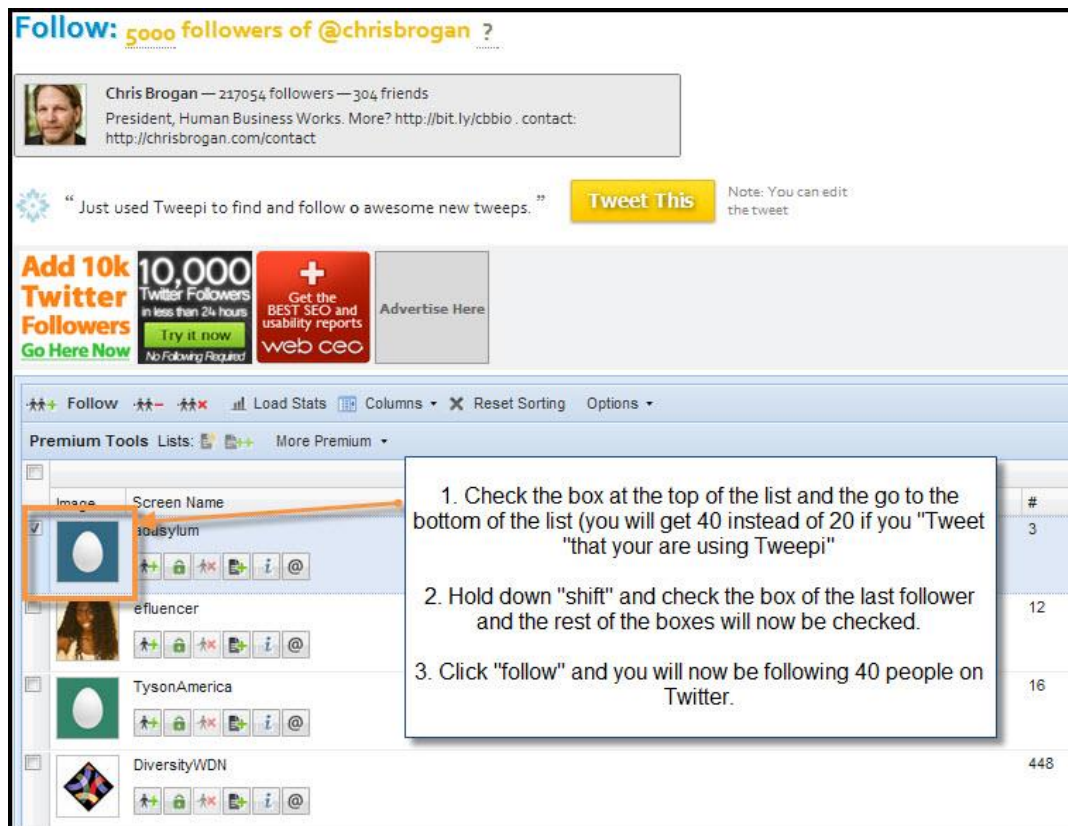
Then click “start following”.



Step Four: Follow Forty Followers at Once

You can now follow forty followers of Chris Brogan that are already qualified as interested in social media because that is the main reason they are following him (*This is what you call an already qualified list*). This can be done with just two clicks.

This methodology can be applied to any industry actegory.



Tweepi applies Twitter rules to allow you to follow a certain number of people on Twitter at a time. Don't be too aggressive in building a Twitter tribe but take it one step at a time. Follow maybe 20-40 people and see how many follow you back.

As we know on social media networks, if anyone follows you then there is a sense of obligation to friend or follow back (of course not everyone will follow back) but if you have good content then a good percentage of those will reciprocate and follow back. Keep in mind that Twitter will allow you to quickly build the list to 2,000 with no limits. Once you are following 2,000 people Twitter applies a ratio that stops you following more than a 10% larger ratio than follows you.

Example: If 1,900 people follow you then you can only follow 1,900 plus 10% (2,090)

So performing this Twitter tactic regularly will allow you to grow your followers. Just rinse and repeat.

This tactic was a big part as well as the creating and publishing of content on a consistent and persistent basis that allowed me to grow my Twitter tribe to over 100,000.

I look forward to hearing your stories about your success at building your tribes. on your social networks.

3. Increase your Facebook likes

Facebook cannot be ignored and ensuring you have a large group that have liked your page can be one of your top two social networks that will drive significant traffic.

Growing your Facebook “likes” are social media’s version of building the traditional email



subscribers list.

Facebook specialist Allfacebook.com states that for them Facebook fans are twice as effective as an email list. Their reasoning?...that email is now full of “spam” and 50% of all Facebook users log in every day.

Steve [Gaither](#) from the agency JB Chicago reports that the conversion rates for Facebook and Twitter are consistent across a number of their social media marketing campaigns.

Conversion Rates for Facebook and Twitter

These are what JB Chicago have found to be the conversion rates on their campaigns.

- Paid Twitter: one to three percent
- Organic Twitter: eight to nine percent
- Facebook organic: 20 to 30 percent
- Facebook ads: 18 to 20 percent

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