

Blogging For Profits

Module Five - Gain Targeted Traffic To Your Blog



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Gain Targeted Traffic To Your Blog

The Easiest Way To Gain Traffic That Converts The Best

Successful blogs are successful because they have regular traffic stream to their blogs. Gaining targeted traffic that is reoccurring can be done simply with some effective techniques that are simple and easy to implement.

In previous modules we talked about the importance of knowing your target audience and your keywords.

- **Your Traffic will Convert Better**
- **You'll Know The Secrets to Gaining Targeted Traffic**
- **You'll Be Able to Easily Continue To Optimize for Traffic**
- **You'll Know The Best Traffic Gaining Techniques**

Don't worry this is not as hard as most bloggers think. It's all about your blog content and knowing your niche keywords.

Know Your Keywords And Your Content

In previous modules we talked about the importance of knowing your target audience and your keywords. If you are a blog about Dog Chew Toys you have to mention those keywords often in your content, have sidebar links with those keywords in it, i.e. having pages like Best Dog Chew Toys, 10 Chew Toys That Are Bad for Your Dog, etc.

The easiest way to rank high on your keyword is to have the keywords in your URL domain name, something like www.TheDogChewToyBlogger.com

Remember your URL name doesn't need to be short and catchy, most readers will arrive through search engines or from other websites. Your subscribers of your RSS feed will be updated and taken to your website without typing your URL. Keep keywords in your URL even with free blogging services such as Blogger, ex. TheDogChewToyBlogger.blogspot.com

We'll start with the simplest way to increase traffic to your blog, Search Engine Optimization. This the easiest start because it requires editing of your blog and content to make it more visible and well received in search engines.

How to Optimize Your Blog Content

First use your keywords as often as possible, but not always in the same order, don't always write, "Dog Chew Toys" just use those keywords as often as possible in headers, page titles and in your URL.

When you are writing your content write in a conversational manner, remember that your blog will be seen as a small paragraph in search engines. If you write very formally and "salesy" it won't be received very well. The best way is to write as if you were talking to one person about Dog Chew Toys, and answer questions.

People Are Always Looking For Answers

Most often people searching are looking for an answer or solution if you write as if your talking directly to them you will be well received and increase traffic.

Google and Yahoo crawls the internet every few hours to find new updates to websites. It does this for a reason, to make more relevant up-to-date search results. You need to make sure that the search engines can depend on your updates.

Updating Blog Content Regularly

It's important to update new content regularly, but too often is very bad. The best way is to post once every week.

Twice on the weeks where traffic is high, adapting to your traffic is the best way to optimize traffic. Very soon Google will expect new updates and crawl your blog more often.

In the previous chapter you got your blog up and running optimized for the best start. You just added one well written blog post that is not too long, but not too short either. The best key when writing your content is to aim for 400 – 600 words, because readers prefer smaller to the point posts rather than lengthy reports.

Adapting With Your Traffic

When you start and your traffic is low you will need to worry about link backs and getting your blog known to many different websites and other blogs. Once you have traffic you will need to adapt to them and offer contests, or other interactive techniques to optimize traffic.

Remember The Secret: Become A Part of The Community

You are now going to do browsing around to get yourself known. The first way to start getting your blog known is by being a part of the community of your chosen niche. Start finding blogs that are writing about the same thing, using similar keywords as you. Read their posts and comment! Add a link to your website and add good comments.

This will get you known by readers already reading similar content and get you introduced to those bloggers. You can contact the blogger who owns the blog and agree to back links, where you add a link to their blog on your website and they add a link on their website. Link backs from popular blogs help search engine ranking a lot.

Remember Blog Directories Are Your Friend

You now need to get your blog indexed by many blogging directories. This helps for driving targeted traffic to your blog and increase search engine ranking. There are many blogging directories where you can upload your blog too.

In module 2 there is a HUGE list of Blogging directories, you should check it out.

My Yahoo, A Popular Blog Directory

A quick way to get your blog indexed is to add it to My Yahoo. If you do not have a My Yahoo account, I would recommend that you register one right now.

Link: <http://my.yahoo.com>

Now that you have your blog on some directories the best thing to do now is to take your blog posts and turn them into articles. You can revised them or leave as is and upload to Article directories where people can take your article and post it with a link back to your blog.

One of the great things about having unique content is that you can use it in so many different ways to your benefit.

Trackbacks From The Community

Trackback is a way of blogs communicating with each other. This is from Wikipedia.org “if a blogger writes a new entry commenting on, or referring to, an entry found at another blog, and both blogging tools support the TrackBack protocol, then the commenting blogger can notify the other blog with a “TrackBack ping”;

the receiving blog will typically display summaries of, and links to, all the commenting entries below the original entry. This allows for conversations spanning several blogs that readers can easily follow.”

The Small Secret Only A Few Bloggers Know

One the best ways to get your blog indexed quicker in search engines and give your blog pages more links to them is to link from your own blog.

Every page on your blog should link to other posts and pages on your blog. Basically, every post will be linked to some where on your site.

You should also create a sitemap.

<http://www.backyardlandscaping.net/sitemap.html>

The Secret To A Mass Flow Of Traffic

Digg allows you to post comments on their website about their posts and submitted sites. You can get HOARDS of traffic from them.

Digg.com is a social bookmarking website. What users can do is submit their websites or blog posts or article posts to this site and then try and get on the front page on Digg.com. The post with the most Diggings gets to be on the front page.

This site will drives LOADs of traffic to your site, but it is not always of the highest quality.

Action Plan To Success

Remember These Quick Tips To Gain More Traffic

Be An Active Blogger

Update Your Blog Regularly, so your readers will know when to expect new content and so Search Engines can be updated and rank your blog higher. Continually add to the community by posting on blogs and forums.

Updating Article and Blog Directories

Optimize all your blog content, by updating article directories with a link to your blog on it. Continually add your blog to directories to keep a steady pace of link backs pointing to your blog for better search engine ranking.

Remember Your Keywords

Always blog about a few keywords to optimize traffic to convert the best.

Boost Traffic With Web 2.0 Services

Utilize new social bookmarking and social network websites to allow visitors to share your link. This type of traffic is viral and can grow quickly. Wordpress has plugins that make this very easy.

Utilize New Blogging Services

Grow with new services like BlogRush to increase traffic. Continually be looking for ways to improve your traffic, because the more traffic you have the more money you will make.

Blog Rush networks your blog with a huge network of other bloggers. This is great to get your blog read by a variety of different people and gain exposure. This doesn't have the highest converting traffic.

Turn Your Traffic Into a Huge Mailing List

Focus on taking all your traffic and adding them to your mailing list. Sign up to aWebber and add a sign up form and create a huge mailing list. Once you have a huge mailing list, you can worry less about traffic and make direct sales through e-mail to hundreds of people at a time.

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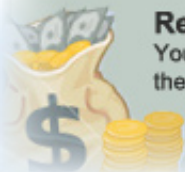
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