The 6 New Rules for Traffic

Using Content Marketing Automation

KUDANI
Content Marketing Delivered

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- Using Content Marketing Automation -

It's quite clear by now that every fast track trick of getting a site to page 1 of Google has been exploited. Loopholes, fake backlinks and backdoors have always been discouraged and now it seems that Google and the other search engines have finally won the battle for quality content.

So now people are focusing on churning out articles blindly expecting tons of traffic. However, the reality is that it's just not going to work. Users expect more and what follows users - the algorithms of course. You now should write for the users and not the search engines.

Nonetheless, there is more to it than just that. Now it's not enough to just get users to your site, but instead you have to keep them, own them and make them loyal to your brand. And when you do this they will return which gets you more traffic, loyalty, and of course sales.

All of this is completely measurable of course and so Google with its penetrating analytics is working this out. It knows your traffic, your bounce rate, your returning visitors. It knows where your traffic is coming from too. It knows whether your visitors are hooked or not.

Essentially, there is one word that encapsulates all of this and that is...ENGAGEMENT. Engage your visitors and they will be with you. They will be loyal, give you more scope for errors and of course will watch your back. Call it your leads, your audience or your tribe, either way you need to

capture, build and nurture them. In return your traffic, rankings and sales will continually grow.

So how do you really get more traffic through engagement?

1. Become a curator

Eric Schmidt from Google said, "The real issue is user-generated content. Every two days now we create as much information as we did from the dawn of civilization up until 2003".

People are overwhelmed with content and so are the search engines. By becoming a curator people will trust your viewpoint, your expression, and your recommendations. In doing so they will return and build on your traffic.

Curation is simply looking at different articles and pulling them together with topics that would be of interest to your readers. Of course you must add your own voice and only take 50% of the relevant article, while not forgetting to include a proper link back to the source. This is not duplicate content, but instead a very established way of writing.

2. Publish stories around the trends

People are searching everyday for answers to problems. That's why they are on Google...right?

Everyday there is a new article published titled ' iPhone 6 Release Date'. We know it's a long way off, but people are always publishing information on it regardless. Why? Because they know people are searching for it.

How do they know this? They look at trending terms and keywords. Not just the keywords from the Google keyword tool, but keywords that are more instant and by examining the trends charts.

When you find a good keyword you should make sure to use it in the title of your post and also variants of the keyword in the content too.

Use catchy titles and topics that draw people into the article.

Examples:
1) Step-by-Step Guide to <>
2) 3 Must Have <> Resources
3) Breaking News Story About <>
4) 3 Facts You Need to Know About <>

3. Promote your content

Yes - this maybe stating the obvious, but when you publish something or find something interesting tweet it, syndicate it to your Facebook page, publish an excerpt on a blog. Promote the same article over a few days. For example, your Twitter page on day 1, Facebook on Day 2 and so on. This is called staggered promotion and it is a more natural way of promoting posts.

Promote at peak times of the day – when people are most busy online.

- Facebook: 10 a.m. - 4 p.m. Mon-Thurs
- Twitter: 1 p.m. - 3 p.m. Mon-Thursday
- Google+: 9 a.m. -11 a.m. Mon-Thursday

4. Use link bait for authority and traffic

Backlinks are still the basis of authority. So high page rank and high traffic sites are the essence of passing link juice and visitors. Not just to the main domain, but also directly to the pages with your posts. It's the pages with the long tail keywords that matter. They are the ones that will rank faster. This gets your leads converting to buyer traffic and this is exactly the people that you really want on your site.

However, the days of creating backlinks manually are gone. The trick is link bait. Building content that is shareable in its own right. The way to do this is to create different types of collateral that make people want to share. Create slide decks and put them on Slideshare. Create infographics that are relevant and interesting. Create videos to illustrate a point. Viral images, interesting quotes, facts and saying are also shareable especially on a Facebook page.

Take your content and rework it into a guest post and market it to another blog. The trick is to make sure they have traffic, otherwise you will be wasting your time. Check Alexa.com first.

5. Plan the execution

The biggest mistake many marketers make is that everything is done in a hap hazard way. If you do the odd blog post here and there without a method, keyword optimization or promotion - you won't get traffic and you certainly won't engage the visitors you do get.

Create a content marketing plan with specific activities on specific days. And follow that plan.

The nice thing is that with some tools you can pre-schedule posts and promotion so a lot of the work can be done just once.

6. Get the infrastructure right

This should really be point 1. So make sure that your site is fast, looks professional and you have your on page SEO setup correctly. Many posts can rank for long tail keywords with no backlinks at all if this is done right, yet it's one of the most common issues that people over look.

So what now?

Firstly, make sure you know the end game. I mean you must understand what you want people to do when they arrive at your site. For most it's to capture them into your sales funnel via an optin form. To do that you have to 'woo' them a bit.

Think of it like a marriage…

From initial chat, to first date, to serious relationship, to engagement and then the big day. All these steps are increasing levels of trust and exchanges of value.

You are producing valuable content to the reader, which builds trust, loyalty, and finally the sale.

But it's hard work?

Following the 6 rules is the most effective way of getting authority and traffic – but there is a catch. It takes time and effort.

You can't short cut by using risky plugins that scrape and post – as they produce meaningless junk. Article robots leave footprints for Google to find and at the end of the day, you want a site that gets repeat visits.

So what you need is software that takes the leg work from you, but still leaves you to make the intelligent decisions… read on…

Automating the New Rules With Kudani

Kudani is an all-in-one content marketing solution for creating, socializing, and marketing your content around the web. It is a desktop software that runs on both Mac and PC. Kudani has been specifically designed to simplify the process of becoming an authority in any niche.

Kudani lets you research keywords quickly digging down to the easy to rank long tails. It lets you pull content from the Internet so you can curate high quality posts that your readers will want to share. Publish and announce your articles to social media. Get engaging conversation going on Facebook that will drive visitors to your site. Build high quality links with guest posting and blog commenting. And even create beautiful eye catching infographics that will go viral.

Kudani is a master toolbox for anyone doing content marketing. Whether you are a business owner, blogger, internet marketer, SEO expert, or offline consultant you can't negate the fact that you need great content and Kudani is here to deliver. Speed, precision, quality, are all inherently characteristic of Kudani.

Never again worry about writers block. Kudani's "light bulb" is full of inspiration and ideas to get you motivated. Curate posts simply by highlighting text and dragging it into the post editor. And finally, you can automate tasks that took you hours and hours to complete. Kudani lets you simplify the entire process, saving you time to focus on what really matters in your life.

Take a look at the key features:
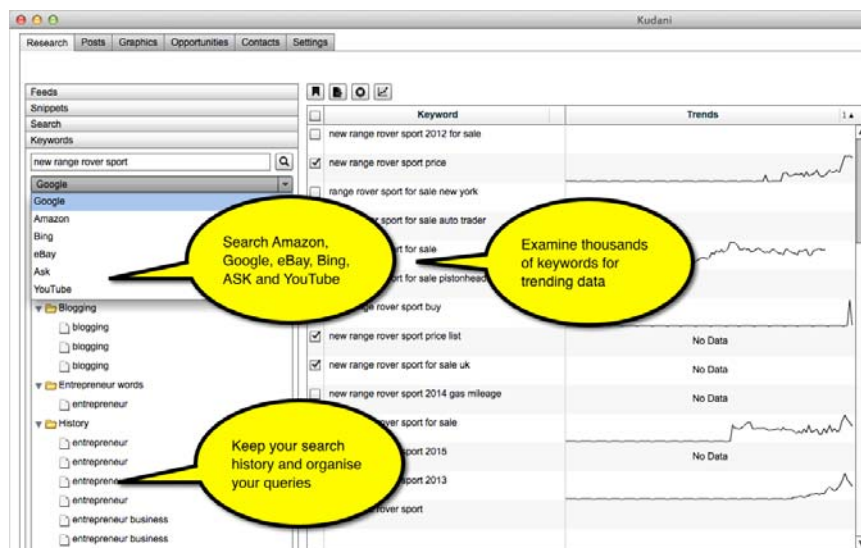
Research, publish, and promote all from within one desktop software application.

Generate long tail keywords that people are actually searching for in order to rank faster.

Search multiple databases like Google, Amazon, Bing, YouTube and ASK to fully customize your content.

Examine current trends to ensure that you are spending your time wisely by only going after hot markets.

Built in RSS Reader lets you quickly import, search, and save feeds that you can use to curate quality content for your readers.

Drag and drop snippets of content directly into the post editor without having to write a single word.
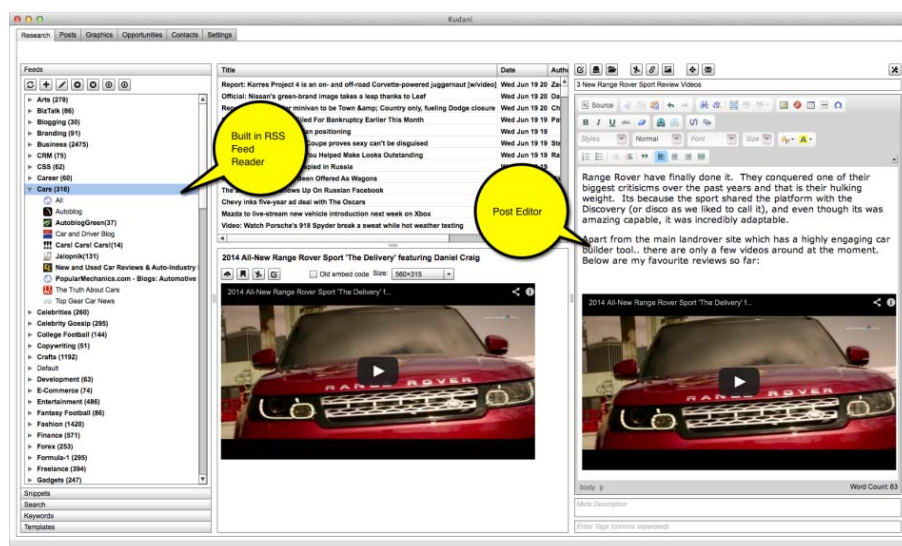
Remote publishing to WordPress making it super easy and fast to create and publish an article from anywhere.

Schedule delayed publishing of posts to take full advantage of high readability and high commenting times for maximum exposure and engagement.
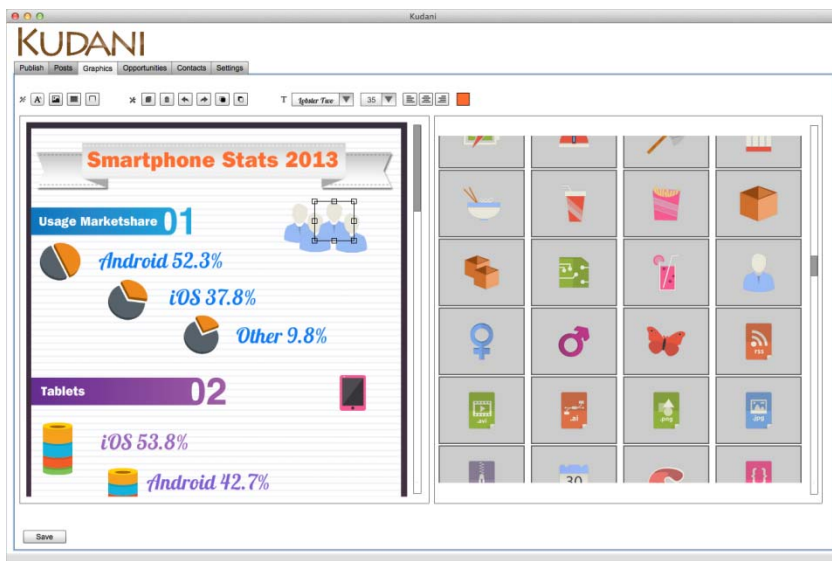
Create eye-catching infographics with an easy drag and drop editor so you can quickly share your message around the web.

Post directly to Facebook to announce new blog posts, get tons of engagement and activity with questions and quotes, and send traffic over to your site.

Tag cool trending feeds with the web browser plugin that lets you grab sites instantly with one click.

Find guest posting and blog commenting opportunities on high page rank authority sites for quality backlinks and tons of traffic back to your site.

Create a network of contacts so that you can quickly connect with people to joint venture, guest post, or simply build relationships.

Track personal and competitor social engagement so you know exactly how much work you need to do to outrank your competition.

Get inspired and motivated with quotes, statistics, engaging questions, and much more.

Launching on Thursday at 12 p.m. est.

The 6 New Rules For Traffic - Mind Map

Use Professional Wordpress Theme

Infrastructure

Pay attention to OnPage SEO

Use SILO Structure where appropriate

Make sure its fast: Google and Conversion statistics put high emphasis on page loading speed

Publishing Calendar: This will help you get aligned with your goals.. what todo on each day. Use proven titles to structure the month ahead and remember to keyword optimize each post.

Plan

Promotion Calendar: How and when to publish your content

Syndication: Publish elements of you content to Social Sites AND Web 2.0 site

Viral Images: Publish Viral Images with a link back to your site

Link Bait

Infographics: Infographics are powerful because they tell a story. They enable users to engaged with your message and encourages them to share it to their audience so that they in turn share and you get viral escalation of backlinks

WhitePapers and Reports: Educational material likes these can contain embedded backlinks and will get shared.

Publish on document sharing sites and slide share

6 New Rules For Traffic – Using Content Marketing

Become a curator

Curation: Enables you to become an authority, create a following, a tribe and returning visitors. People are overwhelmed with content and looking for curators to become their voice

Outbound links: Show relevance and context to your article. Outbound links are also seen as authority signal to Google.

Curation is also faster than content generation from scratch.

Promote

Staggered Promotion: Try not to share on every social network instantly. Its good todo it over a few days. Its more natural.

Optimum Social Times

Facebook: 10am–4pm Mon–Thurs

Twitter: 1pm–3pm Mon–Thursday

Google+: 9am–11am Mon–Thursd

Write stories for trending keywords

Tell Stories to engage your audience. Don't make it all factual.

Break content up into parts and build anticipation for each part

Use topics that get the visitors attention

Always use trending keywords in your titles and in the content body. Check your keyword against Google trends and make sure interest is going up and not down.