

A vibrant illustration of a man with a beard sitting at a desk with a laptop, surrounded by various digital marketing icons like a megaphone, microphone, target, traffic graph, and social media symbols. The scene is set against a light blue background with a dark blue base. The man is smiling and looking at his laptop. To his left is a target icon with an arrow in the bullseye, a laptop showing a traffic graph labeled "TRAFFIC", and a speech bubble with "@". Above him are icons for "BLOG" (in letters), a play button, a laptop with "★ BLOG ★", a "+5" heart icon, and a "#". To his right is a "PUBLISH" button with a mouse cursor, a document icon, a megaphone, a smartphone with a play button, a "58" thumbs up icon, and another "PUBLISH" button. In front of him is a microphone and a coffee cup. At the bottom, there's a globe with "+3" and "+5" heart icons, several speech bubbles, and more "+" signs. The overall theme is digital marketing and online presence.

THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

Blog Traffic Checklist

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Blog Traffic Checklist

Building a blog full of awesome content is your goal, right? But none of that matters if you're not bringing traffic to your virtual doorstep. And that's why you'll want to use the following checklist to start bringing in those targeted visitors.

Take a look...

Create a Strategy

The very first step is to plan your blog traffic strategy.

Keep these points in mind:

1. **Build a list.** Up to 99% of your traffic will visit once and never come back. That's why you want to capture these leads, build relationships with them, and get them back to the content and offers on your blog.
2. **Start with one traffic method and master it.** Once you've mastered it, then you can add another traffic method to your arsenal. Keep doing this until you have a complete traffic strategy in place.
3. **Take consistent steps to grow traffic.** Every day you should set aside time to grow your traffic, such as posting on social media, seeking out new marketing partners, or placing an ad.

Next...

Make Your Blog “Sticky”

Before you start getting traffic, be sure your blog is “sticky” so that people not only stay awhile and read your content, but they’re eager to come back again in the near future.

Here’s how to make it stick:

- **Post high-quality, desirable content.** Do your market research to find out what your readers want.
- **Post a variety of content.** Long content, short content, text, videos, audios, memes, infographics, etc. Keep track of what types of content your audience responds to the best.
- **Offer an ongoing series.** If people like what they see, they’ll keep coming back to read more.

Next...

Co-Promote

The idea here is to join forces with other bloggers, authors, marketers and other small business owners in your niche to co-promote each other’s blogs.

This includes promoting each other via your respective:

- Blogs.
- Newsletters.
- Social media platforms.
- Webinars.

- YouTube videos.
- Lead magnets.
- Paid products.
- Thank you/download pages.

You can do this once with each partner or on an ongoing basis. For example, you may agree to promote each other on your respective Facebook Pages once every month.

Next...

Do Guest Blogging

One of the most effective ways to drive highly targeted traffic to your site is by guest blogging on popular, high-quality blogs in your niche.

To find these blogs, search for your niche keywords (e.g., "gardening") alongside words such as:

- Guest blogging.
- Guest authors.
- Guest articles.
- Submit articles.
- Submit content.
- Submit blog articles.
- Article submissions.

- Article submission guidelines.

Follow these three pointers:

- Read (and follow) the submission guidelines carefully.
- View past articles on the blog to learn more about what the blog owner wants and likes, and what the audience responds to.
- Use your byline as a mini-advertisement to drive traffic back to your site.

Next...

Engage On Social Media

Your audience is already congregated on social media, which makes it a good place for you to get traffic.

Follow these tips:

- Focus on one to three platforms. Depending on your audience and goals, possibilities include Facebook, Twitter, Google+, LinkedIn, Pinterest, YouTube and Instagram.
- Use hashtags (#) with relevant, trending keywords when you post.
- Start and join discussion groups on sites like Facebook and LinkedIn.
- Engage with your audience by liking and replying to their comments.
- Place social media share buttons on your blog and encourage your audience to share your posts.

- Publish viral content on social media that includes your blog link and encourage your followers to share it.

Next...

Join Niche Discussions

The idea here is to post thoughtful replies to other peoples' content, and then include a link back to your blog. This includes posting on niche blogs, forums and social media discussions and pages.

Distribute Content

Distributing content not only drives traffic back to your blog, it can also build your brand and establish your expertise in the niche. As mentioned, guest blogging and posting on social media are two good ways to do this.

Here are three other ways to distribute content:

- Post videos on sites like YouTube, Facebook and Vimeo.
- Submit press releases to local media, as well as to a national or even international audience using a service such as PRWeb.com.
- Swap content with other bloggers in your niche, and publish this content on your respective blogs, social media pages and in your newsletters.

Next...

Purchase Advertising

Paid advertising is a good way to bring targeted traffic in fast. You can purchase ads on sites such as:

- Facebook.
- Google AdWords.
- BlogAds.
- Directly through niche sites (which includes solo email ads, blog ads, and other graphical and text ads).

Example: If your blog is focused on “writers / writing”, then the advertising at Writing.com would be a platform to explore.

Keep these tips in mind:

- **Purchase highly targeted ads only.** If purchasing directly from a niche site, be sure the audience matches yours. If purchasing on a platform such as Facebook, then narrow the audience down by demographics and behavior to be sure it's targeted to your blog.
- **Start small.** Do small ad buys until you determine if a particular ad venue is a good fit. If you get a good response, then you can invest more money.
- **Test everything.** Optimize your return on investment by testing and tracking your ad campaigns. Tweak headlines, ad copy and landing pages to optimize response.

Conclusion

So there you have it – a step-by-step strategy for getting targeted traffic to your blog. Just remember to start with one method, focus on it until you're getting results, and then add the next method.