



BLOGGING BOSS

PROVEN STRATEGIES TO GENERATING PREMIUM TRAFFIC FOR FREE!

Copyright © All rights reserved worldwide.

YOUR RIGHTS: This book is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.



TABLE OF CONTENTS

| | |
|------------------------------|----|
| Introduction..... | 4 |
| It All Begins With... .. | 5 |
| The Dirty Little Word | 7 |
| Power Networking | 9 |
| Instant Contact..... | 10 |
| Linking In, Linking Out..... | 11 |
| Social Push | 12 |
| Conclusion | 13 |
| Resources..... | 13 |



INTRODUCTION

If you're reading this report, chances are that you want to make money in the lucrative and exciting world of blogging. You're eager to join the ranks 6-figure blogging professionals who provide quality content to an ever-growing market.

So, you set out to build a great looking blog and begin to populate it with well-crafted content that touches down on topics that you believe are important to your target audience. Perhaps you've outsourced the work to qualified and experienced writers, or you've written it yourself. Either way, you have ensured that you are offering highly-sought after information that you know people will find useful.

Then you hit publish and sit back, waiting for the traffic to pour in. There's no possibly way that your content won't attract hundreds of visitors, right? After all, you have worked hard on your content and you know that it's exactly what your target market is looking for.

Wrong.

Creating engaging content is only the **first step** in building a website that will generate ongoing profit, but there's far more to profitable blogging than that.

Content is the **foundation of your business** and while it's certainly one of the most important components in constructing a website that will rank high in the search engines and attract visitors, if you really want to make money in the world of blogging, you need to learn **the insider strategies to generating targeted traffic** that will result in ongoing revenue.

Makes sense, right? Without strong traffic funnels in place that are working nonstop to drive in fresh traffic, recruit potential customers and connect with readers, it doesn't matter how informative or useful your content is. Not enough people will be reading it!

If you've ever tried to make money in the world of blogging, you already know this. What you may not know is that it's exceptionally easy to jumpstart your website so that you are driving in quality traffic that converts! This report will provide you with proven, straightforward techniques that will help you get started quickly and easily.

Better yet, all of the traffic generation strategies featured within this special report are absolutely **FREE!** So, you can activate as many as you wish at absolutely no cost to you.

It doesn't get better than this!

Are you ready? Let's begin.





IT ALL BEGINS WITH... CONTENT.

Yes, I know that I just said that content is the foundation of your blog and not the entire structure but the strength of your blog relies on the **quality of your content** as well as the **type of content** you are offering.

When you are just starting out as a blogger, it's easy to slap up content quickly, and then focus most of your time on driving traffic to your website. Far too many bloggers fail to realize that the **driving force** behind creating powerful traffic funnels that consist of repeat visitors relies exclusively on the quality of the content you offer.

If you focus first on building pages that feature informative, in-demand, relevant and targeted content, your blog will have stronger legs to stand on. That killer content will empower your traffic building campaigns and ensure that once you have sent a visitor to your website, they will connect with your content, respond to your content, and return to your website.

Makes sense, right?

You want your website visitor's to be so impressed by the content on your blog that they immediately bookmark your website so that they can return to it, again and again. You gotta hook 'em quickly, and preferably on their very first visit.

So, what kind of content is most successful?

The kind of content that **solves a problem or entertains them.**

Consider your target audience and what they are most interested in, worried about, or passionate about. Content that is designed to fulfill a need, answer a question, solve a problem or entertain a specific audience is always successful. And if you explore many established blogs in your market you'll find that their content **always** falls within one (or both) of these two "E" categories: **Educational or Entertaining.**

JOIN OUR FACEBOOK GROUP:
[https://www.facebook.com/groups/
YourBusinessByDesign/](https://www.facebook.com/groups/YourBusinessByDesign/)



When you focus on creating content that falls into one of these categories, you'll end up with material that is "sticky", meaning that your readers will respond to your content and return to your website because it speaks directly to them, is engaging and on target.

In other words, BULLSEYE!

You'll also want to make sure that your content is **evergreen**. What I mean by this is that your content will continue to be relevant for months, or years to come, rather than just useful or informative for a short span of time. While it's smart to use current, buzzworthy news (that may be based on time-sensitive events) to drive in traffic, make sure that the majority your content is evergreen.

Pro Tip: Search websites like [Quora.com](http://www.Quora.com) for commonly asked questions in your niche and create blog posts that answer those burning questions! This is also a great way to come up with headlines for your articles and blog posts.

Your content also needs to be **shareable**. You want visitors to link to your content, share it via social media, or forward it to their friends. Consider integrating infographics or videos into your content so it stands out. Anything you can do to be different that will capture attention quickly is important.

Insider Strategy: One quick and easy way to create shareable content is by using the powerful Wordpress plugin, **PostGopher**. I've used this on many websites in order to give my visitors the opportunity to create downloadable PDF's out of my content. What better way to connect with readers and remind them of my website than by letting them download my content so they can read it later!

You can grab the plugin from <http://www.PostGopher.com>

Go ahead and do that now before you move on. It's one of the easiest ways to maximize exposure and keep your blog in the front of your visitor's mind.

You'll also want to blog frequently. Try to post 2-3 times a week, if possible, especially when you are just starting out and your website lacks content. The major search engines love fresh content so the more often you update your website, the better.

Pro Tip: Aim for 1,000 words or more when creating blog posts. The search engines prefer longer content. 2-2500 words are even better.

Now, I'm going to mention a dirty word and I don't want you to throw your hands up in the air frantically, okay? The word is an important one when it comes to creating content that will pull in a **ton** of traffic from all of the major search engines.

You know what word I'm talking about! **Keywords!**

Keywords are the fundamental component of an effective search engine optimization strategy when done right. And while SEO has gotten a bad rap over recent years because of bloggers stuffing keywords into their content (to the point where it becomes virtually unreadable), if keywords are used **correctly** they become incredibly effective at helping your blog rank higher in the search engines, which in turn means maximum exposure.

I'll give you the quick rundown on how to use keywords successfully in the next chapter, so don't skip it! This next bit of information is caffeine for your blog.



THE DIRTY LITTLE WORD

SEO – Search engine optimization: how to do it quickly, easily, and do it right.

The easiest way to make absolutely sure that you are using keywords appropriately and effectively is to do so in moderation.

It's as simple as that. (Yet for some reason, some bloggers are still plugging a thousand keywords into their content and then wondering why their blogs aren't ranking!)

Keyword stuffing is not okay. If your content contains so many keywords that it becomes virtually unreadable, search engines will instantly recognize what you are trying to do and you'll end up penalized. When that happens, your rank will drop faster than a stone in water!

That being said, including relevant, targeted and intelligent keywords within your content so that it helps your page rank higher in search engines while not disrupting or affecting user experience is very important. If you want your website to be seen by more people and be able to tap into the massive number of people that use Google, you absolutely need to integrate keywords into your blog content.

What kind of keywords, you ask?

LONG-TAIL KEYWORDS!

Long tail keywords consist of **3 or more keywords** that form a search phrase. For example, "home based business ideas" or "low carb meal plans".

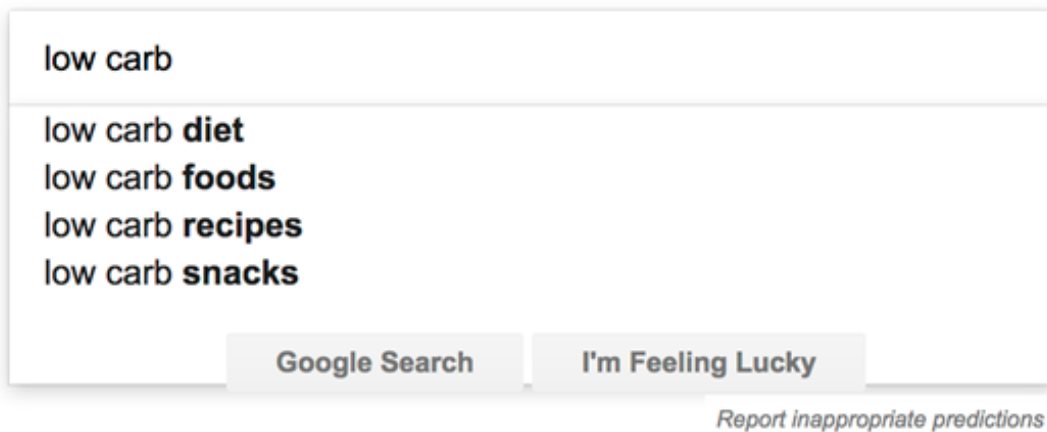
The reason for using long tail keywords is because those phrases will be even more targeted and less competitive than "umbrella keywords" that encompass the entire market.

Imagine trying to rank for the word "low carb" or "weight loss". You'd struggle to even show up in the first 100 pages of the search results!

But targeting long tail keyword phrases that drill down into your market (and are more likely what a visitor would type into the search engines) will enable you to maximize exposure while minimizing the number of other websites and blogs that you're competing against.

An easy way to come up with long tail keyword ideas for your blog content is to visit Google.com and start entering in keywords relating to your market, such as "low carb".

See what shows up as suggested keyword phrases when you've entered in a few words. This will provide you with unlimited ideas while ensuring you are using keyword phrases commonly used by



Don't stop there! Once you have a list of possible long tail keyword phrases, enter those into Google as well and drill down even further! It may take a bit of time but once you've done this you'll have a swipe file of relevant and highly-targeted keywords to use within your content and as titles for your blog posts.

You could take it even a step further and enter those keyword phrases into Google Keyword Planner in order to determine estimated traffic based on specific terms:

<https://adwords.google.com/KeywordPlanner>

And finally, you should install one of the more popular SEO plugins to easily set up meta descriptions, sitemaps and all of that other fun stuff!

Simplify the entire process by downloading a plugin like:

<https://wordpress.org/plugins/all-in-one-seo-pack/>

Pro Tip: Make sure to set up and customize an SEO plugin right away. Add in a site title, meta tags and description. Doing this will maximize your search engine visibility instantly.



LIKE OUR FACEBOOK PAGE:
[https://www.facebook.com/
enterpriseXdesign/](https://www.facebook.com/enterpriseXdesign/)

POWER NETWORKING

Do you want to instantly maximize your blog traffic without ever paying a dime for the exposure? Then you need to power network.

Power networking involves working with established blogs within your niche market. When you do this you'll instantly siphon traffic and credibility from these blogs and redirect it to your own.

So, how do you do this?

You write incredible content on other relevant blogs!

This is called "guest blogging" and it's one of the easiest ways to pump steady traffic onto your website without investing a single penny. Plus, this marketing strategy doesn't just generate premium traffic to your website but it puts you in an authoritative position by simply being connected to a reputable blog in your niche market.

Not to mention the potential for joint venture opportunities with other bloggers!

Think about it: You could write content only for your website, but then you have to do all the footwork of generating traffic to those pages. That can be very effective, sure, but it takes a lot of time. Not to mention, a lot more content.

OR – you could write killer content for established blogs with more traffic than yours and turn their visitors into your own!

So, how do you find guest blogging opportunities?

Search Google!

Use search terms like:

keyword "submit a guest post"

keyword "guest blogging"

keyword "accepting guest posts"

keyword "guest post by".

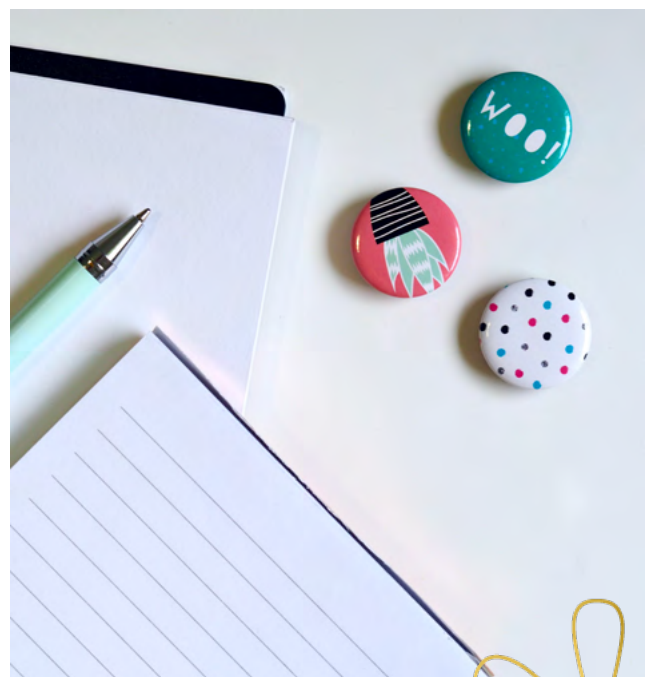
You'll be able to find countless opportunities just by using search strings based on keywords relating to guest blogging. You can also find guest posting opportunities by investigating the backlinks from competing blogs to see where they have guest posted.

Use tools such as <https://www.semrush.com> or <https://majestic.com/> to crawl through backlinks, and find other blogs that your competitors have written for.

Another easy way to find guest blogging opportunities is <http://myblogguest.com/>

Be sure to focus only on blogs that are within your niche market. You can run a quick search on Google by using the query: niche keyword+blogs.

If you want to gauge the overall traffic of a blog you are considering guest blogging for, run the website through www.SimilarWeb.com and you'll be able to see a traffic snapshot for each website.



INSTANT CONTACT

One of the most important aspects to building any successful online business involves collecting the information from your website visitor's, adding it to a mailing list and then following up with them whenever you post new content.

It's important to always be focused on building your list so make sure you set this up correctly early on so that you don't lose out on the opportunity to connect with visitors. Newsletter plugins like <https://www.mailpoet.com/> make it easy to follow up with visitor's by adding them to a mailing list.

What should you email your subscribers about?

Every time you update your blog with fresh content, send out a newsletter that links to your new post. You should also spread out your traffic so that you are directing subscribers to other forms of content such as your Instagram page, twitter and Facebook. Consider including links within your newsletters to images posted on Instagram and don't be afraid to get personal! Readers will love seeing photos of your everyday life, as well as infographics and other media that is relevant to your blog's theme and content.

Encourage people to join your list by offering a valuable incentive, such as a free report or extra content that isn't available anywhere else. It's very easy to build a list of 5-10,000 visitors if you set up a simple system that will capture their information and encourage them to connect with you.

Then, a few days later, follow up and touch base. Don't let your list grow cold! Make sure

to email your subscribers within one week of them subscribing so that you are in the front of their mind and they remember you (and how they subscribed to your newsletter).

Here are 2 newsletter services worth checking out:

Mailerlite is half the cost of most other newsletter providers, fantastic support and flexibility.

<http://www.MailerLite.com>

Mailchimp also has cost effective packages for start-up bloggers.

<http://www.MailChimp.com>



LINKING IN, LINKING OUT

There are **2** quick and easy ways to maximize your traffic and it involves link building strategies.

Linking in: This involves building links throughout your on-site content so that you are helping users navigate your website while improving search engine optimization. Linking in also involves generating off-site links from authority websites in order to generate traffic instantly.

Linking Out: This involves linking to other authority sites in order to raise your on-site SEO score.

Linking in means that you are linking new content to other posts on your website whenever possible. For example, if you post new content today that ties in with a past post, link to it. Guide visitors throughout your website so that they are able to find other relevant content, and they'll stay on your website longer

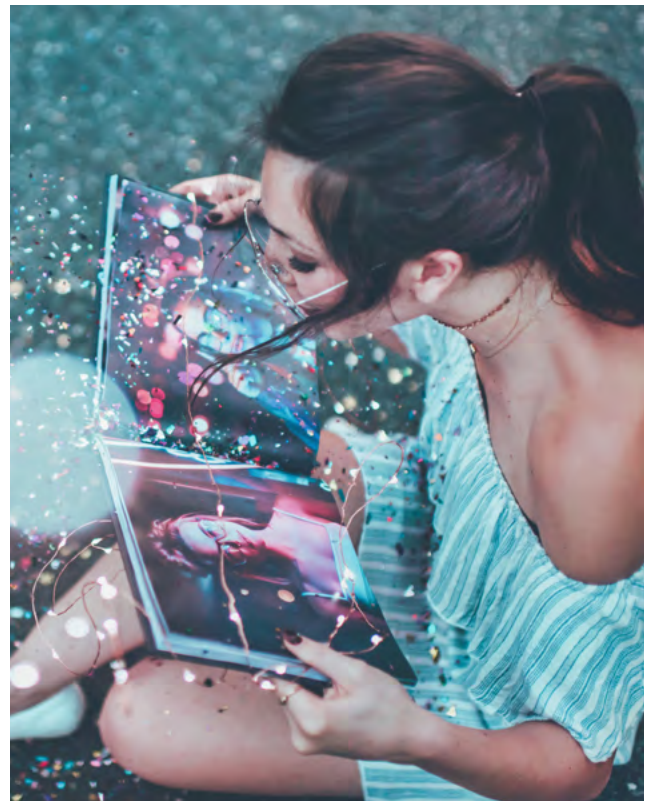
Not only will this improve on-site user experience, but it will create an **internal link structure** that will help improve your overall SEO. You should also spend some time adding user-generated content to various authority domains so that you are able to siphon traffic from the websites that will help you rank fast.

This means you should post content on all of the heavy-hitters such as: LinkedIn.com, Quora, Yahoo Answers!, Weebly, Scribd and Tumblr. Yes, it will take some time but it's a much faster method to building powerful backlinks for your blog than nearly anything else – plus, it's free. Google views all of these websites as authority sites and you know what

that means! Your pages will rank far more easily than your own self-hosted pages.

Linking out involves placing links on your website (or within your side bar) that lead people to other established, authority blogs in your market.

The major search engines love this and so linking to credible sites in your niche will not only help your own pages rank better in the search engines, but it will also help you build rapport and possibly network with other bloggers in your industry.



SOCIAL PUSH

You've probably heard of the potential for unimaginable traffic via Facebook advertising, so I'm only going to touch on this briefly. For now, forget about paid advertising on Facebook. Instead, you'll want to focus on building a Facebook page for your blog.

With a Facebook page, you post content to it just like you would your blog. This can include blog posts, videos, and images. To simplify things, you can install a free plugin so that every time you update your blog with new content, it automatically updates your Facebook page!

Go ahead and reserve your customized Facebook page URL by creating a page here: <https://www.facebook.com/pages/create>

Then, grab the plugin here: <https://wordpress.org/plugins/facebook-auto-publish/> (It should take you no more than 10 minutes to install and configure, even if you're brand new.)

You can also automate your twitter account in a similar way. The key really is to automate as much as possible because if you're anything like me, the idea of having to manually update every social media platform on a daily basis is overwhelming.

I use www.HootSuite.com to manage my twitter account but there are many different plugins available online that will allow you to schedule tweets and keep a pulse on your following.

The goal right now is to establish a presence on the top social platforms, add them to your blog, and incorporate them into your marketing campaigns including your newsletters.

Once you've got all of that set up, take things to the next level by harnessing the power of **push notifications**.

Have you heard of this before? If not, it's simple a way for you to notify your visitors that there is fresh content available on your website.

And the greatest part is that it's completely free and totally automated!

In a nutshell, push notifications direct visitors back to your website on complete autopilot by notifying them that you have updated your website and that there is new content available to them.

I use the service of www.OneSignal.com because not only is it free but it provides real-time tracking so I can monitor my traffic and visitor response rates. OneSignal.com also makes it easy to send out A/B split message testing so that I can try out different broadcasts in order to see what yields the best results.

And on top of all that? It's incredibly scalable and supports most devices. You'll really want to take a look at a service like this that will encourage your website visitors to return to your blog again, and again.

Give it a try!



CONCLUSION

So now you have a handful of powerful traffic generating techniques to jumpstart your blog's traffic while setting you up for long-term success.

Begin by building high quality content that includes relevant long tail keyword phrases, and then work towards setting up a strong foundation for your blog.

Set up a mailing list via your blog's navigation system so that it appears on every page of your website and begin to capture information from your visitor's so you can follow up with them!

Then, partner with other blogs by offering to guest post, create your social media accounts and start posting killer content!

You have everything you need to build a successful and profitable blog. The next step is to get started.

I wish you the best of success!

RESOURCES

Here are links to the resources found in this guide:

PostGopher:

<http://www.PostGopher.com>

SEO Plugin:

<https://wordpress.org/plugins/all-in-one-seo-pack/>

Google Keyword Planner:

<https://adwords.google.com/KeywordPlanner>

MailerLite:

<http://www.MailerLite.com> & <http://www.MailChimp.com>

Guest Blogging:

<http://myblogguest.com/> and www.SimilarWeb.com

Auto Updating Facebook Page:

<https://wordpress.org/plugins/facebook-auto-publish/>

Push Notifications:

<https://onesignal.com/>



JOIN OUR FACEBOOK GROUP:
<https://www.facebook.com/groups/YourBusinessByDesign/>





APPLY IT!

go ahead and apply what you have learned throughout this e-book in your own business!

I'd love to have you join my [facebook group](#) where I share lots of tips & tricks about design, branding & navigating the world of small business.

ENTERPRISEBYDESIGN.COM.AU