

10

WAYS TO INSANELY BOOST YOUR BLOG TRAFFIC

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Getting blog traffic isn't an overnight process but ain't a rocket science either: Here are ten ways to insanely boost your blog traffic

Assume that you are given a tray containing a hundred chocolates. Many of them wrapped with brown papers, some wrapped with glossy colorful wrappers, some with silver wrappers and few with golden glittery wrappers tied with a ribbon on them. You are asked to rank them in order of 1 to 100. With a quick scan of the chocolates, you will probably pick the chocolate wrapped with the golden glittery wrapper tied with the ribbon. Why? For the obvious reason that it looked more appealing to your eyes and hence, stood out from the rest.

Think of Google, or for that matter any other search engine, just like your eyes. The Search Engine scans the blogs, articles, websites, each and everything present on the internet just like your eyes scanned the chocolates, but of course in its own way.



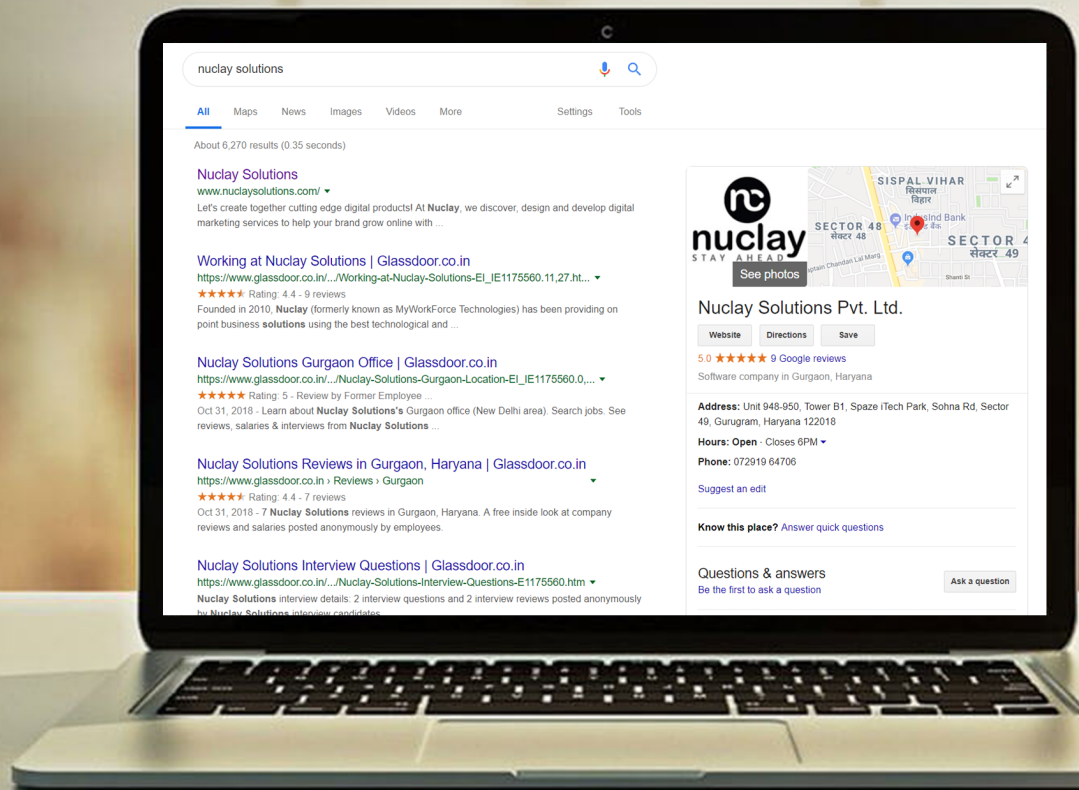
As your eyes spotted the most appealing chocolates in the tray, Search Engines have their own algorithms to detect the best-composed materials present on the internet.

Interestingly, you are not supposed to learn these algorithms and are not required to incorporate any sorts of algorithms into the backend of your blogs to generate more traffic.

Your blogs are just like the chocolates. Just the way you are not aware of the internal mechanism behind how your eyes detected the most appealing chocolates, you need to be least worried about the internal mechanism (the algorithm) behind how the Search Engines detect the best blogs out of the pool. You just need to wrap your blogs finely with a golden glittery wrapper and a ribbon over it. This will surely help your blog outrank all your competitors and will help secure a place on the top of the Search Engine Result Page (SERP). SERP! What? Why? Too hard to digest? Relax, the purpose of this article is not to trouble you with technicalities, but to explain how you can gain more traffic to your blog in a very layman's language.

So what is SERP and why is it important for your blog to be on top of the SERP?

STAY AHEAD



SERP is the abbreviated form of Search Engine Result Page. When you type in your query in the search bar in Google, your screen will give you a list of results related to your query. This page (as you see in the image below) is known as Search Engine Result Page or SERP.

Why am I so concerned about your blog on being at the top of SERP?

So, when was the last time you extended your quest of getting the answer to your search beyond the first page by clicking on the “next page” option at the bottom of the SERP? Can’t recall, right? Well, you got your answer.

People usually go through the results on the first page, they rarely bother to look beyond that. You must get your blog on the very first page and should target to hit that first spot as visitors are going to click the very first result on SERP. And to be at the first spot you need to rank better. You can, hence, safely derive the relation between ranking and traffic. The better the ranking of your blog, the better the position on SERP and thus higher traffic.



Here are 10 ways that will prove to be the golden glittery, ribbon-tied wrapper for your blogs

Your content should engross your audiences

Even though you get a knack of all the remaining ways of how to increase traffic to your blog (that we are about to introduce you to), the ranking and the traffic to your blogs will always be dominated by the content.

Think of it in this way: even though you placed the most appealing chocolate on the top of your ranking, but what when you open it, taste it and you find it to be of inferior quality? You will, without any second thought, throw it into the trash. Don't let your blog meet the same fate.

Even if you succeed to get your blog at the top of SERP, you will start losing your audiences and eventually, your rank will start slipping if your visitors don't like your blog. When a visitor visits your blog and they do not find your content to be relevant, they will immediately press the back button.

Google notes that how long a visitor stays on a page and that how soon they press the back button and leave a blog or website. Google defines this as "session". There is yet another term called bounce rate that refers to the percentage of visitors coming to your blog and navigating away after viewing only that particular page.

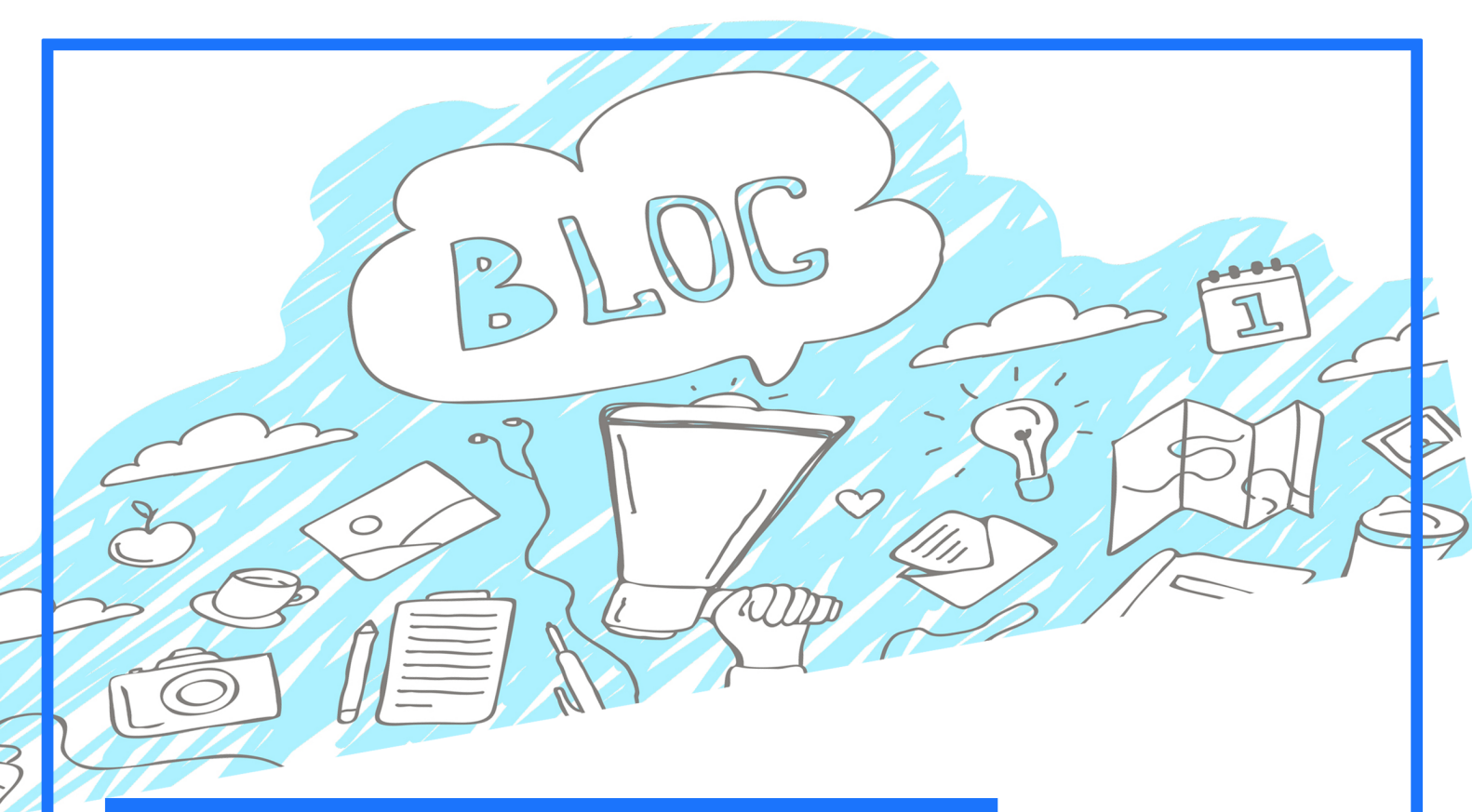
A visitor visiting your blog and immediately leaving the site will decrease your "session" and increase your "bounce rate". To rank better and increase traffic to your blog, you should keep a balance between session and bounce rate, where the former should have a high value and the latter should be kept as low as possible. Adhere your visitor to your blog and this can only be possible when your content is enticing. So now that you know how important your content is, your first priority should be to put up the best in class content, may it be text, images or videos

So how do you ensure that your content is the best?

A better understanding of your audiences: You may be a well accomplished and a well-appreciated writer, but if you don't mold your writing according to your audience's requirement then the blog you created will just remain as a plain text that won't fetch you any visitors. While writing, keep in mind that what language they read, what kind of writing style they prefer, do they understand colloquial tone or are they on the other end of the spectrum.

Give an aesthetic touch to your blog: Let your blogs be more than just plain text. Embrace your blogs with images and videos. This captivates the visitor's attention and does not let them lose their interest in the course of time.

We cannot stress enough on instead of "the importance of content in the blogging world. Please get your content well developed as your audiences don't entertain meaningless piece of text. Beating around the bush just for the sake of blogging will do no good.



Don't try to curtail your blog, let the words flow

Now that we understand how important the content is, you need to get an understanding of the importance of length of your content. Let your audience get to know everything about the topic. Surely you may answer the topic, but limiting your words means starting and ending your blogs abruptly.

What if, in this blog, we would have dived directly into the topic “10 ways to increase traffic to your blog” without briefing you to the “why and what”? This discourse would have been half-done and for you, it would have been a tough time understanding SERP and correlating between ranking and traffic. Get to the nitty-gritty of the topic, which indeed will make your blog long. Thus, longer blogs prove to be better for your audience.

Don't try to restrict your blogs to 500-1000 words. There are many studies and various data to back the fact that those websites who publish blogs with 1500 words on weekly basis generate more traffic and rank better than their competitors. Now that you see why long blogs outperform the shorter ones, keep in mind that your blog should be 1500. But that does not mean you should miss on the quality. Make your blogs long but do not compromise on the quality.

Lure your visitors with the title

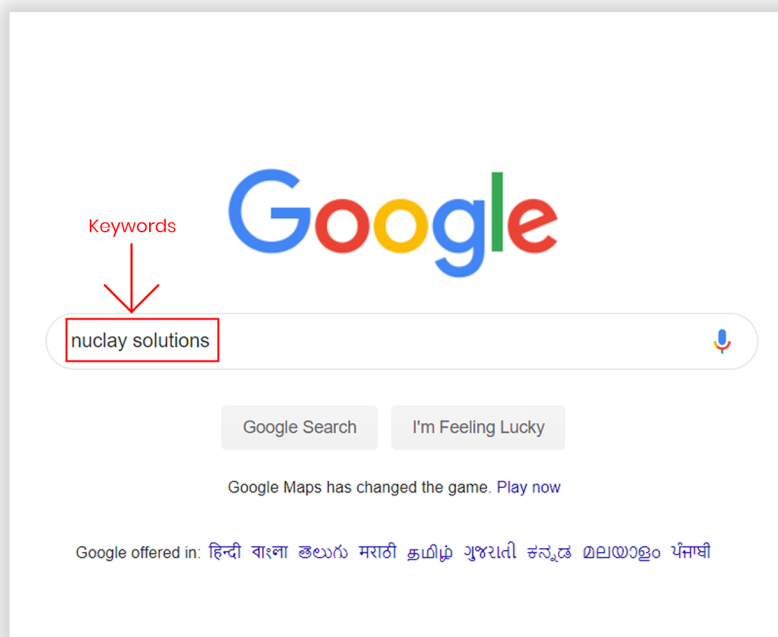
You did the research on your target audience, the topic and developed the best possible content. You even managed to get the blog to the top spot of the SERP, but wait! The title- it is so not attractive.

Do you remember that at the very first glance you chose the golden glittery wrapped chocolate from the tray because it was simply appealing? The title of your blog is something that gets displayed on the SERP. Hence, your title is the golden-glittery wrapper of your blog. Let the title do the magic of appealing your visitors to click on it.

The title also plays a very important role from the search engine's perspective. A well-framed title will not only magnetize the visitors to your blog but can prove to be rewarding in terms of search engine ranking. To do so you need to incorporate a keyword in your title, which we would be discussing further in this blog.

Keywords – the key to rank your blog

If you are into blogging you would have probably come across the term – keywords. The words and phrases that you enter into the search engine are known as keywords. So in simple terms, keywords are nothing but your search queries.



When you search for “mango” you get results related to mango and not apple. That is because all the results appearing on SERP have the word “mango” somewhere in the title, article or in the website.

Google or any other search engine out there, requires something that can help them retrieve relevant results from their database when somebody performs a search query. This “something” that acts as the connecting bridge between the blog/website and the search performed is nothing but the keywords. Thus, it is very evident that you include the right keywords in your blog so that your blog flash up on the SERP when someone performs a search with that particular keyword.

Before we proceed further, let me introduce you to the different types of keywords:

Head keywords – head keywords, also known as head terms are those keywords that drive high search volume. These are the most sought after keywords and since they are that popular, when it comes to ranking they are highly competitive. They are usually of one or two words. You can think of these keywords as the fundamental keywords of a particular niche.

Long tail keywords – long tail keywords are more specific and are less competitive as compared to head keywords. They are mostly composed of three or more words. Due to their specific nature, you get a real advantage in terms of ranking by incorporating long tail keywords in your blogs. These keywords are more specific

We know this must have left you scratching your head. But to rank better and drive more traffic this is a very important factor you should consider.

Let us try and understand this by taking an example. Take a look at the picture below and analyze the keywords, its average monthly searches and the competition.



Keyword ideas		
Found 775 keyword ideas		
Show broadly related ideas ; Exclude adult ideas Add filter		
<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Your search term		
<input type="checkbox"/> phone	100K – 1M	High
Idea		
<input type="checkbox"/> mobile phone	10K – 100K	High
<input type="checkbox"/> smartphone	10K – 100K	High
<input type="checkbox"/> mobiles	1K – 10K	High
<input type="checkbox"/> cell phone	100K – 1M	High
<input type="checkbox"/> phones for sale	10K – 100K	High
<input type="checkbox"/> iphones	100K – 1M	High
<input type="checkbox"/> new phone	10K – 100K	High
<input type="checkbox"/> new mobile phone	100 – 1K	High

For the obvious reasons that the keywords – phone, mobile phone, smartphone, mobiles – are all the primary and central keywords of this niche, their search volume and hence the competition is so high. To rank your blog with these keywords will be a herculean task. Now, have a look at the figures below.

<input type="checkbox"/> Keyword	Avg. monthly searches	Competition ↑
<input type="checkbox"/> top android phones under 1...	10 – 100	Low
<input type="checkbox"/> best android mobile below ...	10 – 100	Low
<input type="checkbox"/> compare phones under 100...	10 – 100	Low
<input type="checkbox"/> best smartphone in range o...	10 – 100	Low
<input type="checkbox"/> mobile price under 10000	10 – 100	Low
<input type="checkbox"/> good looking phones under ...	10 – 100	Low
<input type="checkbox"/> latest mobile phones under ...	10 – 100	Low
<input type="checkbox"/> today best phone under 10...	10 – 100	Low
<input type="checkbox"/> smartphone below 10000 i...	10 – 100	Low

These words are called long-tail keywords and have low competition. Each keyword has a low search volume but when combined together, they have a huge search volume.

Here, we have used the Google Keyword Planner to get the keyword ideas along with their Average monthly searches and the competition.

You must have got an impression that these terms are called so because of the number of words they compose. But they have got the name because of the appearance of the curve you see below, known as Search-Demand Curve.

Since keywords are so critical, all the bloggers out there are eyeing the most searched keywords and this makes it really difficult to rank for a particular keyword. The trick here is to target the “long-tail keywords” and not the “head keywords”. Long-tail keywords are easy to rank since fewer people are competing for these keywords. Since they are very specific and audiences searching with these long-tail keywords are actually looking to buy the product and hence conversion here is at the higher end.

So from now, do include long-keywords in your blogs for better ranking.



For speedy results, speed matters

All done perfectly- audience research, perfect content, right keywords and so on. But what about speed? No, we are not speaking about your writing speed. What we are dealing here in this section is the load time of your blog.

Making your visitors wait is not so perfect. Your visitors, by no means, have to deal with pages that take a long time to load. There is a number of blogs out there, and what could be a possible reason that your visitors will stick to your page and wait for that to load rather than simply navigate away and proceed to another blog? An only possible reason we can think of is when you are quite dominant in that particular domain. Else you need to consider load time seriously.

In fact, Google considers load time to be a very important factor in determining the rankings. This is because Google wants its search engine among others to be the best in terms of user experience. And what sort of great user experience will users get if the page takes a lifetime to load? Load time, hence, is very important not just for your visitor's experience but also from Google's ranking point. The less the load-time, the better the ranking of the page.

Load time depends on many factors, such as -

- The network the visitor is using
- The browser the visitor is using : this depends on which browser (for example, Google Chrome, Safari, UC Browser) the user is using. Each browser has its own script that runs at the backend when someone performs a search and this reflects in the load time of a page
- The location from where the search is happening : if the server which is hosting your website is in one particular country and your audiences are from another country, then it is highly possible that they might experience a lengthier load time.
- The device that is being used by the user : load speed also depends on the device the user is using. Mobile, desktop, laptop : every device takes its own course of time to load the same page.
- The content of the page : the more the images and videos, the more will be the load time
- The design of the page : this has to do with the designing of the page which includes the CSS, Javascript, HTML, images and other elements of the page.

It is pretty obvious that you cannot take control of the first four factors that we just mentioned above, but the reins of the other mentioned factors are definitely in your hands. Speak to your designers and content developers about the load time. Try keeping the blog page design simple. Compress the images and optimize your files.



Generate backlinks

Backlinks, the term might seem to be pretty difficult, but it isn't that hard to understand. To start with, let me first explain what links are. Links are connections between any two web pages. When an URL of a webpage gets published on another webpage, this creates a link between those two pages.

There are basically 3 types of links:

Internal links – a link that connects one webpage of a website to another webpage of the same website.

External links – those links that point from your website to a webpage of another website

Backlinks – links that point from another website to your website.

Why should you really care about backlinks?

Think about it: You run a blog that publishes the News and you want to provide a reliable reference link to a piece of article you are about to publish. Which one will you prefer, BBC or a link to a local news agency? You will definitely consider BBC and not just you, many other News blogging websites will prefer the same. So why did you choose BBC over the others? Because BBC is a reliable source and a trustworthy website.

This simple factor is used by Google to differentiate a reputed and worthy website from the rest. Hence, more the backlinks to a website, more trustworthy is the website and a higher score in Google's reputation index. This reflects in the overall ranking.

What should you keep in mind before generating backlinks?

It is not just about the number of backlinks that you generate but what really matters is the quality of the backlinks. Backlinks should be from websites that are genuine and those that publish quality content

Build it slowly. Generating backlinks too quickly will prove to be hazardous. Google will think that you are manipulating the ranking

Backlinks should not be paid. This will prove to be toxic as Google does not appreciate such practices of manipulating rankings.

Generating backlinks must seem to be a hard nut to crack but if done the right way with patience, it will take your blog a long way.

Spread the word on Social media

Among all, this must be the simplest to understand. Social Media can be a savior if you are struggling to get the amount of traffic you are willing to.

You are already aware of social media channels like Facebook, Twitter and Instagram.

But there are others like Pinterest, Tumblr, Google+, Reddit, Quora that fall under the ambit of social networking sites and can prove to be very helpful for promoting your website/blog and thus driving in more traffic.

So how do you drive traffic to your website with the help of Social Media?

Start sharing your blog: each time you write a blog, share the link of the same on social media platforms.

But before throwing yourself into this vast fruitful basket called social media, you should do some research. It is not necessary that you will drive traffic from each and every platform. That's simply because your potential viewers must not be using or must not be active at all those social media platforms. Do demographic research of the social media channels before considering promotion on a platform.

You should also consider your audiences "active time" on these platforms because posting it at a time when your viewers are not online will simply not yield benefits. Posting at the peak time when more of your audiences are online will gain you more hits.

Think marketing, think of email marketing

Marketing plays a very important role in reaching out to your audience. Google ads, Facebook ads and Affiliate programs are marketing options that can definitely boost your blog but amongst all, the best is email marketing.

Why are we so inclined towards email marketing is because of its ROI (Return On Investment) factor. It is cheaper as compared to the aforementioned methods. Moreover, you are promoting your content to those who have shown interest in your products and services (because you will be emailing to those who have opted for your newsletters/emails).

Create an email list of those who have registered with you or have opted for your newsletter and subscriptions.

Customize your emails. This is very important. How do you deal with emails sent to you that are meant for the mass? Probability is that you won't even bother to open it. So then why would your subscribers bother to go through your emails if it isn't personalized? Customize your emails to give that special treatment to your subscribers.

But stay miles away from spamming. Remember not to irritate those who have subscribed to your emails by sending them unnecessary emails. And sending emails to those who haven't opted to your email subscription is a big NO! This will ultimately end you up in the spamming category and Google very well knows how to penalize these websites.

Influencers

A person whom you trust is more likely to impact your buying decisions rather than an ad of a product on a roadside billboard. Among hundreds of products, you will have a tendency to try out products that will be recommended to you by a friend of yours or a person you trust. Isn't that true?

This is equally true for websites and blogs. As a blogger, you are not alone in this game and you very well know that. Your ultimate goal is to make your audiences choose your content over your competitor's. Ensuring all the methods we just mentioned still falls short of bringing the desired traffic, then you probably need to bring in the "trust" factor that will turn out to be a game changer. But whom do your audiences trust? The answer is - Influencers.

An influencer is a person who has a huge number of followers in a particular niche and hence, has the power to affect the purchasing decisions of their followers. People will more likely be interested in reading blogs that are shared by influencers they follow rather than self-promoted ones.

Many influencers have access to high authority domains and have their own websites. An influencer putting out content that links back to your blog will not just drive in traffic to your blog but will also do the job of building a natural and quality backlink.

Website Analytics

All the steps are done and dusted. Now what you need to figure out is whether your efforts have paid off or not.

With a website analytics tool, you can analyse a range of data related to the traffic. We have listed some of them for you.

- Number of visitors
- Number of unique and recurring visitors
- the source of traffic (organic search, social or referral)
- Which keywords resulted your blog on SERP, thus driving the traffic
- Average time spent by the visitor on the page
- The location of the visitor
- Conversion rate (if any)
- Bounce rate

The best known website analytic tool in the market is Google Analytics. It is free and is the most widely used analytics tool. You can even map the real-time activity of your visitors. Some others are Piwik and Adobe Analytics.

Understanding the behavior of your audiences opens a door for improvement and lets you know where exactly you are lacking. Analyze the reports and numbers to future build or improve your existing plan on increasing traffic.

Here, we tried to give you an insight on how relevant results show up on your screen when you search for a query. We, hence, introduced you to SERP, the concept of ranking and why it is important for you. We tried capturing the essence on building a wave of traffic to your blog. Wrap up these methods around your blog and see the traffic building up. Although you follow all of these ten ways, but remember to follow one more - patience. You may not gain tons of views on a single day or perhaps within a couple of days. But we ensure you about a consistent growth in traffic. Be consistent with your efforts, have patience and see the graph move up.



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