

How To Drive Traffic To Your Blog IN LITTLE TO NO TIME

#1: Use An Image Every 75-100 Words

Using Images in your blog posts will boost your traffic. That's no secret.

1. It's important to understand how many images you need to use. Slapping on a featured image and the occasional screenshot isn't the best strategy.
2. For every 1,000 words you write you should aim for 10 images. But there is one caveat here you need to be aware of:

These images need to be relevant.

If you're unsure, stick to:

- Relevant photographs
- Graphs
- Charts
- Screenshots of relevant steps/actions

BONUS POINT: Add captions to your images. They're read more than your body copy. Which makes them an excellent way to boost your own page time.

#2: Build Trust By Linking Out To Reputable Sites

Don't worry about getting people to link back to your site right now.

What you should be doing: Link to other reputable sites.

When you link to reputable sites it has two brilliant traffic building implications:

1. Google will trust you more
2. You can build relationships and trust - with people in your niche

Google Trust

Google wants to rank sites based on facts. In order to do this, they use a metric called trust flow. Which measures how accurate your facts are and where you get your data from. If you're linking to sites that are already authorities and are on Google's good side like news sites. They're more likely to trust the content you produce.

While this isn't a direct way to get more instant traffic but over the long term, it could improve your search rankings. Which makes it invaluable

Building Relationships

"It's not who you know, it's who you've helped." - Jeff Goins

When you link out to these authority sites, you're helping them. If you reach out to them and let them know that you've linked to them, there's a really good chance they'll share your content with their audience. Or you'll at least build a relationship with them.

If you can get these bloggers to:

- Tweet
- Share
- Interact with you (or feature them on your site)

They will be more likely to buy into your brand.

#3: Do Influencer Interviews

Getting influencers (people who have made a name for themselves in your niche) to appear on your blog is a direct brand endorsement. Which is powerful.

When influencers see people sharing or writing about them on your blog, they'll take notice. Even if it's just to promote their own interview.

#4: Focus On Long Tail Keywords

Do a little Keyword Planner research and come up with a two or three letter keyword like:

- Traffic methods
- Build traffic
- Good blogging

What are some keywords you'd like to use?

Long Tail Keywords are those three or four keyword phrases which are very, very specific to whatever you are selling. You see, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

The longer your keyword gets the more specific it is. The more specific it is, the better you can optimize for it because there will naturally be less competition.

#5: Get Involved In Q&A Sites

The reason your content (or blog or platform) exists is for one reason and one reason only:
To help people answer their questions.

Enter Quora.

Quora is a question and answer site. And, to you, it's a powerful traffic building tool.

Let's say you run a copywriting or content marketing blog. You'd search the broad topic that you blog about, and 'follow' it:

Then read through a few pages of questions to find ones that:

- Have lots of engagement
- You have the content to answer
- You can provide a valuable answer to
- That are either new or get around 1,000 views a month

Get Involved On Forums

1. Search for questions (on forums) that you could answer.
2. Write a response. If you'd like, also write a blog post answering the question in more depth.
3. Link the post in your answer on the forum.

Pick One, Run With It...

There you have it.

Five easy to remember and implement traffic strategies that you can use right now. Here they are again, in short:

1. **Use an image every 75-100 words:** Add a relevant images every 100 words to break up your article, boost on page times and boost social share traffic.
2. **Link out to reputable sites in your niche:** This builds trust, relationships and traffic.
3. **Do influencer interviews:** To tap into an established traffic stream, get brand endorsements and create a strong image.
4. **Focus on long tail keywords:** For less competition, more search traffic and to get targeted, specific users to your site.
5. **Get involved with Q&A sessions:** On sites like Quora to get the content you already have in front of people who need to answers you've given.

Your Challenge:

Pick one of these strategies and commit to doing it every month. Then track the results. It could be the influx of traffic you've been waiting for.

**When you're ready to schedule your social messages
in little to no time, try out CoSchedule for a 14-day free trial.
It's your all-in-one editorial calendar.**

HEAR THE RAVES



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for 'WordPress Blog', 'Schedule', and 'Settings'. The 'Schedule' tab is active, showing a calendar grid with columns for days of the week (SUN, MON, TUES, WED, THURS, FRI, SAT). The grid contains several scheduled posts with their respective social media icons (Twitter, Facebook) and titles. A large circular CoSchedule logo is overlaid on the calendar grid.

SUN	MON	TUES	WED	THURS	FRI	SAT
	<ul style="list-style-type: none">8a 5 Tips For Writing Better Blog Headlines Marketing8a 5 Tips For Writi9p Don't Miss: 5 T	<ul style="list-style-type: none">8a 5 Tips For Writi	<ul style="list-style-type: none">4p Schedule Your Blog Like a Content Pro Content Planning	<ul style="list-style-type: none">8a Schedule Your		
	<ul style="list-style-type: none">8a Planning Your New Editorial Calendar	<ul style="list-style-type: none">10a Grow Your Audience & Traffic Now	<ul style="list-style-type: none">9p Schedule Your	<ul style="list-style-type: none">8a Grow Your Aud		<ul style="list-style-type: none">9p Grow Your Aud