

9 TYPES OF BLOG POSTS

That Will Boost Traffic, Shares, And Leads

You work hard on every blog post to make them perfect. You even attach shareable images, break them into digestible paragraphs, and do the best outreach process you can do. But still, sometimes they just don't work for you.

Here are 9 types of blog posts that influencers have used to generate massive amounts of traffic, search engine results, social media shares, email subscribers, and profit. Learn from the best, and then blow away your competition now!

1. Publish Long List Posts To Get More Backlinks

Long list posts provide a one-stop post for everything on a specific topic. They almost overwhelm readers with information so that they come back again and again to continue learning.

Keep these four things in mind before you draft an outline for a long list post:

- Plan how you will show your expertise. Curating ideas from others may be a start, but think of the value you will bring to the topic from your own perspective.
- Make it immensely actionable for your audience as they read your content.
- Provide tons of detailed, factual information.
- Make it easy to read and scan for the big takeaways.

Follow this checklist as you get started on your draft:

Find your big idea:

Write down as many points as you can!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Keep going, you can do it!

Write even more, you got this!

- Refine your list to the most important points. Go back through the list above, and cross out the points that don't make sense for your post.
- Write an emotional headline involving the number (usually odd numbers perform the best). Write a ton of different headlines to choose only the best two to A/B test for your post:

- 1.
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- Make it little longer than any other post you've seen on your idea. Find your keyword for the post, and search for it on Google. Read the first 20 search results to make sure your post will be better and more robust than any other source.
- Include lots of images and Click To Tweet buttons to entice social shares.
- Include bonus takeaways in a content upgrade to turn your traffic into subscribers.

2. Write Research-Backed, Data-Driven Posts To Grow Your Traffic

Want to position yourself as an expert? Research can establish you as an authority.

Find your big idea. It's helpful to find something that is never covered, or you could take Brian Dean's advice and apply the skyscraper technique to your content to outdo anyone else who's already published something similar.

Brainstorm your ideas:

Determine how you'll gather the data you need in your post to make it factual and super actionable. What custom data do you have access to that your audience would love to read about?

Ex. We have ____ in our customer relationship management system, that would help our audience do ____ even better.

DATA | WHERE YOU'LL FIND IT | WHY AUDIENCE WOULD CARE | HOW AUDIENCE WILL USE IT

- 1.
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- 10.

- Add relevant images, graphs, and charts to prove your points.
- Add your viewpoint to every research point. This is usually where you can include actionable guidance.
- Lead your post to a strong call-to-action.

3. Share Your Success To Turn Traffic Into Profit

There's a trend these days. People are publishing posts that share their success. Brainstorm how you're solving some of your own biggest challenges. Think of your goals and the tactics you're using to reach them:

- 1.
- 2.
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- 10.

Connect the dots between your own challenges and the problems your audience faces every day:

What general business rules have you broken and experienced complete success? How could you tell that story to your audience to apply it to their needs? Content that goes against the grain and covers oft-ignored or far out topics tends to spark controversy and conversation:

Now write an awesome headline that draws on your success to share how your tactics impacted your goals:

Example: How To Improve ___ To ___ In Just ___ Days

Example: ___ Proven Ways To Increase Your ___ By ___% In ___ Months

Write an open, honest, and transparent post about how you're overcoming that challenge to reach your goals. Write your outline of tactics here:

- If that post is successful, consider doing what Groove did and dedicate an entire blog for posts on those topics.

4. Share New Methods To Coin New Terms And Stand Out In Search Results

You need to give your audience something new that can solve their problem—a method that's working for you, has already solved your problem, and something different that no one has covered before.

What methods and processes do you use for your business that your audience may benefit from knowing?

- 1.
- 2.
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If you don't have a method that could solve your audience's pain points directly, what unique angle or lesson learned could you use to apply it to their situation?

What advice have you learned from others that you could build upon and share with your audience?

What steps will you include in your new method? Name them:

- 1.
- 2.
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- 10.

What could you name your method that is descriptive of what it is, but no one else has used before? Think of metaphors:

- Share your unique solution with an influencer who can help you promote it.

5. Include Infographics In Your Posts To Get More Shares

Infographics get the most social shares of any blog post type. Not only do they get traffic, they also bring you a lot of inbound links. Find a blog post idea that has facts and research to back up your claims. Go ahead and jot down some ideas that might work well in an infographic:

Just like a good blog post starts with a blog outline, plan what you want to visualize in your infographic to provide factual and actionable information. Draft the text or big takeaways from that research into an outline:

- 1.
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- 10.

- Work with your designer, find one through Fiverr, or explore creating the infographic yourself with tools like Canva, Easel.ly, or Infogr.am.

If you decide to create your infographic without a professional designer, keep these things in mind:

- Remember the main message you're communicating as you choose your typography, colors, and layout.
- Find the big ideas in your infographic, and figure out how you'll draw attention to specific elements. Remove the clutter to provide focus.
- Practice the five fundamentals of good design: consistency, repetition, alignment, hierarchy, and proximity.

And when you're done...

- Email it to the influencers in your niche, and distribute it to infographic sites like Visual.ly.

6. Gather Expert Advice For Round-Up Posts To Steal Their Audience

Find your keyword around which you want to publish your post. This idea must be interesting both to your blog audience and to your experts:

- 1.
- 2.
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Make your list of experts. If you want to feature 25 experts, make a list of 50 experts. You can find these experts by searching for your keyword and reading the posts other influencers already published on related topics:

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- 50.

- Start approaching them one by one from less popular to more popular. Once you get a couple big names committed, you can name drop to entice other experts to join in.
- Once you receive an expert's response, refine down the list.
- Publish your post and ask the experts to share it with their audience.

7. Pitch Guest Posts To Build Your Email List

Find the best blogs that you'll love to pitch to. Focus on blogs that your audience already loves.

- 1.
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- 10.

- Research all the posts that are popular on that site.

Find your main idea around the popular posts of that site. Write down a couple here:

- 1.
- 2.
- 3.
- 4.
- 5.

Pitch your best three ideas and also write a small summary of why they'll be successful.

- 1.
- 2.
- 3.

- If your idea is accepted, start writing your post, otherwise rinse and repeat the process.
- Write your post using the writing style that blog prefers.
- Create a bonus and landing page for the blog's audience to lure them to your own website and convert them into subscribers.
- Finally, leave the link in your author byline.

8. Cover Case Studies In Your Niche To Build Your Credibility

Case studies work because they build brand credibility. They help your readers relate to your customers who had the same challenges that are now resolved—thanks to you!

- Research case studies from top blogs in your niche.

Make a list of all the questions your prospects are asking:

- 1.
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Start your post with a main problem. Show the familiar pain your audience is suffering from:

Tell a story using real people and examples. Who are your customers who have the pains you just jotted down?

Explain the story step-by-step:

1. Problem

2. Solution

3. Outcome

- Add as much information as you can add.
- Sprinkle proof and images all over your post.

9. Repurpose, Republish, And Reinvent Old Posts To Get Even More Traffic

Find an old piece of content that has already worked well. Maybe it got lots of pageviews, social shares, or comments—you decide. Look in Google Analytics, Disqus, and your CoSchedule Top Posts page to know which posts are very successful:

- 1.
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- 10.

Republish your posts on the best syndication sources your audience already uses:

- Medium
- LinkedIn Publisher
- Business2Community
- BizSugar

If you don't have much content of your own quite yet, find ideas that have been successful in your niche and build on them:

- 1.
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- Post it in YouTube, SlideShare, Quora, LinkedIn, and Pinterest.
- Don't forget to add more value and make it more visually appealing.

Bonus Tip: What You Do After You Create Content Is What Truly Counts

- Include a post-specific bonus.
- Contact everyone mentioned in your post through outreach marketing.
- Get featured in weekly content round-ups.
- Share your blog post on social media and with your email list

When you're ready to plan your awesome blog posts, give CoSchedule a try for free—it's your blog and social media editorial calendar. CoSchedule integrates perfectly with WordPress and works super well as a standalone content calendar to help you plan everything.

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

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) and rows for dates. The grid contains several scheduled posts, each with a social media icon (Twitter, Facebook), a time slot, and a title. A large CoSchedule logo is overlaid on the calendar grid.

SUN	MON	TUES	WED	THURS	FRI	SAT
	8a 5 Tips For Writing Better Blog Headlines Marketing 8a 5 Tips For Writi 9p Don't Miss: 5 T	8a 5 Tips For Writi	4p Schedule Your Blog Like a Content Pro Content Planning	8a Schedule Your		
	8a Planning Your New Editorial Calendar	10a Grow Your Audience & Traffic Now	9p Schedule Your	8a Grow Your Aud		9p Grow Your Aud