



Blogify Your Business

Blogging Techniques That Boost Your Business

The Top 10 Techniques to Increase Your Traffic and Rankings



Top 10 Techniques to Increase Your Traffic and Rankings

1. Add a Post at least once a day for 3 months; once a week after
2. Add a Video at least once a week
3. Add a Picture at least once a week
4. Add at least three RSS Feeds from pertinent sites
5. Add a Backlinks to Social Media Sites such as:
 - . Facebook
 - . MySpace
 - . Twitter
 - . LinkedIn
6. Register your site with the top three search engines
7. Submit at least one article a week to related ezines
8. Add the Widgets that make it easier for readers
9. Add Plugins to add to your SEO and visibility
10. Use groups to drive traffic to your blog



Top 10 Techniques to Increase Your Traffic and Rankings

1. Add a Post at least once a week

It is a challenge for some to think of what to say when blogging every week. What I have found is there is inspiration all around me. When I am driving I watch what is going on around me. When I stand in line at the grocer store (which is rare) I notice how people act, listen to conversations they have, their body language and most especially what children are doing.

I was so surprised to see a mother and daughter at Trader Joe's today. The girl couldn't have been more than four years old and as the mother was shopping the girl was watching a cartoon on her mother's iphone. Yikes! Even to tots are addicted to technology!

Simple things can make for interesting reading, when you present them in an interesting light!

I find the most interesting blogs to read are about every day stories, occurrences, insights, impressions and enlightened experiences. You can take any experience and have the result be meaningful to nearly any topic.

Some might not make the stretch of the mother and daughter shopping at Trader Joe's apply to a blog about blogs, but there is always a way to look at an experience and see how it can be meaningful.

Once you start writing once a week, you'll find you begin to notice things automatically. Make a list of things that interest you during the week and keep the list hand. Eventually you'll have more to write about than you will be able to keep up with. It's a simple process of training yourself to think in terms of remembering what you see and turning it into an applicable post.



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2. Add a Video at least once a week

Did you know you can make your own video using Power Point and Camtasia Studios if you have a PC and the software is free and included on MAC (not sure what it's called though).

Imagine taking your post and turning into a bullet point list on Power Point. Then with Camtasia and your headset record your blog. Make sure it's under 5 minutes so you don't exceed their time limit. Save the recording and render it as an.avi or .mpeg file.

Once you've uploaded the video to YouTube, you can play it and then copy the URL. Paste the URL into your blog and be sure to remove (break) the link. If you don't, when people click the video they are sent to YouTube and away from your blog.

Next, post the same video on MySpace and your Facebook account. Be sure you have tagged the video with a link to your blog. This will create a highly ranked back link from very highly ranked websites. It counts more for increasing your ranking the higher the website you place your link, i.e. back link.

Next, post a link on the groups you've joined on LinkedIn and answer at least two or three discussions and be sure to include a link to your blog. Then start your own discussion and as a question that you've answered in your blog post.

It's a simple method of increasing your ranking very rapidly.



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3. Add a Picture at least once a week

One of the many techniques to get higher ranking is to add pictures to your blog. I often add pictures from when I'm speaking, from driving around the Bay Area or even at events that I've attended.

The idea is to make sure the picture ties in with the topic you are blogging about. The picture should be interesting and thought provoking. You will encourage return traffic when your readers become interested in your pictures and want to see what you will put in your blog in the future. I'll typically get at least a few people every week who tell me they will subscribe to my RSS feed.

So, if you have a picture you want to feature on your blog, use a software program to crop the picture to eliminate excess white space or unnecessary excess background. I use iPhotoPlus and I know the most popular software is PhotoShop, but I love the ease of iPhotoPlus.

Look just above the Post input box and you'll notice "Upload/Insert". The first icon is the Add an Image icon. When you select that icon, you'll be taken to a pop up screen and you will be able to choose to Add an Image from your Computer, URL (website, Gallery (from previously upload pictures) or Media Library. Then Select Files and locate where the picture is stored.

Add a Title, Alternative Text (will count towards keywords) and a Caption. If you want to add text around the picture, select the picture Alignment you prefer (I use left as a default unless I'm adding several pictures and then I alternate them left and right). You can also choose the size of the picture and then select Insert into Post.

Try to add at least one picture ever week. You can insert the picture in the post or add a page for a photo gallery. Or you can actually do both. People enjoy looking at pictures when they are reading your blog.



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4. Add at least three RSS Feeds from pertinent sites

RSS feeds, which automatically deliver updated digital content to subscribers, are gaining popularity with e-tailers. They're particularly well-suited for marketing activities that involve loyal customers checking for updates in fares, prices, availability and new items, says Charlene Li, a vice president and principal analyst at Forrester Research Inc. in Cambridge, Massachusetts. "Feeds allow customers to simply subscribe to an alert that notifies them when information that meets their criteria is available—and [they] do so without cluttering the inbox," she says.

Marketers have become more interested in RSS since the release of Internet Explorer 7. "IE7 makes it easy to bookmark the page and voilà—updates automatically appear next to the bookmark without making the user return to the website," says Li. Previously, she says, users had to right-click on the RSS link and copy the URL, go to their aggregator and start a new feed, paste the URL, and return to the aggregator every time they wanted to read their feeds.

"We have seen an increase in RSS usage," says Mark Carlson, CEO of SimpleFeed, a Los Altos, California, provider of on-demand RSS publishing and analytics services. "IE7 has had a large impact. Customers are also getting ready for Windows Vista and Outlook 2007, which will have excellent RSS-reading capabilities. Customers are also using feeds to drive traffic and improve search engine rankings in the face of increasing search marketing costs."

Now that RSS feeds are becoming more popular, Carlson offers these best practices for RSS marketing.



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5. Add a Backlinks to Social Media Sites

I'm often asked what Backlinks are and what the purpose is in having multiple Backlinks. The implementation is easy once you understand the process.

Here are a few simple steps:

- Once you add a new post to your blog, you should go to LinkedIn, join several groups that relate to your blog topic and make a comment on others' comments that are in the group. Be sure to include a Backlink (your website address)
- You also want to do the same on Facebook, leave a "Share" message and be sure to include your link.
- The other sites you want to be sure to place a notice about your post are MySpace and Twitter.
- All of these sites can be posted directly on the site through HootSuite. You can add each access sites details to HootSuite, type one message and it will be placed on each of the above mentioned sites. It is a great time saver.
- Once you have set up HootSuite, it takes less than a minute to notify each of the sites that you've updated your blog.

The back links add credibility to your blog. Facebook is the number 2 ranked website in the world, according to Alexa rankings. Alexa's toolbar will show you more relative data about your website activity than Google's ranking system. Alexa will even break it down by US versus International rankings.



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6. Register your site with the top 3 search engines

Submitting your website to search engines is mandatory. But how many and which ones make a difference?

As you can tell, Google is king with 63% of all searches coming from this one search engine. Yahoo is second with 20% so between the two of the search engines, you have 83% covered.

I've tried many routines and systems to increase rankings of my various blogs and this is an excerpt from one of the articles I've found that should be helpful. It is a great article covering the submission information that is up to date.

<http://www.wordsinarow.com/wheretogo.html>

According to ComScore's market share report done for Search Engine Watch in February 2009, these are the largest search engines and the percentage of searches done there (including other sites that use the same results):

- Google sites 63.3%
- Yahoo sites 20.6%
- MSN Live sites 8.5%

As of June 2009, MSN became BING and doubled its reach, pulling somewhat from both Yahoo and Google, but not really affecting the overall percentage covered above.

One of the things you can do to keep up with search protocols is to install one of the many statistic software programs to your blog. I use Statix and it will tell me what search engines are used and what search terms are most often used.

You should also use Google Analytics to determine which search terms are the most prominent for your blog.



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7. Submit one article a week to related ezines

I am often asked what is the most effective method of driving traffic to a blog is. I have tried every possible formula I could think of. I took more than one blog class every week for over a year and tried every single technique that was presented.

Some things worked others didn't even make a dent. What makes a technique effective or worthwhile? Try Googling your name and see how many results there are. Then install Alexa's Toolbar and keep track of your ranking. When your Google results become more than 100,000 or 1,000,000 and your Alexa ranking becomes less than 1 million, then what you're doing is effective.

I have found a combination of techniques to be the most effective. I use Social Media such as Facebook, LinkedIn and Twitter to push new people to my blogs. I use HootSuite.com to send one message to all of my Social Media profiles.

I post at least one video every week and leave a message on one to three of my Linked in Groups. I will typically get more unique hits from the LinkedIn Groups than most of the other processes.

And then, there's article writing. There are more than 13 million results when searching article submission when using Google. Imagine trying to find the right ones for your topic. It would take hours a week to keep up with all of them.

There is an alternative! There is a free software program which is designed to submit your articles to every ezine directory available, with one push of a button. It's fairly simple to use and has built in instructions that are truly easy to follow.



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8. Add the Widgets that make it easier for readers

Widgets are what you can add to your website to make it more functional. A number of Widgets I prefer include:

Archieve: This is how your readers and you will keep track of what post is created on which month.

Tag Cloud: This is the list of keywords you choose to use in your post. Your readers can click on the keywords and go right to the post that mentions that keyword.

Posts: Lists your posts to the right so your readers can look at your posts in the order in which you have written them. Some readers prefer a chronicle order when discovering your blog.

RSS Feeds: Using the RSS Feed is how you will be able to make it seem as though you are posting on your blog frequently. The crawlers see the updates and believe that you are updating your blog 3 - 4 times a day.

There are many other Widgets you can add, so take take the time to become familiar with which ones are good for what you are looking to do. An example is on one of my blogs, there are no Page tabs, so I added the **Page Widget**.

When I want to add a Capture Box, I copy the code from my database service and put it in the Text Box.

I rarely use any of the other Widgets because they are visible on the blog and I like to keep the blog appearance as simple as possible.



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9. Add Plugins to add to your SEO and visibility

Plugins are something like Widgets, but software applications rather than a list or button added to your blog.

I have several Plugins that I have found helpful tools. You should install each one and make sure you activate them. The Akismet also requires an API Key which is easily obtained.

As a hint to help you find the Plugins faster, just copy the Plugin name and after you click on Add New, paste the Plugin name in the box.

Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use it. You can review the spam it catches under “Comments.” To show off your Akismet stats just put in your template.

Easy Tynt Easily install and configure Tynt Insight for your WordPress Blog. Leverage the benefit of copy/paste, learn what is being copied off your blog, and how to leverage this behavior into more traffic, higher search rank and more.

Blubrry PowerPress adds podcasting support to your blog. Features include: media player, 3rd party statistics, iTunes integration, Blubrry Services (Media Statistics and Hosting) integration and a lot more.

StatPress The first real-time plugin dedicated to the management of statistics about blog visits. It collects information about visitors, spiders, search keywords, feeds, browsers etc.

Statrrix Real-time statistics for your blog.

Platinum SEO Pack Complete SEO solution for your WordPress blog.

Xhanch – My Twitter Twitter plugin for wordpress

Be sure to come back to Blogify frequently to see the new Plugin updates.



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10. Use groups to drive traffic to your blog

I had signed up for LinkledIn in 2003, just about the time that it launched. I thought it would be a great way meet others in the Bay Area that are in business.

The challenge was however I had to ask someone who already knew me to introduce me to someone they knew. I had 0% success.

Then about three months ago I caught up with a business associate in San Jose and he told me how he had learned to use Linked in and I was blown away.

I did about two months test run on his method and then I was truly blown away. I joined several groups whose topic related to one of my blogs and answered several questions for those who had posted and included a backlink to my blog.

I ended up with 339 hits to my blog in 24 hours, 225 the next day and stayed over 200 for more than a week, then I posted another comment and have kept the hits up over 300 ever since.

[Transfer](#), from this blog is an audio program you can download to hear the actual steps it takes to transfer files from your computer to your website/blog.

For more great tips on getting your site traffic and high ranking go to:

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