
How to Drive More Qualified Traffic to Your Blog

Transcript

Denise Wakeman Interviewed
by Travis Greenlee

How to Drive More Qualified Traffic to Your Blog: Transcript

Denise Wakeman: The following program was a class for members of the [Master Business Building Club](#). Business mastery coach Travis Greenlee conducts the interview. The program is called: **How to Drive More Qualified Traffic to Your Blog**.

Every blogger wants to know how to get more readers, and of course, readers are the life blood of your business blog if you want to grow your business. Readers create your community, and when they become raving fans, they become your clients. There are myriad ways to drive traffic to your blog, and there are some simple tactics that can exponentially increase the right traffic to your blog. This program will give you seven specific tactics to drive more qualified readers to your business blog.

First, a little about me. I'm an online marketing advisor and co-founder of The Blog Squad. I've been using the Internet as a marketing tool since 1996, and help authors, speakers, and service professionals as well as small business owners set up and optimize great blogs as well as strategically use social media tools to gain visibility, build credibility, and make more money selling their books, products, and services. I write regularly on four blogs, and have co-authored many blogging programs including Build a Better Blog, Better Business Blogging, and The Blog to Book Project. Without further adieu, let's find out how you can get more qualified traffic to your blog.

Begin Transcript...

Travis Greenlee: We have a fantastic call in store for you. In fact, I've got to say, Denise, you are our favorite trainer. I was going to say one of our favorite trainers, but it's official. You are our favorite trainer within the Master Business Building Club. And that's not just from a personal perspective. I certainly feel that way, but with the feedback that we've gotten from our members and from the people from all around the world...they just love you. I mean, everybody just loves you in terms of your content and the tools and the resources and keeping things fun and entertaining...you have certainly kind of nailed this gig, if you will.

Denise: Thank you.

Travis: It's a pleasure to have you back. For those of you maybe who are listening for the first time, I'll tell you a little bit about Denise. I had the pleasure of meeting her...I guess it's been several years...back in 2004...yeah, at some of these International Coaching Federation meetings, and you were starting The Blog Squad then, and really beginning to develop your brand around that, and we were able to hook up, and of course, we've got so many things that we're excited about together – this technology and what's available today! What people can use to build better businesses and build better blogs. But anyway, we hit it off and hung out and kept touching base back and forth, and it's just been so wonderful to see the growth of your business, the growth of your brand...the amount of people that you've helped over the years...it's interesting, because you and I were talking about a week ago or so, saying: we started this doing what we do as far as the business development and the training and speaking, and that was years ago – back in 2004, 2005. And it feels like we're old dogs in this business now, aren't we?

Denise: Yeah, really!

How to Drive More Qualified Traffic to Your Blog: Transcript

Travis: Not many people are still either around that started back then, or that evolved and are doing it. So welcome, everybody, Denise, welcome back, my dear, it is a pleasure. Now, I understand we're going to be talking about not only building a better business blog, but more specifically, we're going to be talking about how to generate traffic to that blog. Is that right?

Denise: That's correct. Because this is for members of the Masters Business Building Club, you can go and listen to the progression of the previous classes that I've done, and I don't want to repeat myself every month, but really build on that so you can take those previous classes, listen to them, and start adding more tools to your blogging arsenal.

Travis: Blogging arsenal, I love it!

Denise: Getting all the lingo here!

Travis: Yeah, I'm going to write that one down. Blogging arsenal! So, great points. And if you haven't had an opportunity to go back...I mean, you've done...gosh, I think you've got what, 6, 7, 8 calls? You've got an entire series around being much more successful with your blog. And if you haven't gotten it by now with everything that we're sharing with you...having a blog – and not only having a blog, but having a successful blog is no longer a luxury in terms of building a business. It's a necessity. A necessity. Really remember that.

Denise: Yes. We talked about that last month. It's really not an option anymore. If you want to be found by your ideal client or customer, you've got to be blogging, period.

Travis: Yep, period. We can go into all the reasons why, as we have. But just trust us, you guys. If you've got the blog rolling, connect with Denise, connect with myself. We have our website design and development firm that will support you with that if you need help, so let us know. But the last thing I want to hear is just for whatever reason you're procrastinating. You're just not doing it. You could set up a free blog on Blogger, you could put a [TypePad blog](#) together, you could have a really nice one done...they're not real expensive; it's not a big deal. There's really no reason that you should be holding back, so get into it. Now certainly is the time. So...with that in mind...

Let's assume at this point that everybody understands that yep, it's important to have one, we've built one, we've created it, we're excited about it, it shares the proper message...a lot of these things that we've talked about that are so, so, so important...let's talk about driving traffic. So beginning with just the basics – I'm going to break it down, and we'll start from step A, and then just evolve, evolve, evolve in terms of our conversation today. Why traffic, and why blogs, and why blogs and how does that work with traffic, and how are they interrelated? Where do you even begin?

Denise: Okay, that's a great place to start. The most important thing to any blogger is having readers. Unless you're writing a blog purely for yourself, and in the context of business, then that doesn't really work...you need to have somebody reading your blog, and ideally you would like those readers to be qualified readers, meaning that they fit into the demographics that you've

How to Drive More Qualified Traffic to Your Blog: Transcript

identified to be your ideal client, or ideal customer, depending on what your product or service is. So you want to be attracting those readers to your blog so they become part of your community...that's the buzz word these days, and it really is true. They become part of a community, and when they become part of your community and begin to interact with you and return time and time again because you're providing valuable information on your blog, then they become raving fans, and very often raving fans become clients and customers. So it's really important to make sure that you are getting that traffic. Now a lot of people want tons of traffic, but I would like to reframe that to say that **you want lots of quality traffic**.

Travis: Yes. And what do you mean by that? Quality versus quantity?

Denise: Well, quantity...you could write a blog post that uses some titillating words or phrases or capitalizing on something happening in the news – some celebrity gossip or something like that, then you might get 10,000 people coming to read that blog post. But probably 9,990 of them are not your ideal client. So it hardly matters that they read your blog post. It really doesn't. Who cares? Because for a business, you want that reader to connect with you, so you really want the 10 people who it resonated with, because if you're tricking people by using titillating words that really don't have anything to do with what you're writing about or what you're about, then you're just pissing people off.

Travis: And it's misleading. You piss people off, and then it's misleading for yourself. I've seen some of these where people are like: well, I've got a list of 5000, or I've got a list of 10,000 or 20,000 or whatever. I'm like: okay, that's great. How about your conversion? Tell me about your conversion list. They're like oh, well...and what I mean here is: how many of those people are truly interested in what you have to say?

Denise: Exactly. And I'm going to talk about one of these elements that has to be on your blog, and I'm going to talk about that a little later, and people who have heard me speak probably know what I'm going to say, but...the key is that those 10,000 people that you've just attracted by teasing them, and didn't really deliver, they're never coming back, they're not going to subscribe to your blog, they're not worth anything to you. But the quality is you want to attract the person, the reader who has the traits that you've identified as your ideal reader, who becomes your ideal client. And yes, people can find your blogs as we've talked about before...blogs are search engine magnets.

If you're blogging in an optimal way, which is **posting content at least 2 to 3 times a week** minimum, you are then attracting search engines to index your content on a frequent basis, which means that you have an opportunity for your content to get found in the search results. So that's what I talk about – blogging optimally. And that is around organic search, meaning you're not necessarily tweaking for keywords, but you're writing naturally about what you're a specialist in. But if you really, really want to boost your readership, which is going to boost your business...and also provide many other opportunities that you can't even imagine at this point...in the long run, you do have to take very concerted action to drive people to your blog. To drive the right people to your blog.

How to Drive More Qualified Traffic to Your Blog: Transcript

Travis: You talk about that. When we talk about traffic, it's like: oh man, like the deer in the headlights. It's this elusive thing. How do I generate traffic? How I generate more traffic? Everybody feels like if we could generate more traffic, it would solve all our problems. We'd have more customers, and we'd sell more products, and make more money, and we could do it from a laptop laying on a beach somewhere. And there's a lot of truth to all that. If you do know how to begin to generate traffic. The key to realize that is generating traffic really isn't that difficult. It's not. It's simple. It's not easy. Don't get me wrong, you've got to work it. You've got to be consistent, you've got to get intention around it, you might need to spend some money on it. There are lots of different ways to do it, but it's not difficult. It's certainly something you can do as you begin to understand a few of the more important, relevant tactics. I heard you talk about how you've broken it down and you've kind of put in the seven different tactics or strategies. Let's talk about some of those. Let's break them down.

Denise: I wanted to break it down into things that are really simple to do that don't cost any money, that you can tweak and do for your blogging every time you make a blog post. So, where do you start? Well, obviously, your blog posts. The content of your blog is what's going to create the most attraction to your blog. And one of the most important elements to attracting people to click through from their feed reader, or if they're getting email updates, one of the most important things is the headline. And **the headline is the title of your blog post.**

So why is the headline important? It's the first and perhaps the only impression that you have that you can make on a prospective reader. Without that attractive headline or post title, (it shows up in your browser), the rest of your words don't even exist. The rest of your blog post doesn't exist. So you really want to be focused on your headline. Now, this is similar to copy writing. It's basically the same thing. So I just want to give a couple of statistics that I ran across about headlines.

On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest. This is really the secret to the power of the headline and why it really determines the effectiveness of your entire blog post, or blog for that matter. So the better the headline, the better your odds of beating the averages, and getting what you've written read by more people. So you know, there are a lot of copywriting books on headlines. I have a couple that I refer to a lot, even for my blog posts. Copy writing headlines aren't just confined to things like sales letters and that stuff, but a couple of books I recommend are: [Phrases that Sell](#). Another one is called: [Words that Sell](#), and another is: [The Ultimate Sales Letter](#). And when I'm looking for inspiration on headlines or blog titles for that matter, I refer to those books.

Headlines really work, and simple headlines work the best. So another thing also to keep in mind on blog titles is: posts that use numbers consistently bring in 3 to 8 times more traffic.

Travis: Wow, is that right?

Denise: That's right. This has been tested.

Travis: Oh my gosh, because that's money. You guys write that down, that is a money tip right there. What did you say, three to five times greater conversion?

How to Drive More Qualified Traffic to Your Blog: Transcript

Denise: Three to eight times more traffic.

Travis: Wow. If we use numbers in the titles of our headlines?

Denise: Right. So something like: seven steps to blah blah blah. 30 days to whatever. 10 tips for blah blah blah. Things like that.

Travis: Ohhh baby, thank you! That's a good one!

Denise: Okay, so we should just hang up now?

Travis: Yeah, I've got my money's worth! I'm so excited; I just want to get to work on this stuff. But it brings up a great point. I'm glad you're really hitting on this in terms of headlines are important on what it says, and then also the keywords that you're using, because I know you've mentioned this before, and this blew me away: in terms of generating traffic – and that's what this is all about, generating traffic to our blogs – with the specific keywords that you're using, over 80% of the media...so television, radio, and these other people who are looking for experts. They're out there, that's their job. They've got a feed. They're following their feeds based on their specific keywords and what they're looking for from the experts based on these topics that are going on. Things are maybe a little controversial. But they have these keywords in them, so they've got these feeds coming in, and it's their job to find stories or find experts to be able to interview and write about, and set up columns and all kinds of wonderful platforms. That's 80% of the media doing that, and if you want to develop your platform and get yourself out there as quickly as possible, it's a direct connection, it's a direct relationship.

Denise: Exactly. And this just happened to me this week. I have a perfect example of this. I was contacted by a journalist who is writing an article for a publication on the east coast, it's also online. It goes out to 400,000 entrepreneurs and small businesses. She found an article I wrote four years ago about blogging. And it was specific...it was about driving traffic to your blog. I laughed when I talked to her. I told her, I'm teaching a class on this tomorrow!

Travis: You're like: see, it works! That's how you sell me!

Denise: Exactly, and she found me by doing keywords, blog traffic, and she said: yeah, it looks like you know what you're talking about, so can I interview you? And can I put a link back to your blog?

Travis: In front of 400,000 people? Nah, that'll cost you.

Denise: Yeah. That's 400,000 people in my target market.

Travis: And what that'll do for your blog and for your opt in, building your list from your blog. I love it, I love it, I love it. So the keywords, you guys. Anything else on keywords.

How to Drive More Qualified Traffic to Your Blog: Transcript

Denise: Oh yes, I have a lot on keywords. Because this is really important. First I'm going to tell you: maybe you've heard some of this before, but it's always a good reminder. First of all, you need to do some keyword research for your blog. So you go to a tool like freekeywords.wordtracker.com.

For those who might be a little unsure what a keyword is, ...keywords are the words people type in a search box when they're looking for something. That's a keyword. And a keyword can be a phrase, a two or three word phrase as well. Like "business blogging" is a keyword phrase. And "blogger" is a keyword. So go to freekeywords.wordtracker.com. It's a free keyword research tool, and what happens is you put in what you think is the keyword that people might be looking for – using to search for what you do. And you start pretty general, and you put in the word in the form, and keep it simple. Single words to start.

And then keyword tracker is going to give you all the variations and add-ons that people have used around that word. So what I want you to do, then, is make a list of all those words that you get. Whether there are 3 or them or 100 of them, put them on a spreadsheet based on that first word. Then, pick the second word on that list, and do a new keyword search. And copy those words into your spreadsheet. And note the number of searches on each of those top keywords that are coming up, because with word tracker, I think it's the average number of searches per day from the last 90 days. So if you multiply that number by seven it would be the average number of searches by week, give or take.

So why this matters is that keywords are the words...it's the language of your audience. These are the real words that people are using to search for solutions to their problems which you may be solving. So it's really important to do this. So make a list of those words, because when you write your blog post, and this is how you use them: when you write your blog post, you focus on one keyword. Don't focus on 20 keywords that might seem related, because that confuses the search engine.

So let's say I'm going to focus on "business blogging." This is what the search engines are looking for to figure out how relevant your keyword is: They're looking for it in the title of your blog post. So you use your keyword or phrase at the beginning of your blog title, because every blog post, when you publish it, it becomes a page on your blog site. And that title of your blog post becomes the title of the page. That is the first thing that the search engine looks at – the title of your page. So you put your primary keyword at the beginning of your blog post title. Then you want to repeat that keyword in the first sentence of your blog post as close to the beginning of the sentence as possible. And then you want to repeat it again in one or two paragraphs throughout the blog post. And what this does is it tells the search engine: this blog post is about this subject. There are no ifs, ands, or buts about it. This is what it's about. So when somebody types in "business blog", or "business blogging", whatever I put in the search engine, I have a better chance of coming up in the search results. Lots of people may be using that, so I may not make it to the top, but the more blog posts I have that are focused on that keyword, the more relevant the search engine is going to think my blog is in general about that subject.

Travis: Right. Love it. Man, that is gold right there you guys. Another nugget! So let's repeat. This is all about organic traffic – getting some really, really strong traffic, and driving your blogs

How to Drive More Qualified Traffic to Your Blog: Transcript

and your keywords to the top of the search engine for those specific keywords. You give us the fantastic tools...what I would also recommend: be careful...you're looking at your keywords and your phrases; don't go after the keywords and phrases that are super competitive. Back down and go sort of mid range where you have a chance. If you do this and you do this consistently, you follow this pattern, you're blogging a couple times a day or using a keyword and focusing on one keyword or one key phrase, you will begin to see more traffic. I mean, what do you think – within 24 to 48 hours you begin to notice a difference?

Denise: Well, I think it's going to depend on how frequently you're posting to begin with. And that's the key right there. And this is one of my recommendations – you've got to be consistent. Writing one blog post that has your keywords in it...you might get a tiny little spike in one day, but it's not going to be maintained over the long run.

Travis: Right, frequency and consistency.

Denise: Right. And don't go for the general keywords. For me, if I just was focusing on the word blogging, I would get nothing out of it. That's way too humongous. But business blogging, even though that's still kind of big, it brings it down a little bit more. If I said "business blogging for lawyers" and that was my phrase that I put in the title and in the blog post, business blogging for lawyers, then that's even more specific, and it goes to a more targeted audience.

Travis: Great stuff. Anything else on keywords?

Denise: No...well, probably. That's just the top of the iceberg. But it's probably enough.

Travis: Yeah, without boggling people's minds. I mean, if you take that one step – follow it step by step, go and find your keywords. Again, if you need help, there are people who can help you with that too. We're here to help you with that. We specialize in that, we can get you to the right people as well, but really important is you've got to know what your keywords are going into the whole phenomenon, if you will, of blogging. And going into the whole strategy and using it to build your business. A great tip also is: once you really figure out what you're going to be focusing on in terms of your keywords is to keep those in front of you somehow. Whether it's a sticky note on your monitor or something where it keeps them in front of you, because as you keep coming back to it, and any time you write an article or a blog post or any time that you put yourself out there, remember those keywords, and be adding those keywords. Really, really important.

So let's talk about one of my favorite subjects. And I know yours as well: social networking. Social networking sites and how...I mean, you're everywhere, my dear. I see you on Twitter, and I see you on Facebook and here and there, and you've got these speaking gigs there in San Diego, and then you're flying across the country...aye yay yay, you've got a lot of great stuff going, and from what you were sharing with me, the reason why is primarily because of social networking and getting in there and positioning yourself as you have within some of these different social networking sites and that you're generating at least half of your blog traffic from it.

How to Drive More Qualified Traffic to Your Blog: Transcript

Denise: Yes, yes I am. And it really surprised me when I stopped and did an assessment. So much traffic now is coming from Facebook and Twitter. Participating on the social networking sites – that’s a whole other subject for another teleseminar, but in the context of what we’re talking about today – how to use them to drive traffic back to your blog, you may have heard me say before that the blog really, in my opinion, is the hub or the home base for your business and how you communicate with people, how you build relationships with people. And you use the other sites – the social networking sites like Facebook and LinkedIn and Twitter to get to know people, and then bring them back home to your blog where they can go a lot deeper, because 140 characters on twitter...you’re going to make friends, but they’re going to learn a heck of a lot more about you when they click through to your blog and see what you’re really talking about.

Travis: Exactly. And you don’t want to appear as spamming. Then there’s some of these others where you’re really pushing your stuff. So letting it happen organically...very interesting, they’re following you, and really want to get to know you, and that’s how you’ve done so well. You’ve got...it’s a strategy. You develop your brand being who you are online, and how you communicate with people, and the relationships that you develop and how you put yourself out there – it’s a fantastic strategy. If you guys haven’t seen Denise...go follow her on [twitter](#), and go friend her on [Facebook](#), and then [LinkedIn](#) as well, but watch how she does it – watch how she communicates with people, and that’s it. I mean, how we’ve seen the success...you’ve got all the traffic and everything coming, plus what sites you’re on, how is it working for you...maybe give us some tips on being able to grow some of that stuff ourselves.

Denise: Yeah, I have some resources for you on how to do that. The thing I’m going to tell you – why this is so important to do is that one of the complaints that a lot of business bloggers have is “I don’t know if anybody is reading my blog.” I see people coming to it, but I don’t know if they’re reading it and nobody is commenting. Well, what I have found is that the people who are coming from twitter and Facebook...they’re chatty. They’re coming from places where they’re used to chatting with each other, so now they’re coming to my blog, and they’re actually posting comments. So there’s a lot more interaction on the blog. And that’s an important part of blogging, which I will get to a little bit later.

You want to automate this stuff to some degree. There’s a dance on social networking sites between pushing stuff out and by participating. So you want to look at the 80/20 rule where you push stuff out 20 percent of the time, and interact one on one or personally by talking to people about 80 percent of the time. But it’s okay to push your stuff out there, so you’ve got to get that setup. And you want to integrate with your social networking sites like twitter, Facebook, and LinkedIn. As I mentioned, those seem to be really the top sites that most people are using right now. That could change next week, but right now, this is where a lot of the action is.

So if you want to link your blog to twitter, I highly recommend this – there’s a tool called [twitterfeed.com](#). When you set it up, it’s a free application, and you submit the RSS feed for your blog, and that should be obvious on your blog or your blog master will know. Let me know, and I’ll help you find that if you need to, but you set it up with your blog feed – you can also set it up for how often you want it to send the new information to your twitter status. If you’re only posting once a day on your blog or once every three days, you just have to set it up for every 24

How to Drive More Qualified Traffic to Your Blog: Transcript

hours. It will look for new content. When it sees you've posted a new blog post, it automatically shoots it out to your twitter feed.

Then, I have my system setup so my twitter status updates my Facebook status. Now, there's a debate about this in the social networking world. I do it.

Travis: What is the debate, real quick?

Denise: Some people don't think that your twitter status should update your Facebook status – they are two totally different things, and they should not be combined.

Travis: Oh, wah. Whatever.

Denise: That's not how I feel.

Travis: Just wanted to know what's going on here.

Denise: I want a link to my blog to go out on Facebook, and I do it in a couple of different ways, so I do it, I push my stuff out, but I'm not on twitter all day long, either. I don't do 500 tweets a day like some people do. So I suppose if I was tweeting that much, I wouldn't want it to be on my Facebook status either. Most of the time I'm using it pretty strategically so it's not that big a deal...nobody has complained. Maybe they have unfriended me, I don't know. If that's the case, fine.

Travis: So how have you been able to attract so many friends? I mean, you've got what, 3,000, 3,500? I don't even know?

Denise: On twitter? I have about 5600 now. [9,842 at the time this document was edited.]

Travis: Oh!

Denise: It snowballed.

Travis: Look at how you've grown!

Denise: It snowballs, I don't know how. There are tons of strategies for twitter. First of all, it snowballs. The more you participate, the more people want to follow you. When people re-tweet or forward what you've tweeted to their followers, that attracts more followers. When people say: hey, [@travisgreenlee](#) is the best, follow him! That'll bring you a flood of new followers.

Travis: Yeah, do that!

Denise: But the key here in this is that you want to automate getting your blog content out there. So just to finish up my whole train of how I do it...I've got twitter feed setup to post my blog posts to twitter. I've got twitter set up to post to my Facebook status. I use the twitter

How to Drive More Qualified Traffic to Your Blog: Transcript

application in Facebook to feed twitter to facebook status. Then I also use the notes application in Facebook. It's one of the default applications in facebook. Because I have multiple blogs, I want to get it all on there. I use the notes application to feed blog posts also into my Facebook profile. That doesn't go in the status, it goes on the wall. So I have that. And then on LinkedIn, they have a brand new application called "blog link", and you can feed your blog to your LinkedIn profile also.

So definitely, those three you should do. The other one is if you post articles on ezinearticles.com, you can setup so your e-zine articles (and this isn't really blogging, but it's related, so that's why I thought I would throw it in) so you can edit your author profile so every time you post a new article on e-zine articles it shoots out to twitter also.

Travis: That's a pretty cool feature.

Denise: So it's a similar kind of thing, which is why I threw it in. But there are hundreds of social networking sites. Hundreds. And if you're participating on any at all, really, and especially the ones that are really focused on your expertise, find out if there's a way for you to add the feed for your blog. Ning sites are customized social networking sites that people build. All the Ning sites – you can add your blog feed – I'm a member on a couple of private Ning sites, and the first thing I do is find the RSS feed and throw my blog post in there.

Travis: And it's so great because it sounds all techy, like: ooh, how do you go about all that, but it's really, it's like you push a button, and it automatically happens.

Denise: They ask: what's the URL for your blog? You put that in, and now your blog post is being fed in there. It's the same thing. I don't know if Master Business Building Club has that yet, though.

Travis: We don't, no.

Denise: Okay. I meant to look before.

Travis: So what are you doing – you're propagating. You're getting your content out there all over the place.

Denise: Exactly, and the thing is that it may seem redundant, but somebody who is on a Squidoo page may not be one of my Facebook friends, so they're not going to see it on Facebook, and they may not be following me on twitter so they're not going to see it on twitter. Somebody who is following me on twitter might see the link on twitter, but it goes by so fast they don't remember to click through if they were compelled, but they're also Facebook friends and then they see it on Facebook, and they realize, Oh yeah, I wanted to see that. So you need to be in multiple places. You need to leverage the content that you're writing, because that is what draws the traffic. And as I said at the outset at this point, over the last few months, I've realized that nearly 50% of my traffic is coming just from twitter and Facebook. And those people who are coming to my blog from those sources – they are much more engaged, they are writing comments on my blog, and what this means – and this is really important to get: **when**

How to Drive More Qualified Traffic to Your Blog: Transcript

somebody takes the time to interact with you, to click on a link, to write a comment...they are 10 times more likely to take that next step to become a client.

Travis: You got it.

Denise: If they're passive, nothing is going to happen. It's when they take the time to actually click a link, type in their name, type in a comment, they're engaged.

Travis: Yep. And then those are the people you focus on getting them into other areas. Like onto your list. And then whatever that might be – a phone number, maybe give them a call. Next step, moving them through the funnel. Absolutely. Great. So, in the beginning of the class (I want to kind of take you back), we've got so much information...absolute nuggets of gold today. One after another. Denise, you brought your A-game today, honey.

Denise: Hey, I wanted to be prepared for you guys.

Travis: This is some damn good stuff you're sharing with us today! So, at the beginning of the session, you had mentioned that there are two elements – there are many elements, but there are two elements that absolutely must be on your blog. So what are they, and why are they so important?

Denise: Okay. Again, if you've heard me speak, you've heard me say this before. **You must have an email subscription form on your blog.** You must have it. It's not enough to have the ability to subscribe by RSS because at least 85% of your blog readers have no clue what RSS means. If you don't have the option for them to subscribe to get blog updates by email – and I don't mean that they're going into your database, I mean just blog updates, that's all. Only blog updates. If you don't have that option for them, you are leaving those people out. They are not ever going to come back, most likely, because they have no way of knowing when you're posting new content. There are two services I recommend: [Feedburner](#) has an email subscription form. It's pretty basic. [Feedblitz](#) is what I've been using for years since they started in 2005...I was one of the early users of their system, and it's a much more robust email management system for blogging. So [feedblitz.com](#) and [feedburner.com](#) – highly recommended, make sure you have one of them on your blog, make sure that the email subscription form is at the top of one of your sidebars. Do not bury it, because nobody will subscribe if they can't find it.

Travis: Right. Top right, top left, doesn't really matter, just up top where they can see it. Where it jumps out at them.

Denise: Exactly. Now, the second thing that I feel is really critical is to make sure you have some way for your readers to share your content with their friends. Now, this takes many different forms. Most blog platforms have a way for you to add links or small buttons on your blog for [Digg](#), which is a social bookmarking...or a social ranking...it's a rating system that people can click on and say that they like your blog post and say why, and that shares it with their community on Digg. [Del.icio.us](#) is also a social bookmarking system where people save things that they like, and they share them with their community on Delicious. On [StumbleUpon](#) people to also give a thumbs up or a thumbs down to content and share it with their community.

How to Drive More Qualified Traffic to Your Blog: Transcript

You can put an email link on every blog post so people send an email saying: read this blog post. And again, it drives traffic back.

There's an application called [ShareThis](#) which you can install on your blog on many different blog platforms. It's a widget – it's called a widget, and you sign up at [sharethis.com](#). They give you the HTML, you put it on your blog, and then it's a little widget that allows people to share your content on Facebook, on twitter, on Digg, on delicious...and numerous other sites that people may use.

Travis: I love it.

Denise: The other thing is, Feedburner has a tool called Feedflare. I have that integrated through my TypePad blogs – I don't know how it works on other blogs, but I'm pretty sure that it works. Feedflare enables you to pick all different ways to share your information. You pick which ones you want. Again, I use things like Stumble this, Email this, Tweet this, and post on Facebook. Those are the ones I have. So make sure you have a way for your readers to share your content. And to rank it, and read it, and all that, because again, that brings in more traffic.

Travis: And it's pure viral. Pure viral. And the thing I love about this is: this is relatively new. This hasn't been around. At least, in the format that it is now where it's so simple to grab code, and boom, push a button, and boom! It shoots it onto your Facebook profile. It's so much easier...it's just amazing what this can do in terms of viral traffic and allowing other people to share your content. So really important, you guys.

Denise: Yes. So those are two things I say are critical elements for driving traffic.

Travis: Awesome. How about some others? We mentioned there are a lot of different ways to generate traffic, but to keep things as simple as we can, and as inexpensive...

Denise: So far, everything is free that I've talked about.

Travis: Free is good here!

Denise: Okay, another way that can generate traffic for you is by commenting. Commenting on other blogs. And that means participating in the blogosphere! Getting to know fellow bloggers in your niche. The more you comment on other blogs – of course, being thoughtful about it, and contributing to the conversation, the more you do that, the more you get known by other people. The more you build relationships with people, and you're driving them back to your blog because people want to check you out. People want to know who you are. When you're a contributing member of the community, people will begin to move over to you as well. And the other thing about commenting is: you can comment on your own blog posts, too. Build the conversation. When you're getting all those people from twitter and Facebook commenting on your blog post, go in and jump in, and comment back. Carry on the conversation. And let me tell you, it does a couple of things.

How to Drive More Qualified Traffic to Your Blog: Transcript

First of all, posting a comment on a blog post adds new content to that page. When there's new content on a webpage – which a blog post is a webpage – when there's new content, the search engines are signaled to come back and re-index it. So you're getting more traffic from the search engines every time there's a new comment posted. The other thing is: it starts the conversations. It keeps the conversations going. And it encourages more people to comment and interact with you. Remember what I said about the people who interact with you – they're more likely to become engaged and take that next action.

Travis: Because at that point you're developing a relationship – it's that know, like, and trust. We talk about getting people to know you, and by giving them quality content and stuff that really makes a difference for them, they begin to like you, and actually they begin to trust you to the point of taking whatever that next step in your marketing file is.

Denise: Exactly. And those readers...when you're having conversations with people, that's how they become a part of your community. Now, the other thing is...as you alluded to, there are many, many ways to drive traffic, but I just wanted to keep them simple and easy here.

Travis: Well, we're all here in the Master's Business call, we're sharp business owners, but man, we've got to keep things simple so we do get it.

Denise: That's what I like. Simple, easy, and free. But the other one is – and everybody can do this, every single person on this call can do it – **be consistent**. I mentioned this earlier. If you decide to take on blogging as a marketing tool – and again, I think it's not an option, so...you will decide to do it eventually. You need to be consistent. Doesn't mean you have to blog every single day, but if you decide that two days a week is your blogging thing, then make sure you blog twice a week. Don't let it go, because you've got to remember that this is a marketing tool, this is a way to drive traffic to you. This is a way to build community; this is a way to convert prospects to clients. So you must be consistent about it.

Travis: An important use of your time. What do you do, Denise, to manage your time and to make sure that you are being consistent with your posts? What would you suggest for us that are the entrepreneur types and we've got all kinds of things going...how do we remember, and how do we put this structure into place?

Denise: Well, okay, I'll make a confession that I'm not the most...I do blog a lot, but I don't follow a consistent routine. Let me put it that way. I do have it on my calendar. Because I have several blogs that I am committed to putting content on every week, I have an editorial calendar that says: on Tuesday I blog here, on Wednesday I blog there, on Thursday I blog there so that at least it sits staring me in the face when I open my calendar in the morning. Now, I might not have something to write about that day. I may be too busy, but at least it's in my consciousness. Some people are very consistent – they blog every morning the minute they get up, they write their blog post. I tend to write when it hits me, and I also keep a lot of notes of things, because once you start blogging on a regular basis, you grow blog antennae, and everything becomes fodder for a blog post.

Travis: Oh my god, you have been doing this for a long time.

How to Drive More Qualified Traffic to Your Blog: Transcript

Denise: Scary, it's scary, huh?

Travis: You do stuff in your sleep, don't you?

Travis: So a quick question I've got for you – I get this one a lot too: okay, so let's say we realize that we do need to be consistent, frequently and consistently connecting with our marketplace and doing blog posts 2 to 3 times a week. What kind of things can you do to make it as simple as possible? Maybe for those that are stressed on time, or maybe don't feel like they're writers necessarily – maybe it's a little difficult to write something. What are some things that those types of people or people that really want to move this forward can do?

Denise: That's a great question. First of all, start keeping notes of things that might make good blog fodder for you. The second thing is: write in bullet points. Do tips. Three tips about this. So you're not writing an essay, necessarily. Every business owner is an expert in what they're doing business on, right? So the other thing would be to take a look at what kind of emails you're writing to clients and customers. 9 times out of 10 there's something in there that's a blog post. I get so many emails from people saying: how do I do this? And what do I do about that? And it's like: well, they're not my client, they're not my customer, I can't give away all my time free. But I can write a blog post and then it's available for everybody.

Travis: Awesome. Awesome. What a great tip.

Denise: The other thing is...carrying on with that, your blog posts don't have to be a perfect piece of prose. It's not an essay, it needs to be conversational. Writing "I", using the word "I", "you"...write how you speak. It doesn't have to be grammatically perfect. Try to keep the typos under control, but think about that you're writing an email to your ideal client. What would you be telling them? How would you write that to your client?

Travis: And almost imagine it, if you would, if you're sitting across the desk from them. It's just a casual conversation, sitting across the desk from each other.

Denise: Exactly. And you know, for people who aren't comfortable writing, there are audio tools that you can just use your cell phone to call in and it automatically will post an audio link on your blog. There's utterli.com. You can do audio posts. I mean, that's easy. You call a phone number, you set it up. It's easy to set it up – takes two minutes. You call a phone number, you speak your blog post, and it's automatically posted on your blog. I mean, how easy is that?

Travis: They actually post the audio, so it becomes a podcast, or does it actually convert or transcribe your message?

Denise: No, it doesn't transcribe, no.

Travis: See, that would be a cool service. All right, that's my business idea, don't anybody go take it.

How to Drive More Qualified Traffic to Your Blog: Transcript

Denise: Well, I think that Jott.com does that.

Travis: Oh, they got me! All right, what a great idea, though.

Denise: Jott, and that was going to be my second suggestion – jott.com. That started out being a service where you would call it up. Like if you have reminders or something. If you want to leave a message for yourself, you call it up, say your message, and it transcribes your message and sends you an email. And I think that they have built it out so that you can post that on our blog as well.

Travis: Nice! Nice! Jott.com.

I'm looking at the pages of notes I've got here today, this is crazy! So, traffic. Anything else that we should consider, we should think about now in terms of tying up the call around generating more traffic to our blogs?

Denise: Keep in mind to be giving. Being helpful is the number one thing you can do. And the more helpful you are to your community – sharing your secrets – you can't execute them all...share as much as you can on your blog. Showcase your community, link to other blogs. The traffic is going to come back, and this isn't something that takes intentional, consistent effort. If you're doing it every day, it doesn't even become effort anymore. It's not even really effort anymore, but there are hundreds and hundreds of ways to drive traffic, and what I would say is: don't worry about doing all of this right now. Start with one thing, and then just go to the next thing, and then go to the next thing...like setup your automated systems first with tweetlater and Facebook and twitter so you're pushing stuff out, and then go on to the more...maybe the things that require a little bit more effort.

But over on my blog buildabetterblog.com – all about business blogging – there's a category called [Driving Traffic to Your Blog](#). And there are over 100 posts there about how to drive traffic to your blog.

Travis: Jeez, okay.

Denise: And some of them I've talked about a little bit here or I've expanded on them. There are some tutorials in there that it's like: click here, click there, do this, do that to set it up. There's over 100 posts from the last few years. So if this wasn't enough for you, you can get more.

Travis: If we need more than that! This is where I am – all this stuff is great stuff, but I'm like: Denise, can I just talk with you personally and you tell me what I need to do for my stuff, and tell me exactly how to do it – what tools, and make sure I get it done...I think we're to the point where we want to design, and we want more of the coaching and consulting approach. So if we've got members here, we've got people listening in that are in that place, and they want to take the next step and designing their blog and talking about the strategy and setting up traffic systems...like you say, the automation...because I have to be honest with you – a lot of that is...my head is ready to explode right now too. I imagine there are other people feeling exactly

How to Drive More Qualified Traffic to Your Blog: Transcript

the same way. Where can we go to find more about you as far as your products and your programs and how we can connect?

Denise: Well, you know, it's funny that you ask me that, because I didn't know you were going to ask me this question. And as I was getting ready for this, I thought: you know, this is a lot of information, and there are lots of little tricks and stuff, and that's...I've spent many years figuring them all out, so I was thinking: well, what could I do for [Master Business Building Club](#), because I want people to be successful. It's really important for me to see people using their blog successfully and getting the results that they want. So I was thinking: I could offer a 30 minute consult to anybody who wants it. Now, normally I charge \$300 an hour, and I have a 5 hour minimum. I thought: because it's the Club, how about if I just offer a one-time only \$97 consult, and I'll review your blog and how it's integrated. If you want me to look at your social networking sites and see how it's all optimized and how you can automate your system, then I would do that for Club members. That's really...way lower than I would normally do it.

Travis: That's unheard of. Thank you so much. So not only...talk about generosity – not only are you going to give us a half hour of your time to hang out and teach us your best secrets, you're going to give us the \$97 special. I love it.

[This was originally a one-time deal for members of the Master Business Building Club. However, I've decided to extend this offer to anyone reading this transcript.]

[Click this link now to reserve your 30 minute VIP consultation.](#)

Travis: And of course, you can always find Denise in the Club as well. So you can do a search under our members, and she's also listed as one of our experts on our faculty here. So you can send her a private message through that system, shoot her an email, give her a call.

Denise: Absolutely. I'd be happy to do that, because it's really important to me that everybody can make this work for them and not get frustrated with it.

Travis: Oh yeah. And it's funny – there are a lot of people frustrated with it, because it can get a little techy. We talked about a lot of information today from tools and resources and systems and traffic...a lot of stuff. So I would definitely recommend listening to the CD's several times. Listen to it multiple times – pull out a pad of paper, take some notes. Really get into it. Don't multi task when you're listening to it, but if you do, and if you get yourself an accountability partner – whether it's Denise, it's myself, it's anyone that could really support you in getting to where you want to go. Look at where they are – if they're doing what you want to do and you believe they can help you get to where you want to go, reach out. This is such the time...and I won't go off on this too much, but it's just...it's really important to me, and personally, my recent talk – I'm really getting into this. Now is the time. With this recession and with things as hard as it is for so many people, I am – and Denise, I bet you're the same way – I see this as the biggest opportunity in my lifetime to get out there and to grow and to build and to develop our foundations, and to develop a platform, and to develop communities, and to build our positive reputation...to develop your joint venture networks...to really get yourself out there, and to expand that. Not only are you going to begin pulling in more business than you can handle. My

How to Drive More Qualified Traffic to Your Blog: Transcript

business absolutely is doing better than it has ever done. Right now. In the middle of this recession. It's crazy...I'm just like Aaah! And I can just imagine what it's going to do once we come out of this in a year and we go to the next 5 to 6 year run of the positive cycle. And I know, Denise, you're the same way.

You guys, if you're serious about this, really wanting to move your business forward, now is such an amazing opportunity. If you can get it in your mindset, you can really begin to understand why. You get a little negative stuff out there, you don't look at your 401k's, you get clear about what you want, you get it out of your head, you put it on the paper so you've got a track to run on. And if you want to develop traffic and if you want to develop a platform very quickly, everything that we share with you today will get you there. It's guaranteed. You've got to understand it, and you've got to put it into place, you've got to get somebody that will hold your feet to the fire so that you do all those things. You understand it, you get into action, and then you manifest it, but if you do...oh my gosh, the next 5, 6, 7 years are going to be...what a ride, huh?

Denise: Yep.

Travis: So Denise, thank you once again, my dear. I realize how busy you are, so thank you for sharing the hour with us. You certainly brought you're A-game today. I mean, I've got pages and pages of nuggets here that I'm going to be putting into my business, and of course I'm going to rip you off and share some with my class, I've just got to!

Denise: That's okay, it's not proprietary information!

Thanks for listening to this program. I hope you learned a few tips and tricks for getting more qualified traffic to your blog. If you'd like to stay in touch, please subscribe to my blog at www.biztipsblog.com, or go to www.deniseontwitter.com to connect with me on twitter. If you have feedback or questions, shoot me an email to denise@denisewakeman.com.



Denise Wakeman is an online marketing advisor and co-founder of The Blog Squad. With nearly two decades of business and online marketing experience, she helps authors, speakers, service professionals, and small business owners optimize and leverage great business blogs as well as strategically use social media tools to gain visibility, build credibility and make more money selling their books, products and services.

You can learn more about Denise at <http://www.DeniseWakeman.com>.

Blog on!