



# BLOGGING FOR PERSONAL BRANDING

**Nidhi D Tyagi**

[www.nidhityagi.com](http://www.nidhityagi.com)

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# HOW TO START YOUR BLOG & BLOGGING TIPS

## CHAPTER 01

### WHAT IS A BLOG AND WHERE TO WRITE A BLOG?

## WHAT IS A BLOG?

*A* professional blog is one of the most effective ways to share your expertise, you don't need to be an expert writer to start your blog. It is just about sharing your thoughts, your experience, your knowledge in the form of a text. So do not stop yourself by thinking that you're not an expert to write a blog. You don't need to be an expert writer or grammatically perfect to write your blogs. It is really very simple, just write your thoughts and that becomes your blog. You can also write about your expertise in your domain, you can share your knowledge and experience about a specific topic or subject.

You just need a platform to write your blog and your thoughts and they make your blog. Anyone can blog, believe me, anyone can. It is as simple as talking to someone and explaining your point of view. You are just converting your thoughts into text and that becomes your blog.

## **What should be the length of your blog post?**

The length of an ideal blog post should be 800-1000 words. The reason to keep this is because if we create a post less than 800 words that may not give the complete value to readers and will not establish your authority. If we create a post more than 1000 words we may compromise on readability as your reader may not hold the attention for so long on your post and they will bounce back without reading the full post.

The length of the blog also depends on the topic you choose:

-If it is an interesting story you can extend it more than 1000 words

-If you are sharing quick tips you can keep it less than 800 words

*So if you wish to start your blog right away, take these steps*

-Select your domain

-Select a platform

-Write your first blog

-Just post it and share with your network.

**That's it, it's so simple**

## WHERE YOU CAN WRITE YOUR BLOG

*W*hen you start writing a blog the first thing is to choose the right platform. Many people get confused about so many of platforms available to write blogs. What I suggest, if you have your own website start writing your blog on your website and share it on different social media platforms. In this way, you will also get traffic to your website.

If you do not have your website then you can choose any of the platforms like Medium, LinkedIn publishing or WordPress. I suggest you not to choose more than two primary platforms to write your blog. It will just consume your time to post your blog on different platforms and it will also divide your traffic. So what you can do, post your blog on one or two primary platforms and then share the link on different social media channels. In this way, you will get more traffic to your blogs.

Here I am sharing with you the platforms where you can start writing your blogs.

## **MEDIUM**

Medium is a content platform that individuals and businesses use to publish content. You can use Medium in addition to your other platforms. Medium is where thousands of readers consume content. It's a one-stop-shop platform for all kinds of content. For that reason, consider publishing to Medium to increase the number of people who see your content.

## **LINKEDIN PUBLISHING**

LinkedIn has its publishing platform for bloggers. This is a free platform given by LinkedIn. You can publish your article on LinkedIn publishing and share it on your LinkedIn timeline. You can also share LinkedIn publishing blog post link on other social media platforms.

If you are a beginner and you wish to start your blog I would suggest choosing LinkedIn publishing as your first platform. You will feel comfortable to write there because it is very easy to use,

easy to publish and it comes for free. When you write an article on LinkedIn publishing it also adds to the credibility of your LinkedIn profile. Publishing an article on LinkedIn related to your domain also establishes your authority in the domain and enhances your personal brand on LinkedIn.

## WORDPRESS

WordPress is also one of the best platforms where you can start your blogging. You can use wordpress.com to post your blog. It is a free platform unless you use your custom domain. One advantage of posting your blogs on WordPress is that this platform already has blog readers so you get few readers for your blogs from that platform itself. I started my first blog on WordPress.

This is a wonderful platform to write your blog if you do not have any other platform you can start with WordPress. In the beginning, you may feel it a bit technical but it's not so technical once you practice it. WordPress platform itself has very good plugins for your blog post so you can choose it without giving any second thought to it.

## WEBSITE

Another platform where you can write your blog is your website. As I told you that one advantage of writing your blog on your website is that you get traffic to your website and you have an opportunity to promote your other brands on your website when visitors visit your pages.

Blogging on a website is the best way to get a good number of visitors on your website and promoting your personal brand. It doesn't matter how beautifully and perfectly you have constructed your website and what information you have put on your website, people don't care to visit your website if they do not have any reason to visit that. Therefore you can bring visitors to your website through blogs and establish your authority in your domain with content marketing.

# CHAPTER 02

## HOW TO CHOOSE THE RIGHT TOPIC FOR YOUR BLOG?

# HOW TO CHOOSE A RIGHT TOPIC FOR YOUR BLOG

To choose the right topic for your blog first you need to understand which domain you are working in. If you want to write expert blogs you can write your industry-specific blogs. If you are a trainer, coach or consultant you can write the blogs related to your services. There are many other categories which you can choose to write your blog such as if you are into the business of travel you can write travel blogs if you are in the business of food chain you can write food blogs.

Choose the topic according to your product and services. Sometimes you also write blogs based on our interests also. If we are travel enthusiasts we can start a travel blog or if we have the knowledge of fashion we can also start a fashion blog. It's up to you which topic you feel most confident about you can write the blog on that topic. If you want to share your knowledge related

to domain-specific subjects you can start a blog with that. People also write blogs on spirituality, health and fitness, entertainment or educational blogs. Before you start writing a blog you have to choose the right subject for your blog.

If you want to build your personal brand through blogging you cannot keep changing your subject very often because people start associating your blogs with your personal brand and that builds your credibility in your area of expertise. So once you choose a specific domain for your blog you should stick to that and be consistent with the topic so that it helps you professionally.

If you wish to monetize your blog in that case it is very necessary that you stick to one topic and be consistent with that to build your tribe around your blogs.

## HERE ARE A FEW GUIDELINE HOW YOU CAN CHOOSE YOUR TOPIC:

- **Your niche**

Niche blogs are mostly used when you want to build your personal brand, are you want to increase the sales of your particular product within the blogs. Examples of niche blogs can be health, blogs, pet care, fashion blogs, travel or food blogs. If you are a trainer or consultant you should choose your blog as per your niche that enhances your personal brand and that helps you build your credibility.

- **Objectives**

The next step is connecting your objectives to the blog. Every blog owner has an objective that is more than just attracting visitors to get more blog traffic. You must be trying to get something more. Do you need subscriptions and grow your email list? Do you want more conversions? Identify your main objective and then create blog posts considering it.

- **Updated blogs**

The next point is being up-to-date with your articles. Nobody is going to read old news or outdated information. Try to research what are the trending topics of your niche and what is more try to predict future trends in your area. If you do, not only your readers but also Google will love your articles because all of them prefer fresh content.

- **Problem-solving**

Start with problems and end up with offering solutions. If you can define the main 'pains' of your readers and moreover suggest how to solve them your articles will be super relevant.

- **Promotional**

You can also write the blogs around your product and services. For example, I write a blog for a book summary which I have published. If you are a book reviewer you can start your blog by reviewing the books from authors. If you run a travel agency you can also write travel blogs to grow your business.

## 5 WAYS TO GET MORE BLOGGING TITLE IDEAS

*I*f you want to write on an amazing topic for your blogs you have to find some blogs in your niche or by the influencer in your niche and borrow some ideas from them. Now, if you think that we ask you to steal someone's content, No, it is it keep yourself updated with the trending topics in your niche and creating your content on that topic. When you have no idea where to start and on what topic to write you can just take an idea from the people who are doing that and have more experience in blogging.

What we suggest is to make a list of blog topics to start. Such as you can begin with 5 topics and create blogs for a month. You can use blogs that are in your niche or beyond it which are related to your target audience. You can also pick some titles that you like and paraphrase the titles to make them fit your niche. For instance, you want to borrow an article idea from entrepreneur's blog but

your niche is marketing. Look through the most popular articles there and figure out the headlines relevant to your blog.

For example:

10 mistake entrepreneurs make at the time of starting a business

You can reframe the title like

10 mistakes a marketer make while launching a new product

This will give you the frame to write your blog.

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**HERE I AM SHARING 5 WAYS TO FIND THE NEW TOPICS FOR YOUR BLOGS**

### **1. Follow influencers**

Flow a few influencers in your industry who are the regular bloggers. You can follow them on Twitter, Instagram or LinkedIn and take the inspiration from them on what topic they write. This will keep you updated about the new trends

also. So you can pick the topic from them and write your own content around that topic which can share with your audience.

## **2. Subscribe to an email list**

Subscribe to the email list from some companies who regularly write on the same topics. Businesses who share information in the same domain. You will keep receiving their new blogs and that will give you an idea to write your next blog if that is related to your niche.

## **3. Join bloggers community**

You can join some blogger's community on Facebook or on LinkedIn. You can also follow some bloggers on Medium where you will have lots of ideas to find your topic. Medium is a very good platform for blogging. You can also publish your blog on that platform and follow the influencers to stay connected with them so that you know the interest of your audience.

#### **4. Read books**

Read books on the topic from experienced people in your domain and on the subject related to your niche and you will find the ideas about the topics for your blog. You can also search for some book title on Amazon or Kindle where you will find many ideas about writing the title for your next blog.

#### **5. YouTube channels**

You can follow some Youtubers who are regular and keep posting the content in the same field. This will help you to get an idea about your title and it will also help you frame your concept of writing your next blog. Here I am not encouraging you to go through their content but reframing your concept, your own thoughts around that topic and creating your blog.

# CHAPTER 03

HOW TO USE

BLOG AS

CONTENT

MULTIPLIER?

# USING BLOG AS CONTENT MULTIPLIER

*B*logging can be used in many ways if you use it as a content multiplier. It means that you can create many forms of content with your blogs. Here I am sharing you a few tips to use your blogs as the content multiplier.

## **Blog to e-books**

You can convert your blog posts to e-books and can use that book as a lead magnet. Suppose you have written 10 blogs of 1,000 words each then you can easily create an e-book by compiling those blogs that make 10,000 words and approx. 70 pages of an e-book.

## **Blog to podcast**

You can convert your blogs to a podcast. Such as, if you have a blog of 1,000 words you can convert it into a podcast for about 10 minutes of narration. If you have written 10 blogs you can make a series of 10 podcasts on the same subject.

### **Blogs to micro-video**

You can also convert your blog into Micro videos. You can record your video while narrating the blog post and post on different social media platforms.

### **Blogs to book**

You can also publish a book by compiling your blog posts. For example, if you have written 20 blogs on parenting, publish a book on parenting by compiling all those blogs.

### **Blogs to microblogs**

Another way of repurposing your blog is to convert your blog to a micro content which you can post on social media. If you have written your blog which covers 10 points on 'how to improve your

sales' you can share those points one by one on social media and make it a series of 10 micro contents. In this way, you will have the content to post on your social media for 10 days.

### **Blogs to slides**

You can create slides of the points which you have mentioned in your blog. Such as, if you are sharing a blog on 'how to improve your website SEO' and you shared 10 tips for that, you can create 10 slides of each point and can share on LinkedIn as presentation.

### **Blogs to email series**

If you have written a number of blogs, you can distribute them in a form of emails. For example, if I have written 20 blogs on social media marketing I can ask my audience to subscribe to my email series and that helps me to get new set of audience with the same blogs where I share one blog in a day for 20 days.

# CHAPTER 04

HOW TO CREATE

YOUR LEAD

FUNNEL WITH

BLOGGING?

# HOW TO CREATE YOUR LEAD FUNNEL WITH BLOGGING

Create your content funnel for optimizing the results from your blogging. With blogging you can generate traffic to your website, you turn your readers into leads and you get more conversion to your online business. To expect these results from blogging you have to create a content funnel which suits to your blogging objective. Content funnel is based on five objectives as mentioned below

**A – Attraction**

**B – Branding**

**C – Conversions**

**D - Diversion**

**E – Engagement**

**Attraction** – In this phase you attract your social media audience and connections to read your blog and convert your audience into your readers. The important factor that matters is the heading of your blog post. While sharing your blog on social media remember to mention the blog excerpt summary as the caption of your post so that, without clicking on your blog people know what they should expect in your blog and why they should read it. By doing so, you can attract more readers to your blog.

To attract the right audience to your blog you should mention some keywords that grab their attention and inspire them to click on your blog. For example, if you are writing the blog for entrepreneurs the keyword ‘entrepreneur’ should be mentioned somewhere either in the blog excerpt or on the blog headline.

**Branding** – Branding with the blog happens with your readers. When they read your blogs and understand about your business they start creating an impression about your knowledge and your authority in the domain it builds your credibility and enhances your brand. When you are a beginner in the industry blogging is the best way to gain your authority in your domain.

Start blogging on the topics where you want to build your authority on and be consistent on that for some time to attract the right audience for your business. For branding, it is necessary to produce the quality content for your audience that adds value to their life and they come back to you for your product and services.

**Conversions** – Conversions are everything which we wish after-all. The definition of conversion may be different as per our objectives. If our objective is to get more traffic to our website, so the conversion through blogs will be getting traffic by converting your readers into your website visitors. You have to first decide your goal for a particular blog accordingly you can measure our results.

If conversion means getting a lead for your business then you have to set the call to action accordingly. Such as you can post the link at the end of the blog for your readers to visit your store and buy the product. But this should be done only if the content of the post is related to that product or services and blog content is the

conversion content to get better results by more click on Call to action.

**Diversion** - Where you want to divert your blog readers? This is the question for which you should know the answer before you write your blog so that you can give the right call to action to your readers. If you do not strategize this step you readers will just bounce back after reading your blog and you will miss the opportunity of converting them as your visitor or lead. I divert all my blog readers to my website.

**Engagement** – Next up is the relationship-building phase. You build a relationship with your readers with your content. When you post an engaging blog which your readers can relate to they start trusting you. When they become your consistent readers that build your community around your brand.

# CHAPTER 05

START A BLOG

AND ESTABLISH

YOUR

AUTHORITY?

# HOW TO ESTABLISH OUR AUTHORITY WITH BLOGGING

**Key elements that'll help you build your authority with blogging**

## **1. Produce quality content**

If we want to establish our authority with blogging it is vital that we produce quality content. We should focus on quality over quantity. Produce the content that adds value to your audience and they wait for your new blogs.

In this way, you will get consistent reads for your blog. When they know your blogs are useful for them they definitely won't want to miss them.

## **2. Personal connection**

You build a personal connection with your readers with blogging. When they read your blogs and find them useful they feel connected to your brand and that builds trust in their mind.

## **3. Create engaging content**

The content should also be engaging with useful. If we present an information a way that is difficult for readers to consume no matter what we have written they will not read it. So it is important we have to present it in an interesting way.

## **4. Turn reader into visitors**

Our objective should not be to gain only readers for our blog but turning them into our website visitors so that we can create our brand awareness. And if you wish to turn your readers into leads

you need to inspire then to take action which you place at the end of the blog.

## **5. Focus on niche content**

To build our authority in our domain we need to be consistent in your topics of blogging and focus on niche content. If you are a communication trainer make sure you write your content around that topic to build your authority.

## **6. Be consistent**

Being consistent is the key to build your authority with blogging. We need to regular and consistently posting our blogs. It can be once a week but maintaining the consistently is necessary to build a community of consistent readers.

# CHAPTER 06

## HOW TO WRITE POWERFUL BLOG HEADLINES?

## 5 WAYS TO WRITE POWERFUL BLOG HEADLINES

*Y*our blog headlines are read 5 times that the blog itself. It is very important that we write an engaging headline to get more click on your blog post. There are a few tips to make your blog headline more engaging.

### **1.** Make them curious

Make your readers curious by writing an engaging headline. They should be interested to click and know more about what you have to say inside. Apart from the headline, the first three lines of your blog should focus to create the curiosity in their mind to read your blog till the end. So you have to give time to think on the first three lines to make them most interesting.

Readers also won't like being cheated. If you write a headline that makes your readers curious, make sure you deliver on what you

promised in the headline. The headline should not be written just for the sake of grabbing attention and getting that one click. If your readers feel that you create clickbait headlines they will not be interested to read your next blog. So our blog should justify the headline.

## 2. Negative can be attractive

It's the general belief that positive attracts but in case of blogging headlines in contrary to positive superlatives (such as always, best, most when used in headlines, don't hold the same interest in readers as negative ones.

*"The average CTR of headlines with negative superlatives was 63% higher than positive ones."*

For example, see the headlines below where negative superlatives are used

"20 worst things you are doing to your health"

10 wrong ways of promoting your brand on social media”

In the heading below, we are using a negative headline than positive one

You don't want to lose your leads, read this to convert them as potential clients

The positive headline can be like

How to convert your leads as potential clients without losing them.

In a study, it was found that headlines with positive superlatives (such as “always” and “best”) performed 29% worse and headlines with negative superlatives (such as “never” and “worst”) performed 30% better when compared to headlines with no superlatives.

If you ask me now that what is the reason of negative to be preferred in a headline than positive so my answer would be because of overuse of positive superlative for years in blogging hence the negative catches more attention.

### **3.** Connect with questions

Using words such as “you” and “your” in the headline will help you connect with your audience. These words build a passive conversation with your readers and they feel connected to you. The other reason why this works is, it addresses the strong need of self-interest in humans—one they look at such a headline they want to know what’s in it for them.

“Here are the tips to make a stunning website for you”

If you’re writing for a specific group of people such as “new investors” or “advertisers”, “marketers”, “entrepreneurs” referencing that in the headline is a sure way to grab the attention of your target readers.

“5 things entrepreneurs should do immediately to increase their sales”

Asking the questions from your audience in the headline also works better. It will make your headline more clickable.

For example:

Who wants the free guide on branding?

## Are you missing to grab this?

A lot of people search for information online or looking for the solution to their problems and if you don't use effective words in your headline you will not be searched by the right audience, **use trigger keywords like:**

- *“How”*
- *“Why”*
- *“What”*
- *“When”*
- *“Who”*

These words evoke curiosity in the reader.

The better the headline, the better the chances of getting found and read by the right audience and growing your reach with blogging.

Examples of blog post titles using this formula:

How to write effective blog headlines?

What do blog excerpt mean?

## How to create engaging Blog Post Titles?

Researchers found that question headlines received 150% more clicks compared to statements

And

Those with a self-referencing element such as “you”, “your” received 175% more clicks

### 4. Number headline

Number headlines are interesting and generate curiosity, that's why people love numbered headlines. People also like number headlines for other reasons as they feel definitive and it's fun to guess what's on the list, numbers make you blog content easy to scan for information, and because they feel less taxing on our brains and find your blog easy to read for the information crux.

If we begin our blog titles with numbers they entice people to click. Adding numbers as **prefix or suffix** in the title makes it very impactful and helps grab the reader's attention.

If you remember last time you clocked any interesting blog titles many of them may have included the number in them.

For example:

“Ideas to improve focus on work” – sounds boring.

But

“10 awesome reasons you can have more focus on work” – looks interesting.

Adding numbers to your blog title will transform and optimize the blog post title, making it more engaging and clickable.

## **5.** Show results, value in the headline

Tell your readers what they will achieve after reading your blog.

If they know that this is going to be useful for them and missing it may be missing the opportunity to learn to get better results will make your headline more engaging.

If they are sure of the value you give them with the content they are more likely to click and read it through.

Another reason why this works because people do not want to miss any information which can give them benefit for their life, business or career. So if you are able to show them that value and result in your blog headline, you will get better click numbers.

“How to get 100 leads in a month with blogging”

“How to write a book in 30 days”

# CHAPTER 07

## 5 WAYS TO GETTING AWAY FROM WRITING HURDLES

# GETTING AWAY FROM WRITING HURDLES

*W*hen we plan to write a blog as a beginner there are many things that come into our mind and stop us to begin. It is just once you have to write your blog and all those hurdles will be removed. If you can write your first blog you will be comfortable to write many other. There may be these five hurdles that often come into our way when we think of writing our blogs.

Here I am sharing a few tips on how you can get away from these hurdles.

## **1. Make a scheduler**

Even if you are not writing now, at least write the topics that come in your mind on which you want to write your blog. Then make a scheduler to complete your writing. For example, if you have five

topics in your mind then note them down. You can note topics and sub topics or pointers. It will help you frame your thoughts and will motivate you to complete that writing. Give yourself a deadline for completing your blog. Make a scheduler that helps you to complete that task. Do not leave it on your thoughts that I will write a blog, note down on your scheduler so that you know you have some incomplete task in hand and this is how we get away from procrastination.

## **2. One thing at a time**

When you plan to write a blog do not plan any other task at the time. Take one task at a time and complete it, post your blog and then start another task. Writing needs focus, if other tasks are going in your mind you may not focus and you will take more time to complete your blog. The focus is very necessary when you are doing your writing work.

## **3. Don't be grammar conscious**

While writing, don't think about grammatical mistakes. It's ok if you do that in your first draft. You can recheck it later when you

will review your writing or you can use tools like Grammarly to vet your grammar corrections.

#### **4. Use productivity tools**

Use productivity tools like Google Keep to noting down your thoughts, pointers of your blog. Sometimes we have a very good thought in our mind but we forget to write it so do note it down immediately and write some points around the topic it will help you create your blog easily. You can also use voice typing to finish your writing work quickly and effortlessly. You can use Google Docs for speech to text tool and Grammarly for review tool.

#### **5. To begin is to be done**

If you begin it, your work is done. The problem is, all the hurdles affect us only before we have started work. If you have begun, consider it half done. Make your scheduler, use productivity tools, and write with focus. Just remember these steps and begin to write and you will be so happy that your blog will be completed so easily.

# CHAPTER 08

WRITING AN

ENGAGING BLOG

CONTENT

# WRITING AN ENGAGING BLOG CONTENT

To get the desired result from your blog you need to write engaging content so that you get consistent readers and grow your online community. There are many factors that make your blog engaging content. here we are discussing a few of them and by implementing these tips you will find your blogs performing better online and getting more conversions.

## IDEAS TO WRITE YOUR BLOG HEADLINES

- **Begin with how to**

How to Get [benefit] Out of [topic]

-How to increase your website traffic with blogging

-How to get more sales with content marketing

- **Give a List**

X Hacks to Accelerate [benefit]

-10 tips to grow your website traffic

-5 rules to get organic leads through Facebook

- **Show benefit**

A Simple Way to [benefit] That Works For [job title]

-10 rules to get your dream job

-Discover the secrets behind fast-selling Facebook ads

- **Talk about facts**

How [big number] Got [benefit] in [time]

-How 100 entrepreneurs got 10X profit in 1 year

-100 people got their first online sales in a week

- **Generic**

The Ultimate Guide to [topic]

-What everyone needs to know about building an online reputation

-Secrets to building your successful online business

- **Using blog excerpts**

Blog excerpts give your readers a taste, teaser or a summary of a full blog post. When visitors see an excerpt that grabs their attention, they click the title, image, or "Read more" link to open the full post.

If you write longer posts, or if your posts have several images or videos, showing excerpts can make your blog page easier for visitors to browse and navigate. Your blog excerpt also creates interest for your readers to read your full post else many a times they will just read the headline and bounce back without clicking on the blog link. With blog excerpts, you get more click rates on your blogs hence more conversions. Your blog excerpt also works as your meta description.

The first 140 characters of your blog excerpt will show in search engine results, so be careful of what you write and make it interesting.

Use them as social media captions to tweak interest

The excerpt will appear with a thumbnail image along with the title and a link to the rest of the article when you share them on

social media. It is good practice to write blog excerpts and very important to grab the attention of your readers when they see your blog post on social media and will help your readers find what they are looking for faster.

- **Subheading & pointers**

Subheadings are the mini headings that appear throughout your blog post to provide pointers for your readers to scan through your blog. They help your blog to be a digestible, readable and easily scannable post. These should be to-the-point and showing the value of your content.

- **Engaging images**

It is essential to add an image to your blog post as the featured image that will show up on your social share. You can also write a clear and concise description to your images to help your reader know about your blog, sometimes the bloggers use their branded creative with the topic of the blog post. You can also use copyright-free images from internet which represent your topic.

- **Meta description**

The meta description is the snippet that appears in Google when a user searches for a specific term related to your website/blog post. While writing a Meta description to your blog ensure that you are using your search keywords, post related keywords so that your blog can be searched by the right audience.

As Google doesn't crawl everything on our blog post but takes a few specific pointers from the most important elements of our blog content. By filling in your meta description correctly and with an important pointer, you can improve the search results.

- **Blog URL**

Your blog post URL should be optimized too to provide context to your post. It also must have the main keyword your blog is written around. Such as if that blog is written for entrepreneurs or on sales, marketing, you can use these keywords in the URL so that your blog can be searched for those keywords.

However, the blogging platforms pull the URL automatically from your post title but it's vital to check your URL before publishing to ensure it's fully optimized and contains the keywords you need. Usually, the first title you save will be taken in the URL so if you

edit your title later it will not change in URL. You can also remove any unnecessary words from your URL picked from the title like “a” ‘the’ and ‘and.’ Etc to prune it and make it look better.

- **Opening Lines**

Write an engaging opening of your blog post. The opening sentences of your blog post are very important to grab the attention of your readers and create the curiosity in them to read your complete blog post. In the first three sentences, you create the frame around the context of your blog post and give the sense to your readers what they are going to get in reading your post.

If you cannot hold the attention of your readers in the first 3 sentences or the first paragraph of your blog you will get many readers bouncing back reading only the first paragraph of your blog. And because they will not reach till the end of your blog you will not get a conversion on your call to action which you must

have mentioned at the end. Therefore the first paragraph of your post is very important to hold the attention of your readers.

- **Readability**

Imagine if you have to read a long content which is written without any paragraphs, proper spaces, bullet points, sub-headings and it looks like a plain piece of writing in a simple format. It will look boring to all of us because it's not only about the information we seek in the content but it should look good to our eyes too. I should be drafted in an interesting way so that your readers can scan through the information.

Make your blog post more readable and easily scannable by providing proper heading, subheading, pointers, space between the lines and paragraphs. Make it look easy to the eyes of your readers. No matter how important information you are going to share in the blog, if the draft of the content does not look interesting your readers will find it difficult to consume.

# CHAPTER 09

## PROMOTE YOUR BLOGS TO DRIVE MORE TRAFFIC

## PROMOTE YOUR BLOG TO DRIVE MORE TRAFFIC

*W*hen we are new in blogging we do not get much readership without promoting our blog. With promotion here, I do not mean that we have to spend money or run paid advertisement on social media but we have to create some organic awareness about our blog so that we get initial readership. That helps our blogs to reach more people organically.

You may feel disheartened for the first time when you share your blog and you get a very limited number of readers. But it does not mean that your blog is not interesting, it means that you need to promote it more to get more readers. When you are consistent and you have built up your community of consistent readers it will be easy for you to get organic traffic to your blog post.

Here I am sharing some tips on how you can get more traffic to your blogs by promoting them and how to generate more traffic to your website or online store by blogging.

## **SHARE WITH YOUR NETWORK**

The first thing is to share your blog with your network, you can share them on WhatsApp group, Facebook community, your social media timeline. By doing so you will get organic readers to your blog. Encourage them to comment after reading your blog so that you get the feedback and the positive feedback on your blog makes you confident to write more.

## **LEAD MAGNET**

Use your blog post as a lead magnet by giving a call to action at the end of your blog or contact form. Provide a subscription form or a subscription plugin to your blog post so that you get subscribers to your blog and when you post your next blog it will reach them and

you get more number of repeated readers. This is also a good option to grow your email subscribers list and use your blog as a lead magnet.

## EMAIL SUBSCRIBERS

Share your blog post to your email subscribers which you may have collected through any other ways. Such as your customers, your participants in some events. If you have the list of emails you can share your blog post to them and ask them to subscribe to your blog to get the notification when you post your next blog. In this way, you will get more traffic to your blogs.

## WEBSITE TRAFFIC

Blog posts are also used to grow website traffic. People are not going to visit our website without any reason. So we have to give some reason for our visitors to come and check our website. Blogging is the best way to fetch traffic to your website and get

visitors for your web content, eCommerce Store, online course Store etc.

You also have an opportunity to retarget those visitors with your Facebook ads by using the Facebook pixel. The readers of your blogs are the audience who may be interested in your business and can become your leads. They are the target audience who are filtered from your social media audience hence more likely to be interested in your services. The blogging gets you that targeted traffic to convert your website visitors into your leads.

## **SOCIAL MEDIA TRAFFIC**

You can share your blog post on Twitter, LinkedIn, Facebook and with different communities on Facebook, you can share them on WhatsApp. With this, you will get the audience to your blog and more visitors to your social media profiles and pages. That leads that come through social media are the visitors of your profiles and

pages, you have an opportunity to convert your social media audience generated through blogs to your leads.

## CALL TO ACTION

It is important to define your call to action while posting your blog and promoting it on different channels. If you are an author, your call to action may be “Buy Book” and you can give the link to the Amazon store where your book is listed. If you are a Youtuber you may want your readers to subscribe to our YouTube channel and you can give the link to your YouTube channel at the end of your blog post.

If you are a coach or consultant and you want your readers to buy your online courses, you can divert them to your online store where you have listed your courses. The call to action of the blog will depend upon your goal where you want your audience to be diverted after reading your blog. And with that call to action you convert your readers into your leads.

# CHAPTER 10

## CONVERT YOUR BLOG VISITORS TO BUY YOUR PRODUCT AND SERVICES

# CONVERT YOUR BLOG VISITORS TO BUY YOUR PRODUCT AND SERVICES

*W*hen you write your blog you will expect the conversion which you have defined for your blog post. It can be getting more traffic to your website or converting your readers into your customers. Here I am sharing with you some steps which you can create to convert your blog readers into your customers.

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## CHOOSE YOUR GOAL

First of all, you have to choose your blogging goal. What is the purpose to start your blog? Is it to build your community or getting traffic to your social media pages or website? It can be getting email subscribers and growing your email list. Your goal can also be affiliate marketing or diverting your traffic to your eCommerce Store. Once you are clear about your goal it will be easy for you to convert them by creating the right content funnel. For example, if I

tell about my goal, it is to build my personal brand on social media generating traffic to my website.

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### **DEFINE CALL TO ACTION PLAN**

Once you have defined your goal, you should define your call-to-action to place at the end of your blog to get you a conversion. For example, if your goal is to get more website traffic through blogging then you can mention your website link at the end of your blog so that the readers can click on the link and become your website visitor. If your goal is to grow your email subscribers then you can provide the subscription form at the end of your blog and can grow your email list with blogging. These are a few examples of call to action which you can define as per your blogging goal.

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### **CREATE YOUR CONTENT FUNNEL**

After defining your call to action, you have to set up your content funnel. The content funnel is all about converting your audience into your customers. So what will be the first steps your readers are going to take when they read your blogs? Are they going to

visit your website first and then they will take a call to action on your website? It can be to buy your product and services directly on your website or your e-Commerce Store.

So you have to strategize your funnel accordingly, whether you want your blog readers to become your customer directly to buy your product and services on your website or you first want them to subscribe to your email list and then do email marketing to sell your product and services. An option may be that you want to re-target your blog readers with Facebook ads.

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## **GROW YOUR WEBSITE OR ONLINE STORE AUDIENCE**

If you have your online store the blogging will help you get customers by getting you more website traffic. It helps you to grow your website audience and with that audience, you can get conversion via a call to action on your website to convert your readers into leads. Later you can also promote your services with a Facebook advertisement or email marketing to convert your leads into your customers.

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## **BUILD YOUR COMMUNITY**

Many businesses use blogging to build their online community and stay connected with their customers. If you are a trainer, coach or consultant your market credibility helps you build a powerful personal brand and blogging enhances your market reputation when you are new to the market. Blogging helps you to grow your brand audience and enhances your personal brand and establish your authority in your niche.

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## **CREATE A CUSTOM AUDIENCE**

You can create the custom audience with the traffic that you get on your website through blogging. This will help you to remarket with them through Facebook advertisement or Google AdWords. It will give you a better ROI on your paid advertisement.

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