



BLOG POSTS THAT DRIVE TRAFFIC

10 Ways to Boost
Your Blogging





Marketers who prioritize blogging efforts are 13x more likely to see positive ROI. *(HubSpot, 2019)*

Over $\frac{3}{4}$ of internet users say they read blogs regularly.
(Quoracreative, 2019)

1. GENERATE GOOD IDEAS

- Follow your competitors (successful ones!)
- Research customer questions & feedback
- Research internet forums & reviews
- Use a topic suggestion tool such as Hubspot or Ubersuggest



photography tours



English / United States



Search

Content Ideas: photography tours



Filters

<input type="checkbox"/>	PAGE TITLE URL ?		EST. VISITS ?	BACKLINKS ?	f	p
<input type="checkbox"/>	Night Photography To Perfume Making - Quirky Tours In Singapore For A Long Layover tripoto.com		0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	4,064	0
<input type="checkbox"/>	Helicopter Photography Tours in Iceland Iceland Photo Tours iceland-photo-tours.com		0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	3,117	2
<input type="checkbox"/>	Photography Tours & Workshops Yellowstone and Grand Teton in Autumn backcountryjourneys.com		0 <input type="text" value="Keywords"/>	2 <input type="text" value="Links"/>	2,229	1
<input type="checkbox"/>	Namibia Photography Workshops and Tours Dream Photo Tours dreamphototours.com		0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	2,122	3
<input type="checkbox"/>	REVIEW – Iconic Tours Night Photography Workshop (Edinburgh) edinburghspotlight.com		0 <input type="text" value="Keywords"/>	2 <input type="text" value="Links"/>	1,714	7

2. GET THE TITLE RIGHT

- Appealing but not spammy!
- Use your primary keyword
- Polarising titles are most effective
- *"The ideal blog post title length is 60 characters. Headlines between 8 and 12 words are shared most often on Twitter"*
(Hubspot)



February, 1927

MONEY MAKING OPPORTUNITIES SECTION



"Can he really play?" a girl whispered.
"Heavens no!" Arthur exclaimed. "He
never played a note in his life."

**They Laughed When I Sat Down
At the Piano
But When I Started to Play!—**



Why You Should Forget Facebook

Published on May 6, 2014



Jeff Bullas

CEO at Jeffbullas.com Pty Ltd

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The Science Of Simplicity: Why Successful People Wear The Same Thing Every Day

BY JOHN HALTIWANGER

NOVEMBER 15, 2014



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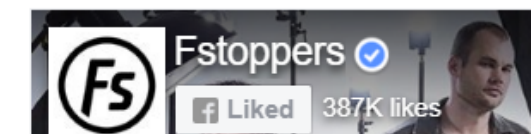
Two Photographic Tools That Have Made My Job Way Easier



by Mike O'Leary

June 15, 2019

36 Comments

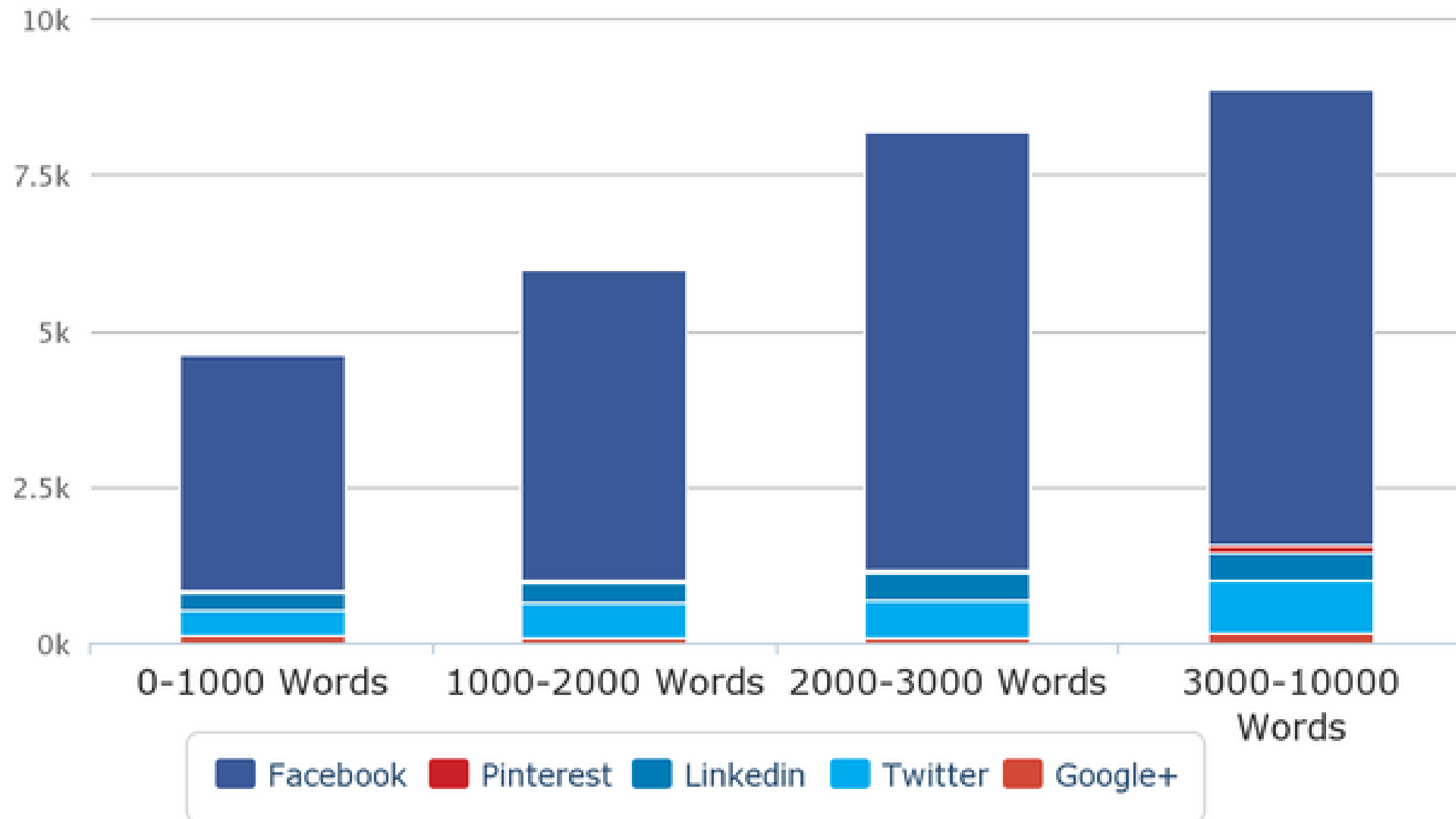


3. GET THE LENGTH RIGHT

- Create skimmable content - 43% of internet users admit to skimming content
- Create long-form content (3000+)
- Longer content has more SEO juice, is more authoritative, and gets shared more
- Know your audience



Average Shares by Content Length



4. SEO

- Keyword in headline & meta description - no stuffing!
- Use H1 & H2 tags - try to include keyword
- Use image tags
- Use a platform with an SEO optimisation tool



✓ CONTENT

✓ Page has at least 300 words

Pages that rank well in search results give an in-depth answer to visitors' questions. Aim for at least 300 words. Your page has 1282 words.

› CRAWLING AND INDEXING

✓ TITLE

✓ Page has a title

Titles appear in search results, and help search engines know what your page is about.

✓ Title and domain name are unique

Repeating the domain name in your title makes this content look less trustworthy to search engines and visitors.

✓ Title is 70 characters or less

A title that's less than 70 characters is less likely to be truncated in search results.

COVID-19 Marketing: 10 Ways to Make the Most of Lockdown

Posted by *Rick Yvanovich* on *Mon, May 4, 2020*



These are unprecedented times for all of us, and marketers are no exception. If you work in one of these booming sectors - online training, food delivery, healthcare, etc - then you're probably busier than ever! For the rest of us, business is quiet to non-existent, and we're stuck at home trying to stay away from the fridge and the TV.

More ...

So stop twiddling your thumbs, exhausting Netflix or eating your bodyweight in pasta: here are some ideas to help you keep busy during the lockdown, and to improve both the business you work for and your own CV/profile.

5. FREEBIES

- Blogs with giveaways attract more traffic & are stickier
- Giveaways are a good way to encourage signups
- Make sure your freebie is genuinely free, not paid or freemium





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 Not using HubSpot yet?



HubSpot is an inbound marketing and sales software platform that helps companies attract visitors, convert leads and close customers.



THE ESSENTIAL GUIDE TO INTERNET MARKETING

Learn the building blocks for successful online marketing

FIRST NAME *

LAST NAME *

EMAIL *

CONTINUE

6. CREATE EVERGREEN POSTS

- Evergreen posts can attract traffic for years
- Blog about basic industry principles rather than passing trends
- Repurpose so it stays relevant
- Don't **ONLY** create evergreen content



35 Blogging Tips to Woo Readers and Win Business



written by
Henneke

posted on
June 17, 2014



copyblogger.com › business-blogging-tips ▼

35 Blogging Tips to Woo Readers and Win Business ...

🔍 629,685 📖 1,983 🔑 2

Jun 17, 2014 - Use these six tactics to grow your **readership** and spread your ideas: Start an email list. Over time, your email list will drive the most traffic to your **blog**. Warm up new subscribers. Write short emails. Optimize your posts for SEO. Create a social sharing checklist. Guest **blog** to grow your audience.

www.socialmediaexaminer.com › attract-more-blog-rea... ▼

5 Ways to Attract More Readers to Your Blog : Social Media ...

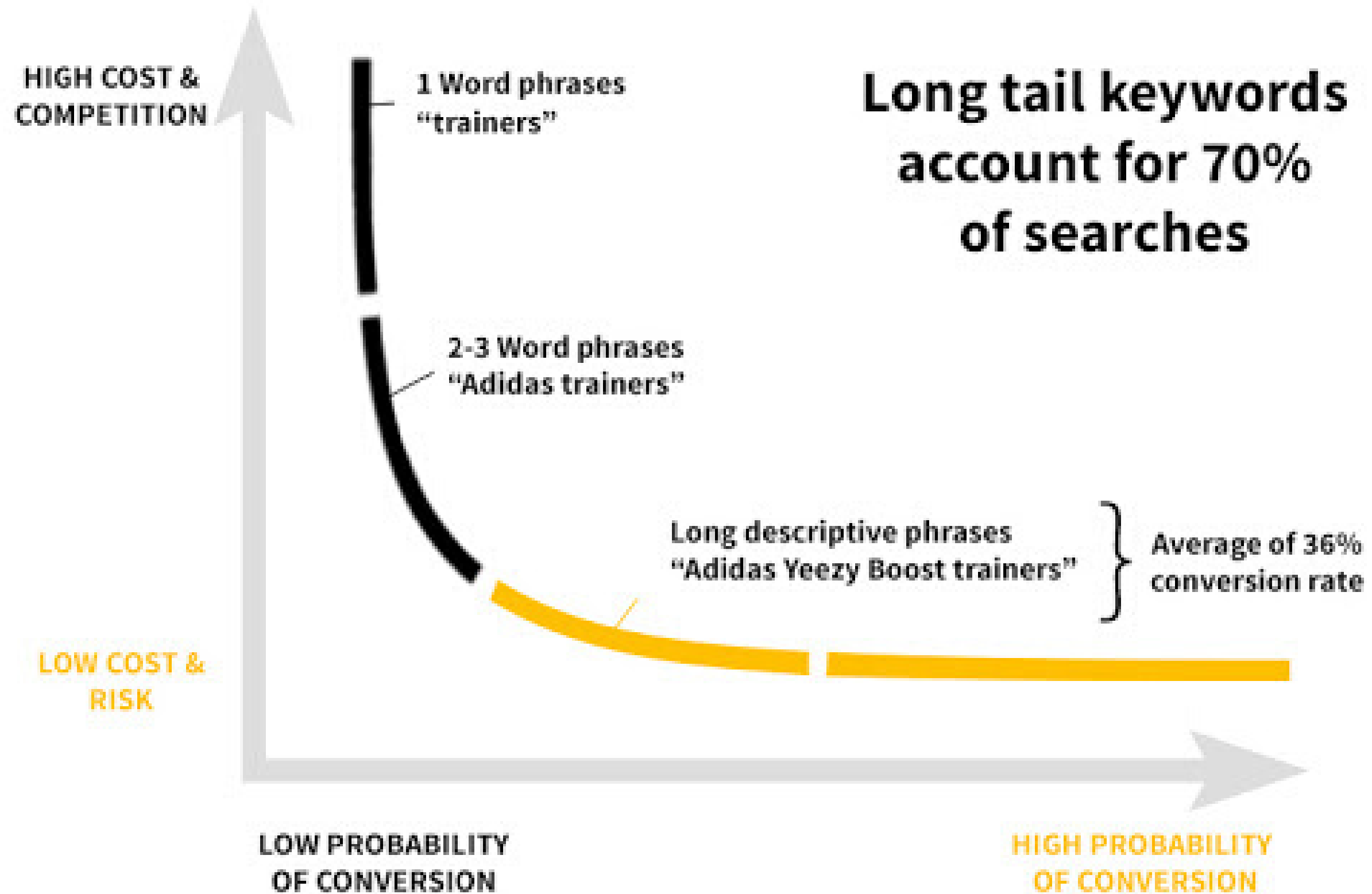
🔍 13,701,482 📖 1,800 🔑 0

Apr 2, 2014 - Find out how to increase your **blog's** visibility with these **tips** for optimizing your content for search, creating **blog** post titles, and sharing your ...

7. LONG-TAIL KEYWORDS

- Think about specific searches that are more likely to convert
- For visitors who are generally already in your sales funnel
- Address very specific needs or problems
- Better chance of high SERP ranking





8. USE VISUALS

- Posts with images attract 94% more traffic than those without
- Images break up text & make posts easier to read
- Images aid comprehension
- Think stock photos, graphs, infographics



9. GUEST BLOGGING

- Research influential blogs on your topic - look at both SERP and social rank
- Write for them/get them to write for you
- Use very specific long-tail keywords
- Share backlinks



38 Critical Books Every Blogger Needs to Read



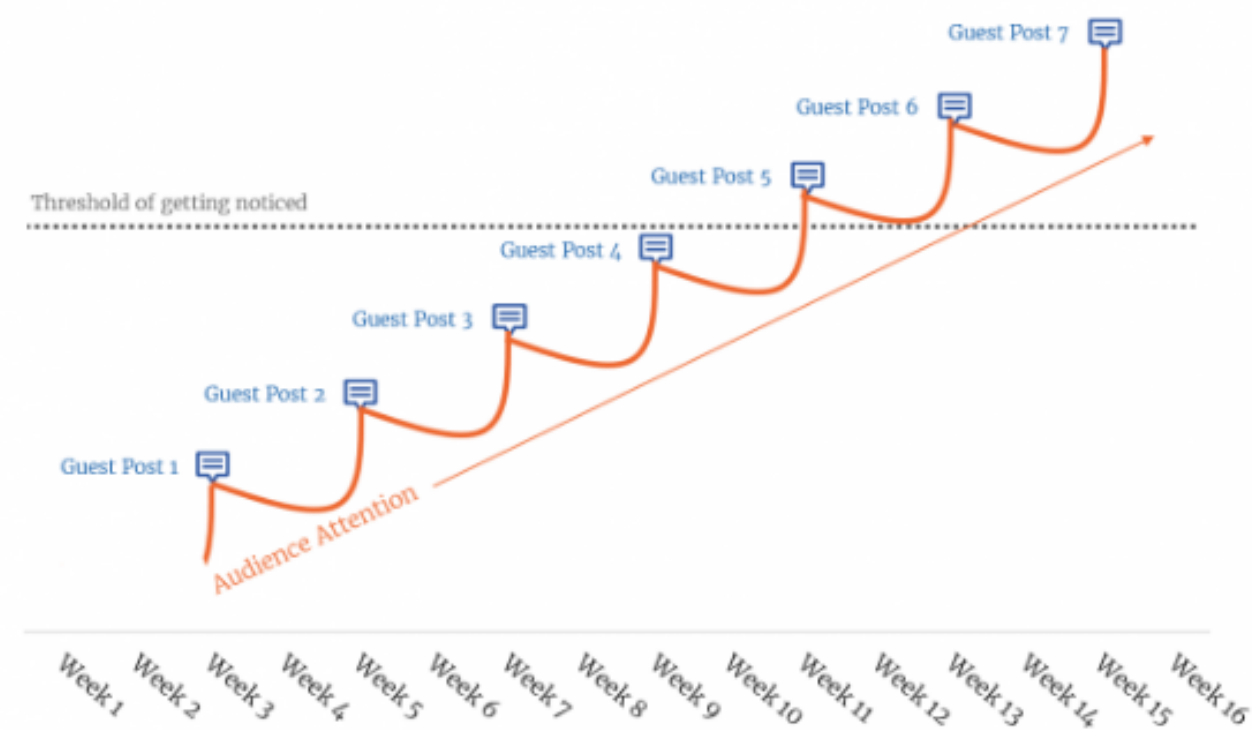
written by
Danny Iny

posted on
January 10, 2011



Mirasee reimagine business

Audience Attention on Multiple Guest Posts

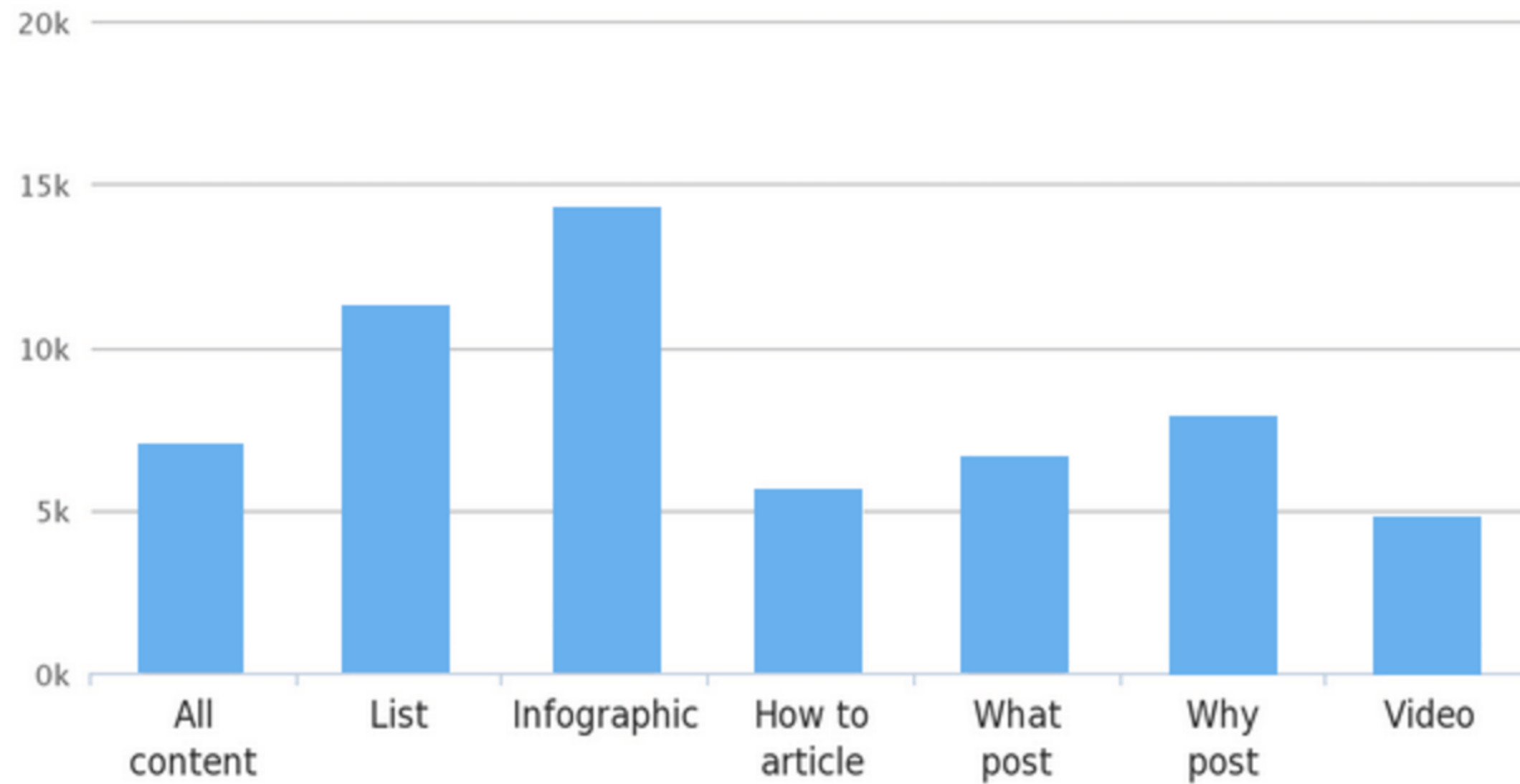


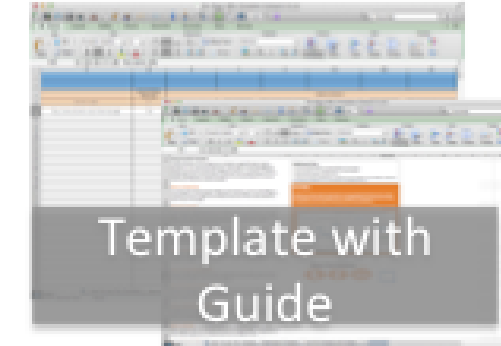
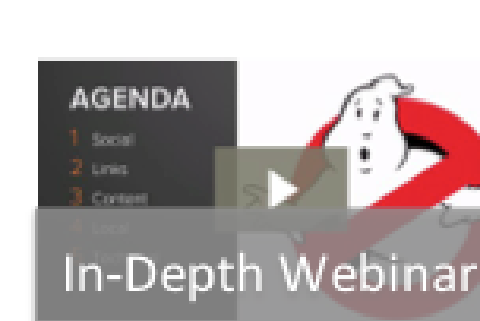
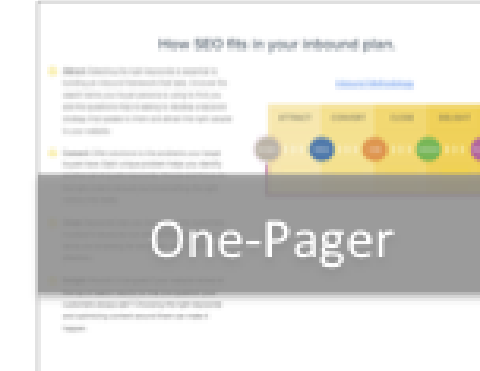
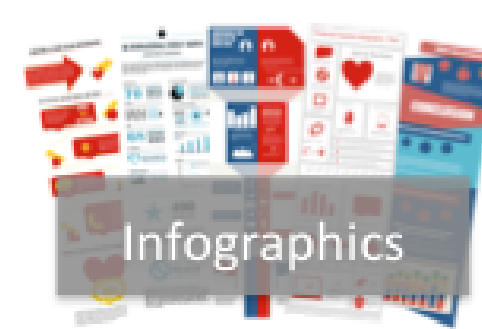
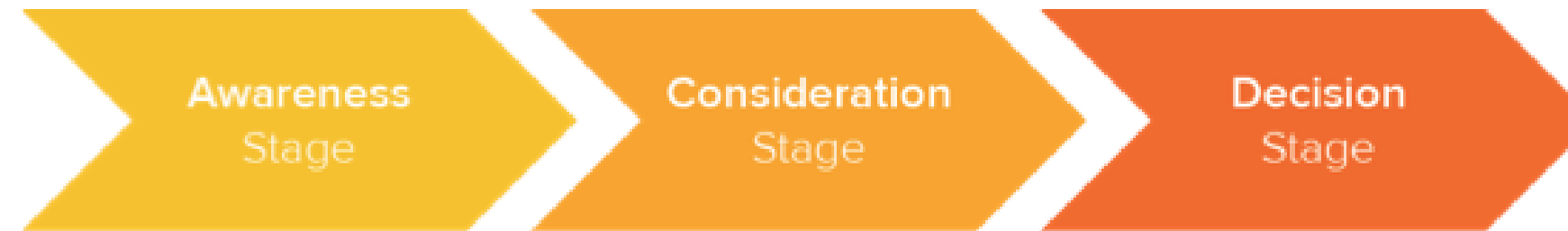
10. OPTIMISE/REPURPOSE OLD BLOGS

- Choose your top-performing posts
- Update facts, stats, links
- Spring clean post SEO
- Link to newer content
- Periodically refresh blog titles
- Turn blog posts into videos, ebooks, podcasts, webinars, infographics etc
- Use old content to generate NEW traffic



Average Shares by Content Type





QUESTIONS?





THANK YOU FOR JOINING!

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