



Presents:

Podcast Episode 099: How I Get Over 50,000 Monthly Visitors to My Blog Using Free Traffic Sources



By: Leslie Samuel



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Introductions

[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, from becomeablogger.com where we're changing the world one blog at a time.

As usual, I have another exciting episode for you today. You know, whenever I ask you guys what the number one struggle you have when it comes to building your blog and your online business, the overwhelming answer I get is about **TRAFFIC!**

Leslie, how do I get people to come to my blog? Since if you build it, they will not necessarily come. I am going to, for the very first time, outline all of the exact steps I took to build traffic to my [Biology blog](#). More specifically, I'm going to show you how I get over 50,000 monthly visitors to my blog using free traffic strategies. There are exactly ten things that I've done. I'm going to share them all with you on this podcast. That is what I'm going to talk about today.

Man, this is such a hot topic. This is the question that I probably get as the most out of every question that I get asked. And, I get asked a lot of questions when it comes to blogging.

But, a lot of people get into blogging and they see what others have done and they think, "You know what? If I build this blog and I have a great idea and I put some great content out there, I'm going to get a ton of traffic." That is not the case. So, I want to talk about what I've done.

Now, in this episode, this is what I'm going to cover. First, I have two questions that were called in to the hotline and I'm going to answer those two questions. The first is from Norma and it has to do with turning your Wordpress blog into an e-commerce site.

The second question comes from Scarlet from the [Teen-Babble Blog](#) and she has a question directly related to this topic. She has a question about traffic and I'm going to answer that question, and I'm going to answer that question at the end of what I have to say about traffic generation. So, I'm going to go into my strategies first.

Well, first I'm going to take Norma's call and then, I'm going to go into my strategies and then, I'm going to answer Scarlet's call. But, before we get into it, I want to let you know that this episode of Learning with Leslie is brought to you by the **Ten Free Videos** on how to [Become a Blogger](#) over at [freebloggingvideos.com](#).

Go there and learn to get your blog up and running fast so that, you can create content that inspires others and even change the world. That's at [freebloggingvideos.com](#). All right, so that is that.

Turning Your Blog into an Ecommerce Site

Now, let's get into today's stuff because I got a lot to cover. So, we're going to start with Norma's question first. So, take it away, Norma.

"Hi Leslie, this is Norma Hamilton. How are you doing today?"

I was on the Internet and it just so happens, I came across a site, it's called [GiftShoppe.org](#). It's a Wordpress ecommerce site. I was really surprised. I was trying to choose which Wordpress e-commerce plugins to use. I mean, you can turn your Wordpress into ecommerce using this plugin.

I was really surprised. You have to purchase the upgrade. I think it says you're 100% protected with your security and everything and it has [Fedex?] and it has shopping cart. It has all the plugins.

So, I said, wow, this is how you earn which is what I want to do. I really want to turn my blog into an ecommerce type blog or website. I'm really always been interested in having a website but, a blog seems like a really good idea too.

So, could you answer that question? Let me know if you know about the Wordpress ecommerce plugins and maybe you could also do a CD or a DVD or a video on how to use them. Or, if you do a pay for a CD or DVD, I would be very interested in purchasing that to do. I plan to purchase your whole set of How to Become a Blogger. I just have to get my money together.

But, anyway, you have a great day and thanks for the great ten lessons. I am going to set up my blog and then, I'm going to buy the rest of the lessons so I can find out how to become a fantastic blogger.

So, bye. Have a great day once again...and thanks!"

I just love that Norma. I just love your enthusiasm. I love what you had to say. I'm glad you found value in the ten free videos and I hope to see your blog up and doing some great things in the future.

So, to answer your question, now I'm not sure what specific plugin you saw. One of the things I love about [Wordpress](#) is that there are so many different plugins out there for just about anything you want to do. And, you can expand the functionality of your blog to do just about anything.

Really, if you can think it, there is more than likely a Wordpress plugin out there that does it. So, don't be surprised to find these types of things because there are so many different types out there.

Now, when it comes to turning your blog into an ecommerce platform so that, people can come there and add things to their shopping carts and purchase physical products or even digital products, and all that kind of stuff, the one plugin that I have experience with that I really and truly love, and it's a free plugin, so that's always good, it's called the Woo Commerce. That is from Woo Themes.

If you go to becomeablogger.com/woothemes, that's going to take you to the Woo Themes website. They gave a bunch of themes, premium themes that I use personally.

But, they also have this Woo Commerce plugin and this is one that I just started using over on one of my partner sites, cassandrebeccai.com. I'll link to this in my Show notes but, if you go to cassandrebeccai.com and you click on Hair Products, it's going to take you to a section on her website where you can purchase hair products that she's made.

This is all handled by Woo Commerce. It's done very well. It's a free program so, there's really nothing to stop anyone from getting it. So, you can go there and check it out: becomeablogger.com/woothemes. It's a great plugin, great functionality and it does exactly what it seems that you are trying to do.

So, I hope that answers your question. I hope you got value from that. I just want to remind all of you. If you have a question that you want to ask and you want me to answer it on the podcast, you can always call the hotline. The number is 888-835-2414. That's my beautiful wife there singing that for you so, you can always call that number and I will be happy to answer your call, your question on the podcast.

Generating High Monthly Traffic using Free Sources

All right, so let's get into the topic for today. **How I get over 50,000 monthly visitors to my blog using free traffic sources.**

I have never used any paid traffic sources for my blog to build it to where it is today and it is reaching a ton of people. I want to go through every single thing that I can remember that I did to drive traffic to my blog and go through it in sequence in terms of how I did it, when I did it, and whether it was effective, whether it was not effective, I'm going to go into all of those details for you.

Assumption #1: Your Content is Valuable

But, before I talk about those strategies, first things first. I need to let you know this because this is really the most important part. That is **YOUR CONTENT**.

If you have a blog, your content must be great content. It must be valuable content because if it's not valuable content and you go there and something happens and you get a ton of people to come, one day something happens and you get a lot of exposure

and a lot of people come and your content is crappy, the people are not going to stick and your traffic is going to go right back down.

So, your content, and this is the assumption that I am making as I go into these different steps that I've taken and tell you how to do them, my assumption is, and this is a huge assumption that your content is awesome stuff. It is extremely valuable.

Assumption #2: Have a Unique Selling Proposition

The second thing is you need to have a unique selling proposition. Why in the world, if there are so many millions of blogs out there, why in the world would I come to your blog? What makes your blog unique? You need to decide on that.

Sometimes, it takes a while to really decide and come into what exactly is making your blog different from the others. Now, for me, I started focusing on short [Biology videos](#) that take really, really complicated topics in Biology and break them down in very simple ways so that, anyone can understand them.



When I started this blog, I did not see any blog like that out there. And, maybe there were but, I just couldn't find them where there is just one person just talking and teaching and showing on a screen how to break down these concepts in a way that even someone in elementary school can understand Neuroscience.

That was my unique selling proposition. That was my USP. So, your content must be valuable and you have to have some kind of a unique angle. If you have those then, you can go ahead and use these traffic strategies that I'm going to talk about and it will start to bring traffic to your blog if you do it right.

The Strategies

Traffic Strategy #1: Get Links Back from High Traffic Sites

Traffic strategy number one. I wanted to deal with this first and I'm going to talk a significant amount about this because really, this is what gets me going. Now, when it comes to getting a ton of traffic to your site, the easiest way to get a ton of traffic to your site is to get linked to from high traffic sites.

Instead of trying to build a traffic from scratch, you want people that already have the traffic to send that traffic your way. Now, there is a right way and a wrong way to do this and I've spoken about this in a previous episode. But, I want to re-emphasize it and show you one specific example of how I did this.

Once again, I made sure I had great content and I had a unique angle. Then, I'm going to talk about one specific example where I found a Biology site that was extremely popular. I love what that individual was doing and I wanted that individual to link to my site. I get a lot of emails from people that want me to link to their sites and they go about it the wrong way.

I want to read to you the email that I sent her and I want you to pay attention to what I am saying. So, this is what I said in the email. It's somewhat long but, I want to go through it because it's so important.

"My name is Leslie Samuel. I am a high school Science and Math teacher who loves the content of your website, so many great resources and labs that I've used in my class to enhance what I'm doing. I love how you integrated technology with what you do because I really think it enhances the learning experience for students."

Actually, before I move on, what did I do there? I am talking about her site and the value that the site brings, the value that I have personally found in that. Okay? Keep that in mind.

Then, I say,

"I'm also an Internet Marketer who has been doing a lot of stuff with Wordpress and building businesses online and I love that you have yours in Wordpress now. There are many advantages to doing this as you have spoken about on your blog."

What am I doing there? I am showing that individual that I am paying attention to what they are doing because I know that they spoke about Wordpress and the switch that they did to Wordpress recently and that just shows I'm paying attention.

“And then, I go on to say, since I have been doing so much online and I have learned so much about Wordpress, I've decided to give back in a way similar to what you have been doing and since making that decision, I've started my own blog at,” at this point, the URL was different. It was, *“Leslie-Samuel.com where I will be doing something similar to what you have been doing.”*

However, I will be using a lot of video. I am doing Screencast of all my lectures and videos on how to do different activities with custom animations and provide it freely for my students and for other students and teachers to enhance what they are doing in their classes.”

Right there, I am emphasizing how what I'm doing is a little different. There is a unique selling proposition. And then, I continue.

“The reason I am contacting you,” and this is the important part. Pay attention here, this is important, *“The reason I am contacting you is because I would love if we could work together. I've enjoyed what you do so much and see that you have been well-established as an authority site for teaching resources and I believe that we can help each other out significantly by forming some kind of partnership.”*

Now, pay attention,

“Because I'm heavy into Internet Marketing, I have a lot of knowledge and resources that work well with Wordpress and people that I work with that are extremely good at designing. I do believe that there's a lot that can be done to enhance the end-user experience at your blog and I would be willing to help you out with that in exchange for you linking to me as a good resource for Biology video tutorials in a prominent place.”



I would love to chat with you sometime about the possibility. In terms of the tech stuff, I can pretty much help you get anything done with your blog and will be willing to do so because I think your blog provides tremendous value.

Also, if you're looking for ways to enhance your blog, I can help you out with that. In other words, I would really like to partner out with you in some way because I think, our blogs make a good team. We can work on putting together some animations to explain some of the concepts on your site. If you want a logo design, that could be done or even a more user-friendly theme.

Also, if you're interested in other ways of monetizing your site besides Google AdSense, we can work on those kinds of things."

I say a few more details there. But, really what am I doing here? I am not coming to her and say, "Hey, I want you to link to my site." I am saying, "I love what you are doing and I want to provide value for you," and I gave specific ways in which I wanted to help her out.

You know what? She responded relatively quickly and said,

"Wow, that's great. I can tell that you have put a lot of love into your blog. I don't know how we can work together as of right now, but for now, I'm going to link to your site."

And then, she wrote a blog post linking to my site and that was the catalyst for getting a lot done, Why? Because that was an authority site in Google. It had a Page Rank I think at that time of about, six. That is significant!

When she linked back to me, number one, it brought traffic to my site. In the first month, I think it brought 234 visits. It went up to about between 400 and 500 visits in a month. Now, that might not seem like a huge number but, that quality link was a way of indicating to Google that this is a legitimate site.

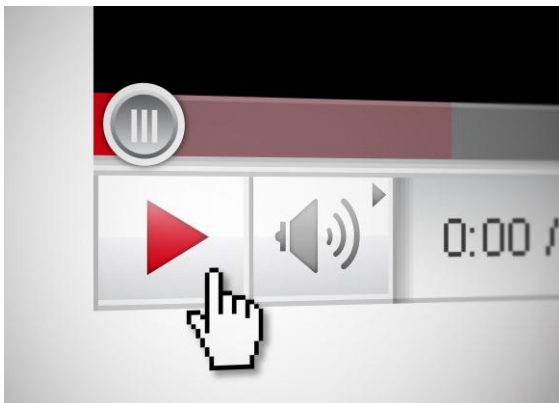
And then, it also resulted in other sites linking to me and I could tell when she started linking to me, I started getting more traffic from Google, from the search engines and my traffic started increasing significantly because of that.

I want you to note that the best way to get traffic, once again, is to get it from people that already have it but, in contacting them and trying to get a link from them it's not about what they can do for you. It's about what you can do for them.

You may not be able to do what I was able to do for that person but, there is something that you have that is unique that you can offer to someone else. Think about that. And, when you approach someone to link back to your site, think about what you can do for them and present it in that way and you'll be surprised at what can happen.

All right, I spent the most time on that because I think that is extremely significant. Getting links back from high traffic sites really can give you that boost in the right direction. So, that's number one – Getting links back from high traffic site.

Traffic Strategy #2: Marketing on YouTube



Second thing I did is I focused on [YouTube](#). I was making very short descriptive videos. The titles of the videos were very descriptive.

YouTube is the number two search engine in the world! People go there to find all kinds of information and all kinds of tutorials and all that stuff.

So, I know that by positioning myself in YouTube making great videos with a **call to action** at the end where I say, *"If you want more videos like this and other resources to help make Biology fun, visit the website at interactive-biology.com."*

There is that call to action and the more videos I put there, the more views I get and the more views I get, the more people get exposed to my call to action and the more people visit my site. It's a beautiful thing.

Lastly, I make sure to include in my description, the first thing I put in my description is the URL to my website so that, if someone comes and they watch my video, they can click on that link and come directly back to my site.

Now, YouTube is the number two traffic source to my website because I get so many views on YouTube and people end up coming directly to my website as a result of YouTube. So, strategy number two, Marketing on YouTube.

Traffic Strategy #3: Link Back to Your Site from Forums

Strategy number three. I started posting in Biology forums. I found two Biology forums and I started posting there and in my signature, there was a link back to my site and what I made sure to do was to add value in those forums.



Someone asked a question and I knew the answer, I would respond. It wasn't about going there and saying, "Hey, visit my site." It was about going there, being helpful and then, as a result of that, getting people to be curious about who I am and come back to my Biology blog to consume the resources and that was another source of traffic.

That's the third thing I did.

Traffic Strategy #4: Contact Other Sites and Get Them to Link Back to You

The fourth thing that I did and this was also significant. It's similar to the first where I try to get people to link back but, I did it in a different way. At this point, I had a virtual assistant, and what I had my virtual assistant do was go and find a ton of Biology websites. They would go to the Biology websites, get the contact information and put it in a spreadsheet. So, I had a spreadsheet with hundreds of Biology sites.

Then, either myself or my assistant would contact those sites letting them know about my blog, letting them know what was unique about it and how I believe, how we believe it can add value to their audience.

So, we contacted all of those individuals as many as we could find letting them know about the site and how it added value and how it could complement what they were doing.



Now, as a result of that, some of the sites ended up linking to me. Many of the sites did not end up linking to me but, it was okay because I started getting traffic from these sites that were linking to me because those people saw that what I had was valuable, what I had was unique. They were more than happy to link to my website.

And, because it's an educational website, I even got links back from sites that were dot EDU which carries even more authority.

So, strategy number four, make a list of a ton of sites in your niche and start contacting them in a friendly way, offering value, letting them know how what you're doing can complement them and ask them if they'd be interested in linking back to you, especially sites that are linking back to a bunch of other sites, the sites that have resource pages where they link to a bunch of sites in their niche. And, if you can get on one of those sites, that's great! Because if their sites have traffic, you can get traffic back to your site.

That's the fourth strategy, contacting other sites to get them to link to you. It's not going to be necessarily a source of a ton of traffic but, you will see that people will, if what you're offering is valuable, people will start linking to you and that will bring traffic back to your site.

Traffic Strategy #5: Submit Your Site to Directories in Your Niche

The fifth thing that I did was I found Biology and educational directories and I submitted my blog to those directories. A directory is a site that just lists a bunch of sites around a particular topic and many of these directories, you can just submit your site and it will automatically show up in their database. What does that do?

Well, it gets you a link back to your site. What does that do? If the site has a lot of traffic, that will start bringing traffic back to your site. So, if you can find directories that are in

your niche or related to your niche, and submit your sites to those directories, you'd be surprised. You might get a few hundred visitors. You might get no visitors but, you might get a thousand visitors and you might get valuable backlinks to your website.

So, that's strategy number five.

Traffic Strategy #6: Start a Facebook Page

Strategy number six. I started a [Facebook page](#) for my Interactive-Biology blog and I started posting and interacting with the people that like that page on a regular basis. This is something that I outsource now. My assistant does that every day, posting interesting pictures, posting interesting information, asking simple questions to get people to chime in and answer and the key is just increasing engagement.



Because if you can get an engaged audience on Facebook, when you have a link to share and to get people to come back to your website, they are going to be more likely to click on that link and return to your blog.

Okay, so start a Facebook page, that's what I did. I posted regularly. I engaged with people.

A few things that worked very well for posting on Facebook would be things like fill in the blank. For example, "My favorite subject in school was ____." Your audience can interact and start answering that question or start filling in that blank and you can get some good engagement that way.

This was something that in the beginning, I didn't know how effective it would be but, Facebook has close to a billion members. People that are interested in your niche are on Facebook.

So, this is something that I started to do and now, Facebook is one of my heavy referrers to my blog.

Traffic Strategy #7: Introduce Your Site to Someone Who Can Bring High Traffic to your Blog

All right, the seventh thing that I did, I almost hesitated to mention this because well, for whatever reason but, I decided you know what? It is something that I did to get traffic and it did result in a significant amount of traffic. Interesting story. You ready for it? All right, this is how it goes.

One day, I called in to the Leo Laporte show, the Tech Guy. Leo Laporte is a technology, not journalist, but he owns a podcast network, a network of different shows related to technology.

He has one show called [The Tech Guy](#). I called in to ask a question about Creative Commons Licensing because I wanted to know some of the details on how that license works. I'm not going to go into all those details. But, in the discussion, I told them that I was working on a Biology website where I teach Biology.

He got so excited about it. He got extremely excited about it. He said, "Oh, come on. We got to give you a plug." So, when he said that, he asked me for my URL. I gave him my URL and because he has a live audience of a ton of people, it sent so much traffic to my blog that it crashed my server every single time he mentioned the URL. It was funny!

So, he mentioned the URL, it went down and during the discussion, we're like, "Um, the site is down." And, he was like, "Oh, yes, well I just mentioned it so, a ton of people went there and it crashed your server."

A funny thing is while we were on a commercial break, I called my hosting company. I got it to upgrade it to a much stronger server and I told him that and he said, "Oh, well let's see if we can crash it again. What's the URL?" And, I said the URL. Within seconds, it crashed the server again. It sent a ton of traffic but, it sent the traffic because I had something of value and he saw that and he loved that.



I don't want a ton of people to listen to this and say, "I'm going to call the Leo Laporte show and hopefully get a ton of traffic there." No, that's not the point.

The point is someone saw a ton of value on what I was doing and wanted to promote it, and he promoted it and it resulted in a ton of traffic. I think it went for the next few... Actually, since then, the traffic has been significantly higher than it had been in the past. Before that, I was getting anywhere between 400 and 800 unique visitors per day. After that, I started getting anywhere between 1000 and 2000 to 3000 unique visitors and then, other things have caused a lot of traffic to come and everything just has been building on each other.

That's one strategy that I use and that's strategy number seven.

Traffic Strategy #8: Build a List

Number eight. This will not seem like a traffic generation strategy but, it is. Once you have a blog, once you have an online presence, you want to make sure you're building a list. You want to make sure you have people opting in, saying, "Here is my email address. I want you to be in contact with me."

You can do that by providing some type of a valuable resource. I have my Powerpoints and Keynotes that people are able to download and my videos that they get access to via download if they sign up to my list.

I have a list of over 13,000 people. What that means is any time I post something to my blog and I think it's valuable, I can send an email to my list, I say, "Hey, come and check out this post." And, what does that do? It brings instant traffic to my blog. Make sure you're building a list.

If you're not building a list, start building a list now. I actually have a free course that I created. You can go to Email Marketing SetUp, is that it? EmailMarketingSetup.com. That should be it. Let me just make sure -- EmailMarketingSetup.com, that will take you to my free videos on how to get your email list up and running. So, check that out.

That's strategy number eight.



Traffic Strategy #9: Enter Your Blog for some Awards in Your Niche and Win It!

Strategy number nine, I entered some awards for my niche. There is one particular award called the [EduBlog Award](#) where you can get people to nominate your blog for an educational blog award in a number of different categories. When I saw that, I sent an email to my list saying, “Hey, if you’re finding value in what I’m doing here at Interactive Biology, you should consider nominating my blog for an award. Here is where you are going to do it.” So, I got people to nominate.

Then, when it was time for the voting, I sent an email to my list. And since I had a bunch of people on my list, it was extremely easy to come in first place in the category that my blog was submitted for.

I basically used my list to win that competition, that award. That brought exposure, it brought notoriety and it brought traffic directly from winning that award. I have since done that with one other award, I forgot the name of that award but, anyhow.

Winning awards that are prominent in your niche is a good way to get exposure and to get traffic. Since then, of course, that got my blog in front a lot of people that are interested in, educational bloggers and so on and that has continued to bring significant amount of traffic to my blog.

Traffic Strategy #10: Offer Some Guest Posts

And, last but not the least, strategy number ten – Guest Posting. This is something that I did not in my niche. I had posted on the [Entrepreneur’s Journey blog](#) about what I was doing at my [Biology blog](#) and you know what? It drove a lot of traffic. That traffic didn’t stick but, some of that traffic did stick. I still have people today that check out my blog as a result of some of the guest posts that I have done there and some of the postings that I’ve done on the [Become a Blogger blog](#) about what I’m doing over there.

It’s not as relevant and if you can find blogs that are high traffic and directly related to your niche, that is going to bring even more traffic to your site.

To recap, all of these strategies and these are really, all of these strategies that I have used to bring traffic to my blog:

1. Getting linked to from high traffic sites.
2. YouTube and the Call to Action, the “Link back to the blog.”
3. Posting in Biology forums.
4. Contacting a ton of sites hoping that some of them will link back to you in the specific way that I did it.
5. I found Biology and educational directories and submitted my blog to those directories.
6. I started Facebook page and started posting regularly, engaging with the people there on a regular basis.
7. I got featured on the Leo Laporte Show, on the Tech Guy show.
8. I built a list and I sent messages to that list to bring them back to my site.
9. I entered relevant award, whatever you call them, that were related to my niche.
10. I guest posted on different blogs.

Those are all of the things that I have done. Now, do you have to do all of these? Not necessarily but, you can think about what do you resonate the most with? What are the one or two strategies that you can start working on right now? And then, start building on that.

I didn't do all of these at one time. I started with some and then, I continued by adding on. I got some help. I had my assistants do some of them so that, it wasn't as overwhelming.

Find one of these. Work on it. Then, find another one, work on that. And, if you can think of other strategies, I want to hear about their strategies and you can leave that on the comments on this episode becomeablogger.com/episode99.

Ninety-nine already! That means the next one is 100! Exciting stuff!

All right, actually one more thing I wanted to mention before I go on to Scarlet's question, as you start to build, things aren't going to necessarily be 50s, or over 50000 visits in one month. But, as you start to build momentum, it's going to get easier and easier.

It's much easier now for me to get 50000 unique visitors. I don't have to do anything to get 50000 visitors. I have to do some work if I want to grow it which is exactly what I want to do and what I will continue to do.

But, as you keep doing this over and over, building and adding value and connecting with others and all these different strategies that I went over, you're going to see that momentum is going to start taking over and that is going to make it easier and easier.

Dealing with a Complicated Niche

I hope that's encouraging to you. I hope you got a lot of value from that. I'm going to take Scarlet's question now, so take it away, Scarlet.

"Hi Leslie. This is Scarlet with Teen-Babble.com. I am having some issues with traffic. In the beginning of January 2012, I started out with 363 unique visitors at the end of that month and then, the end of December 2012, I ended up with 769 unique visitors.

So, my traffic is growing but, not enough. I'm just really getting frustrated just because I am trying so hard and I just don't, I am not seeing the traffic that I want. I have, well, my niche is a tough one. I am in the niche of teens and it's complicated.

But, I'm just having some issues bringing them in. I have a Facebook page that I am often on and I do post to that or I also [unclear]. I have a few videos on YouTube and what I'm finding difficult is actually finding websites that offer guest postings in terms of teens. So, it's difficult for me to go and I've been Googling and trying to find different websites where I can guest post and I'm really getting frustrated because I can't find any.

I have been posting on forums, on teen forums and things like that that I found, really just one that I have been posting to. But, I'm just finding it really difficult to get traffic. My goal is to get at least 1000 unique visitors at about three months. So, I'm posting regularly and things like that. I'm just not seeing the results that I want.

With the help of Become a Blogger and I am a member, just going through and trying to do everything but, I'm just not seeing the traffic results that I want. So, I'm just wondering if you had any suggestions. It's a really tough niche. So, I really need help. I'm trying to turn things around for 2013, and I just really need help with this. So, I'm just wondering if you had any advice. Thanks a lot. Bye!"

Scarlet, thank you so much for calling in that question. Yes, I do have some advice. I am really glad that you called in that question because really and truly, I know that there are a lot of people, there is someone listening to this right now that is in that exact situation.

You may be listening to this right now and you are thinking, yes, I have been working on my blog. I have been putting in the effort and doing some of these strategies maybe that I've even mentioned in this podcast, and that is something that's very common.

I went to your website, your blog at teen-babble.com, and I'll include a link to that in the Show Notes. I love the design. It's very simple. It looks fun. It looks like something that teens would get into.

But, I'm noticing a problem and this is a problem that I see with a lot of bloggers. I'm going to basically go through your site right now and give some advice. This is my recommendations and you can take them and hopefully you do and get some values from it.

I come to your site and your site says, "Teen-Babble.com -- Don't Just Give Up on Teen Life... Survive It." And then, I see a pop up that comes up that tells me I can join the mailing list, which is great and it will show me how to juggle home, school, studies and more. I'll get relationship advice. I learn about how to stay up on my parents and I learn what other teens are going through.

If I close that pop up, I see you have information on lifestyle, relationships, health and appearance, family, education, you have some videos, you have information about money and making money online. You have a podcast... You have all kinds of information.

This is something that I see very typically on a lot of blogs. My first recommendation to you, well first of all, when I come there, I don't really know what is the one thing I am going to get from this blog. It seems as if what you are trying to do is deal with all teen issues. That is an attractive concept for someone that is a content creator and they really want to help teens, or help, if you're dealing with people that want to lose weight or you're dealing with people that

are trying to make money online, it's great to be able to diversify, right? That is something that we're very excited about.

However, what I am realizing is that in today's blogosphere, you need to be more specific about what your niche is.

Recommendations

What I would recommend for you Scarlet is to narrow down your niche and decide what specifically you're going to be offering teens. Is it relationship advice for teens that are struggling with sexuality? Is it teaching teens how to get along with their siblings? What specifically are you going to focus on?

That would be my number one recommendation because if I am someone that is struggling with relationships and I come and I see that your blog has all kinds of stuff about relationships for teens, I am going to be more attracted to it because that us something I am struggling with right now.

If I see this relationship stuff and then, making money stuff and I see that there are stuff about all these different aspects, I don't feel like it's for me. So, my number one recommendation would be to narrow down your niche even more and be specific about who your target audience is and what you're going to be teaching so that, when I come to that site, I know this is the blog for me. This blog deals with exactly what I am struggling with right now.

Once you've done that, it doesn't mean that you can't cover anything else but, it means that that is your primary focus.

As you build and you get traction in that primary focus, you can then start thinking about expanding to include other topics. That is my number one recommendation for you – **narrow down your niche. Focus in on that one specific subset of the population that you are trying to reach.** By doing that, you can cater to them more and when they do come to your site, they feel as if that site is all for them.



That's my number one recommendation. Of course, my other ten recommendations would be the things that I went over in this episode. So, you can listen to that. I hope you got great value from that.

Let me start my music here because that's pretty much it for this episode. I hope you got a ton of value from that. But, not only that. I hope you will take action so that, you can drive tons of traffic to your site over time, to your blog over time and build your online business. If you take actions on any of these things, let me know. I love to hear from you and to see how it's working for you and to get your feedback.

As usual, this episode is brought to you by my ten free videos on how to become a blogger over at freebloggingvideos.com. You basically get to watch me as I show you step-by-step how to get your domain name, how to get your web host, install Wordpress, optimize your settings, install plugins, set up Feedburner, what Feedburner even is, and start creating content that can inspire others and even change the world.

And hey, while you're at it, you can set the foundation for a successful online business. Get started today at freebloggingvideos.com. If you have any blogging related questions, you can ask them right there in the free members' area and you will get an answer directly from me, not from my assistant, not from Bob or Sue. Or, maybe you might get it, a response from Bob or Sue but, you will get input directly from me.

So, that's pretty much it for this episode. Thank you so much for tuning in. Until next time, take care and God bless.