



Presents:

Podcast Episode 093: Traffic Generation Strategies to Accelerate Your Blog Growth - With Kim Roach



By: Leslie Samuel



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Introductions

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

LESLIE: 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 and I another exciting Interview for you today.

I'm on the line with **Kim Roach** who dropped out of college and worked years, waking up early mornings, working her heart out to grow her business. An online marketing authority at buzzblogger.com, she offers real-time tips and strategies on increasing blog traffic in the most effective ways using her blog as an example most of the time.

And, she's not the type, just the type who will just give you the regular how-to's. She knows her way around. She knows a lot Traffic Generation and not shy to share the "whole story" of how she comes up with the numbers.

So, in this interview, since she's all into traffic, I brought her on to talk about how we can get traffic to our blogs. That's what we're going to talk about today.

Kim, welcome to the show. How are you doing today?

KIM: Hey Leslie! I'm doing awesome. How about you?

LESLIE: I cannot complain. I am doing just fine. I'm glad to have you on here because I know that you have some great things to share. I want to thank you for coming on the podcast to share with my audience.

KIM: Oh, thank you! I'm excited about it.



LESLIE: Awesome. So, let's get right into it. I want to start off with this question, a very basic question just to kind of set the stage. And, it's this – Why do you blog?

The Blog as a Home Base for Building a Community

KIM: That's a great question, why do I blog? I think, for me, the blog is like my home base online and where I'm able to build my community and deliver a lot of value and of course, also it's definitely one of our biggest lead generators as well, and we're very, very focused on our subscriber list and so, it does a really good job of converting visitors into subscribers with the way that we've set it up.

So, it's definitely a great tool to actually grow your business and to build your business further but, I think even more so than that, it's like our home base. It's great to have platforms out there like [Facebook](#), [Twitter](#), and [Pinterest](#) if that's your particular market, and [YouTube](#) of course, but the blog is your home base where you can really put your personality out there and bond and build that community.

LESLIE: Got you, now you say, “we and we and we.” Now, when it comes to your blog, is it just you? Is it a team? How does that work?

KIM: That's a really good question, Leslie. It's actually just me. I don't... My parents are always asking me because I'm saying, “we” all the time. They're like, “I thought it was just you, Kim.” I do have an assistant that works with me, anybody that works with me, I call them team members because I think anybody that's working with me is just as important and they contribute so much to our business. So, I have an awesome, awesome lady that work with me for about like an hour a day doing customer support and then, just outsourcing some tasks. But, yes, pretty much just me.

LESLIE: But, you know, what's interesting about that, and I'm going to extrapolate a little bit, it seems as if when you refer to your blog, it's just something that's all about Kim. It's you and your community. Does it almost seem like it's a “we” that you're blogging with, I guess you can say?

KIM: Yes... No exactly. I'm really glad you brought that up but, I think business in general is never just one person. It's your customer, your subscribers, your members, your fans... Yes, business is never ever just one person.

Starting the Business at a Young Age

LESLIE: Awesome stuff. All right, let's rewind and get the back story of how you got to all of these stuff. I can imagine somewhat of an interesting story. So, just give us the details. How did you first get into anything Internet Marketing?

KIM: Yes, well actually, I started back in high school. We had this basically like a Tech club, I guess you would call it where we would compete against other schools based on web design. So, I was learning HTML and coding and all these old school kind of stuff that's completely fascinating to me and, I think I was like the only girl, of course, in this club, definitely the coolest club in school, the Tech Club.

LESLIE: Of course. *[Laughs]*

KIM: *[Laughs]* That's where I got started. I just really enjoyed building websites and all the HTML and the coding and from there, I was really looking at, how can I turn this into a business? How can I turn this into more of a lifestyle or something that I could actually make money from and build a career from. And so, --

LESLIE: Before you move on from that, I want to pull out a little bit from that because I remember, when I went to college and I took a Computer Tools class, when we got into the Internet and HTML, I got so excited about this thing and I went way above and beyond anything we were supposed to do for the assignment because it was so fascinating to me.

However, there's one thing that never happened in that process. I never started thinking, how can I make money from this? How can I turn this into a business? What was the catalyst? What moved you in that direction especially at such a young age when, all I cared about at that age is hanging out with my friends and having fun...

KIM: Right.

LESLIE: What brought you to that place so soon?

KIM: Oh gosh, wow. That's a really interesting question, Leslie. I'm not even really sure. I think I was always... I love the Tech side of it. I love the marketing side of it, and I was also very interested in a kind of business. I loved business biographies back then, learning about tech



startups and how Microsoft got started and you can see I was a real mainstream nerd here. But, so yes. I'm not really sure. I think I just really loved that kind of business mindset.

LESLIE: Got you. I wish I loved that it at that age, but you can continue on with this. I just want to touch on that because to me, that's very fascinating, to see someone at such a young age really start to think about, "How can I do something more from this?" That awesome.

Okay, so you're in this class. You fall in love with what you're doing and where does it go from there?

KIM: So from there, at this time, **AdSense** was really popular.

LESLIE: Ah yes.

KIM: And, you know, people were making a lot of money with AdSense, and I was thinking what kind of site could I create like a large website that will get lots of traffic? I rarely actually talk about this particular case study.

In high school, I actually built website about, actually, I'll go ahead and give the niche. I don't think I've ever actually released the actual niche.

LESLIE: I think this is special here.

Finding the Right Niche

KIM: Yes, it's actually about baby names and there's thousands. I created this huge, huge website, also with the help of some software while they would pull in information from a database and created thousands of different pages with the baby names and their meanings.

I had some kind of cool interesting information but, because it had so many pages, I was getting a ton of traffic. I think, back then, we were getting about 50,000 visitors per month. And, AdSense back then was doing really well and the per click prices were really nice. And so, back in high school, I was making about \$1000 per month from this site all through AdSense.

Of course, AdSense kind of dropped out, the bucket dropped off and the per click prices went way, way down and so, from there I shifted gears and really built a solid business which we can talk about a little bit. But, yes, that's how I started, the first taste of it with AdSense and in building that first website in high school.



LESLIE: Okay, so you were in high school. You take this class, well not this class but, you're in this tech club and you're getting into HTML and all these types of things and you start this website. At that time, I don't know what all was going on back then in terms of keyword research and selecting your niche and all that stuff. Why baby names? How did you get to that idea?

KIM: It's just, I was really just thinking about... First, I wanted something that didn't have a ton of competition and so, I knew people were searching for this particular baby names and their meaning. When they're doing their research, if you go to the stores and stuff, you can see the big book of baby names and there's thousands of different names, their meanings and there were other websites at that time on the same topic, as well. But, there wasn't a ton of competition and I felt that, and there were so many keywords as far as names, and there wasn't I felt that I could rank pretty easily for a lot of different keywords and just get a lot of traffic and there were just so many pages and so much content that coders ate it up.

LESLIE: All right. So, you're doing this stuff. Now, you're actually making online in high school and now, you're the coolest high schooler in the world because you're making about \$1000... I mean, back then, if I was in high school making \$1000 a month, I would be rejoicing. Anyhow, where do we go from there?

Building a Solid Foundation and Focusing on Them

KIM: So from there, eventually, AdSense as you know, the per click prices went way, way down. The people who built these huge sites, the... kind of dropped that to the whole thing and it made me realize that I was going to need to build my business on a solid foundation. I was going to need to build those long-term assets and so, from there, I really started focusing more on the **subscriber list** and just started building our entire business around the subscriber list and that was our number one metric and is to this day, the most important goal, the most important asset in our business. So, yes, I just started growing the subscriber list from there and the business really started to scale once I started focusing really on the right things.

LESLIE: Got you. Approximately how long ago was this?

KIM: Let's see, that was I guess the end of... You have to realize in the same time I was going to college, I went to college for about two years before I realized I wasn't going to learn anything about Internet Marketing there so, I dropped after two years and started doing this full time. I would say, goodness, even after that, even after I realized that this subscriber list is the most important asset, I would still get distracted by those bright shiny objects.

LESLIE: Oh, I know those objects.

KIM: Yes. And so, I was still doing this SEO type of stuff and just making money off of different niche-type products, going after those buyer keyword phrases and product phrases and reviews, and etc., which did well but, was just nothing in comparison to building a subscriber list, building a solid foundation.

I think a lot of people are starting to realize that now after they're seeing these **Google updates** and **Penguin** and **Panda** and the latest one with exact matched domains, just how important it is to focus on that long-term asset. Search engine traffic is awesome and it's great but, I think we have to make sure that the traffic is converting into subscribers and then, we're building long-term relationships with our community.

So, I would say, when did I really zone in and started focusing on the right things? Probably, about three or four years ago, or more like four years ago.

LESLIE: Okay, so it's not that long ago, not ten years ago or anything of that sort.

KIM: Right.

LESLIE: So, you started realizing, okay, these are the things that I really need to focus on. Yes, it's good to make \$100 here, \$1000 here but, I want to build something that's substantial, that has a really strong foundation. So, you knew that you had to **focus on that subscriber list**.

Now, how did you know that that was the direction you needed to go in order to build something substantial? Was there people telling you that? Were you reading other blogs and seeing that or what other people were doing? Or, you just thought, "Hey, this is a cool idea. Let me do this." What was that process like?

Learning from Mentors and Experts

KIM: Yes, I think for me, all of my mentors were saying that the **money is in the list** and also the relationship as well. [John Reese](#) was my all-time favorite back then... Jeff Johnson... All the kind of gurus, I guess you'd say. They were all saying the importance of focusing on that list. It just kind of took me a while and to be honest,

I did not start really focusing on the list until I got someone on one-on-one coaching and had someone each week checking up on me and seeing exactly what I was doing, and that I had to report back to because I think, online, it's completely up to us to how we spend our day and the task that we accomplish during the day. People don't realize there's such a shift from



having a job and being told what to do. You just have more of a routine but, when it's all on you and it's all up to you, it gets a lot harder and you have to be extremely disciplined on how you spend your time making sure that you're focusing your efforts on these high-leverage activities.

LESLIE: Definitely. Just going back to something that you were saying earlier, you said you went to college and you realize that you weren't learning anything about Internet marketing. Interestingly, I went to a marketing professor once because I found out she taught marketing. So, I thought, "Oh, this person knows a lot of stuff about this." I asked, "Hey, do you do much with Internet marketing in your class?"

She said, "Yes, we do. There's a chapter in the book about it." I thought to myself, "A chapter in a book that was printed who knows when and the Internet is evolving daily."

So, it's interesting to see that you learn much more, at least I find by going out there yourself, learning from people who have done it before getting mentors, and training, and reading other blogs and all those types of things. It's just interesting to see how that happens.

Now, around this time that you see, "Okay, I need to grow my list," is this before BuzzBlogger, after BuzzBlogger? Was buzzblogger.com around from the beginning?

KIM: Yes, I think I had buzzblogger.com up around that time.

Traffic Strategies -- "*We Don't Create Traffic*"

LESLIE: Okay, so you're starting to build your blog and you're trying to build your home base and so on.

Were you one of those people that you started the blog and all of a sudden, you have a ton of traffic, everything is going well, you quit jobs, you go to the Bahamas and party? How did that happen for you? What was the process like?

KIM: Yes, definitely not. Getting traffic is a long process. Did you just mean in terms of how did I grow the blog or, how did I grow my list?



LESLIE: Yes. Was it you started your blog and you caught on to it so quickly and all of a sudden, you have a bunch of traffic or, was that something that came gradually that you had to work on over time?

KIM: It was definitely a gradual process.

LESLIE: Okay, awesome.

KIM: Yes, for sure.

LESLIE: And, I think this is where we can start transitioning over into the how-to because I know that one of the things that you specialize in is getting traffic. And, there's so much happening with Google algorithm changes and all these types of things, and there are a lot of people, I did a survey a week ago, and one of the top things that I saw people were struggling with is, "How do I get traffic to my blog? I have great content, (hopefully) and I have a great blog (hopefully), but now, I want people to come to that blog. How do I go about doing that?"

I want you to share from your experience some of the top ways of getting traffic to your blog.

Strategy #1: Generating Traffic with Forum Marketing

KIM: Awesome, yes, I'd love to. But, before we dive in though, I just want to define a little bit about what **traffic** is because we never really, we don't create traffic. Traffic is basically getting in front of or positioning yourself in front of an existing audience.

So, when I first got started, one of the biggest traffic sources for us was **forum marketing** and it still is to this day. I'll actually go into some numbers here in a little bit.

But, first, when I just got started, I really zoned in on forum marketing. Back then and still today, the [Warrior Forum](#), as you probably know, that was the biggest, most popular forum within the IM market. And so, I would spend a lot of time in the Warrior Forum but not so much reading everything but, rather contributing really good content. So, just posting practically full blown articles, where there's just as much information as I could possibly offer. We were just driving... goodness, probably at least thousands visitors per month. I don't remember the exact numbers back then but just knowing our numbers today, I'll say at least a thousand visitors per month.



At first, it might sound like, well, that's just a thousand visitors. It's really not that much. But the thing about forum marketing is that these people are **ultra-targeted**.

LESLIE: Ah, yes.

KIM: So, for example, in August, I was doing a case study with our members. I used the forum, [Warrior Forum](#) quite a bit as part of our promotional strategy and from that, just from forum marketing, we generated twenty five new members so, basically twenty five sales and 450 subscribers.

LESLIE: Wow.

KIM: But, you know, for me, 25 sales, it was basically a conversion of about 12% from **forum traffic**.

LESLIE: Wow.

KIM: And, I think people look at forum marketing and they just say, "Oh, that's old school." They discount it but, most people are just using it wrong. It's easy to go into the forum, maybe answer a few questions and make a few posts. But, mostly, we're just kind of reading and getting stuck there and hours go by and we haven't done a whole lot. But, if you really use the forum to provide as much value as you possibly can and really create some epic posts and some just really massive value, it's amazing the kind of results that forum marketing still drives even today, and this was from August, a month ago.

LESLIE: I find that very fascinating because you don't hear a lot of people talking about forums anymore because you have social media sites now Facebook and Twitter and it seems as if these are taking over but, as you mentioned, people that are on forums are very passionate about whatever the topic it is that they're on that forum, I mean, for them to come there. They love that stuff.

It's interesting to see that it is still something that you use to get a significant amount of traffic. When I first started online, that was how I got traffic to my blog, when I first started with my blog, that was the main source of traffic. It's interesting to see that that is still going.

Now, you said that in August, you drove that amount of traffic to your blog from the forum and made 25 sales. On average, how much time do you spend on the forum in order to get that type of a return on your investment.

KIM: That's a great question. Actually, looking back, because for this month, I was doing a large case study where I was where I was trying a number of different traffic strategies, and reporting back on the exact results. I was doing a lot of other things during this time and if I had

to do it all over again, I would just probably spend the majority of my time on forum marketing because it was just that effective.

LESLIE: Really?

KIM: Yes. This is the efforts that I just told you about, the 25 sales, the 450 subscribers was not from very many posts. That was probably from about ten posts in the forum, max. But, keep in mind also, you can go to the [Warrior Forum](#) and look up “[Kim Roach](#)” and see exactly the kind of content that I post in terms of quality but I just focus on creating this hugely valuable content and posting that. So, I might would spend 30 minutes creating forum posts. Ten posts max but, I really don’t think it’s even that much.

LESLIE: Woah, okay so, you’re not talking about ten posts per day.

KIM: No, no, no.

LESLIE: You’re talking am about ten posts in total.

KIM: Right, right. If you go back. You can even go to the [Warrior Forum](#) and look at the post that I made in August to count up, yes, it wasn’t that much.



LESLIE: Okay, what I’m going to do, if there’s anyone that’s listening, you can come back to the blog to the Show Notes of this episode, and I’m going to actually link to one of those posts from in the Show Notes so someone can go and get an example.

But basically, you went into the Warrior Forum, you made high-value posts. Now, how do you decide what to write about for those posts that you are posting on the forum?

KIM: That’s a great question. A lot of times, what I do I look at, I’m always traversing the web, looking at what’s the most popular content online, reading other blogs and seeing what’s most popular. But, in the forum, you can actually click on views at the top and it will sort the threads by which ones have had the most views. And so, you can see which questions are being asked the most. What are the most popular topics etc? And then, just create really great resource around that topic or that question.

LESLIE: Got you. Now, you’re topic is Internet Marketing and blogging and making money online and so on. A lot of my audience, they’re blogging about a whole bunch of other stuff, health and fitness and all types of different things. How do you recommend for them to go about finding a forum that will work for whatever it is that they’re into?

KIM: I love that question. I have another example for you because my dad created a blog at the beginning of this year and his is walkinghorseclubky.com. It's very niche. The niche is walking horses which he's loved since he was a little boy but, he gets about ten thousands visitors per month from the forums.

LESLIE: Wow.

KIM: It's too bad this is not video because I could log in and show you the stats on the screen but, what he does, it's nice in his particular market. There's one really big forum in his market, kind of like kind of the same way with us.



But, there's one really big forum. The other nice thing is they're not as strict. You know what I'm saying, you could link to an article in this forum and they would be totally okay. But, what he does, he goes to the horse shows, he'll film the different classes, and film the horse shows and film the highlights and then, he'll create come back, create, render the video, upload on YouTube and then, put that video or basically link back to his blog with the YouTube video on the forum.

And so, he's creating like a video every single day and putting on the forum and getting all kinds of traffic from his forums.

So, yes. That's how he does it. It's definitely different in every market but, really one of the best things to do, just go to Google, and then, if you're in the fitness market, I would just put like, "Google Fitness forum," do a few searches and find which is the most active forum because that's a key part as well. You definitely want to be involved in one that's very active.

LESLIE: Got you. All right, so you go out there, you try to find a forum that's active in your niche whatever your niche may be and then, with that, you post to that forum regularly but, you make sure you're adding a ton of value, we'll link of one of the examples of one of the post that you did, but add a ton of value and then, link back to your site in whatever way the forum allows it, right?

KIM: Yes.

LESLIE: Okay.

KIM: Well, for us, from the forum, I'm always linking back to my squeeze page.

LESLIE: Got you.

KIM: Which leads into our sales funnel so, basically, it's the squeeze page and then, directly after they enter their name and email and then, they'll see a video sales letter and then, they go to a really nice free report. That's basically how ours works.

LESLIE: Okay.

KIM: Yes. I always, as much as humanly possibly when I send people to a squeeze page or to a landing page so that, we're building the list and so that, I can really build a relationship with our community and continue to provide value to them on an ongoing basis.

LESLIE: So, as opposed to linking them to your blog where when you come to your blog, there are links all over the place for all types of different things and they might not necessarily get on your list, you send them directly to your squeeze page and then, you nurture that relationship. Hopefully, they become lifelong subscribers or whatever. Hopefully, they convert into customers and they are also checking out your blog on a regular basis and those types of things.

KIM: Right, absolutely.

LESLIE: I guess that makes sense because if someone just visits your blog and they leave, they're not going to get as much value from you. But, if they opt in, they're going to get as much value as you provide on your list.

KIM: Right, and it basically makes it to where we have traffic on tap now. At any time, I can send 2,000 visitors to a new blog post. It just allows you to have this huge piece of leverage in your business, just a huge, huge amount of leverage they can use to where you're never again working from a standing start, if that makes sense.

LESLIE: Oh, it definitely makes a lot of sense. I'm curious is this how you link back to your site usually? I mean, okay yes, that's forums. But, in Twitter, if someone is following you on Twitter and they click on your link, do they also go to a squeeze page? If they come from Facebook, do they also go to a squeeze page? How does that work?

KIM: Yes, good point. From sites like Facebook and Twitter and those types of community-type sites, I'm definitely always linking to the blog. A great way to turn your social media followers into subscribers is to invite them to a webinar and from the webinar you can actually automatically add those people to your subscriber list.

In general, I would be sending people to the blog. Actually, we have the blog set up now to where we're converting 12% of our visitors into subscribers from the blog. It has a pretty nice



conversion rate, as well. But, definitely, for the most part, we like to send people to the squeeze page.

LESLIE: Awesome. Man, there's so many things I want to peel apart in terms of what you said but for now, okay so, forum marketing, great -- one of your number one strategies for getting a significant amount of traffic to your squeeze page to get subscribers that you can convert into loyal subscribers and hopefully customers.

What's your number two strategy for getting traffic?

Strategy #2: Create Epic Content and Promote that Content

KIM: Number two would be creating epic content. I'm sure your subscribers and your community is very familiar with this because I know, probably most of them are already blogging.

There's so much information out there that we really have to raise the bar nowadays and create not just average content or even good content. But, I really think world class content, really providing as much value as humanly possible and then, posting that on our blog about two to three times per week and then, from there, even the greatest content in the world, yes, you can send that out to your list and get some momentum but you really need to be promoting that content.

Social Media Sites

KIM: I have, let's see here, a ten-step process that I go through for promoting my content. But, first, of course, you may want to post that content on Twitter and Facebook and you definitely, definitely need to be building your community on... I typically start with [Twitter](#) because it's so much easier to build a following there.

[Facebook](#) is more a place to engage on a deeper level. And so, with Facebook, I'll send people from my list to Facebook or from Twitter to Facebook but, start on Twitter and you can really start building some nice traffic just from there and start building up a list of followers very quickly. That's where I start. Definitely, when I do that first post on [Google+](#) which is a new one I got into quite a bit lately.



Popular Blogging Community Sites

KIM: Then, from there, you can share your content on popular **blogging community sites**.

These are sites like [blogengage.com](#) -- it has a really nice traffic source for us; [blokube.com](#).

LESLIE: What's that second one, sorry?

KIM: Blokube.com.

LESLIE: Okay.

KIM: BizSugar.com, IMNewswatch.com, Inbound.org – it's actually a newer one.

LESLIE: Okay, let's slow down a second. You said, [Blokube](http://Blokube.com), [BizSugar](http://BizSugar.com), IM what?

KIM: IMNewswatch.

LESLIE: IMNewswatch.com.

KIM: And also, if you want to include, I've got actually a [blog post](#) that goes through these step-by-step...

LESLIE: Okay, so I don't need to write this down. Go ahead.

KIM: So, FamousBloggers.net. They have a community, there's like hundreds of sites online that have a section called "Community News." You've probably seen this right, Leslie?

LESLIE: Yes, yes.

KIM: So, actually, FamousBloggers.net, has a community news section and that alone, I think there's two different articles we posted there, I got a 100+ visitors just from that. So, what happens is, you start posting to these different places and you very quickly can get your first couple of hundred visitors easily to a blog post.

Let's see here, Serpd.com is another one. Of course, if you're in a niche that's like with my dad with the walking horses, a lot of times, you can share your post or share your videos even in forums. So, do keep that in mind if you're in more of a niche-type market for sure. I'm sure there are other communities in other markets but, of course, these are the ones I know the most about.

LESLIE: Now, these community sites, these are places for bloggers to come and to share their content or share content that they find valuable? How exactly does that work?

KIM: Yes, I'm glad you asked that because I didn't really clarify there. So, for example, all of these, you're not actually posting your content so, it's not like an article directory per se. You're actually just including a title and a description and a link back to your website.

LESLIE: Okay.

KIM: So, it's basically just a place to syndicate your content and you're not actually duplicating that content anywhere. It's just a community, almost like [Digg](http://Digg.com). A lot of these are voting up your

content and then, of course, if you get enough votes, you go on the front page and get even more exposure.

LESLIE: Okay.

KIM: Yes.

LESLIE: Got you.

KIM: And then, also there's a ton of different sites with **Community News** sections all over the web. I have a [list](#) from my website but, definitely those are great to submit to as well.

Next, actually submit the post to justretweet.com. Are you familiar with this one, Leslie?

LESLIE: I am not.

KIM: Okay, cool. You know, I usually don't touch these types of sites with a ten-foot stick. But, it's basically this community that re-tweet each other's content. So, and for me, I've seen some of these communities and wasn't really crazy about it, and this is the first one that I really like.

What happens is you can very easily log in if you go to justretweet.com. You can log in via Twitter, and you obtain credits, you build credits by voting on other people's content. They also have a Facebook like option where you can get more Facebook likes. So, you vote on other people's content, get credits and then, from those credits, you can actually post your own tweet to have other people to re-tweet your content.

What I personally did, I just bought some credits so, I didn't have to worry about it. I still go in and re-tweet good content that I see but, I just want to make it easier. I use that to get our first 25 to 30 re-tweets or like maybe I've promoted it to the blog to my subscriber list and we've already got re-tweets and I just go to Retweet just to up the level a little bit more. That gets some really nice exposure. I tracked it through our tracking and it's bringing some really good traffic.

And, if people especially for bloggers that are just getting started, if people are looking at your 'Tweet' buttons and your 'Like' buttons and they see a big zero, it's intimidating if people are going to generally share stuff that's already being shared. You know what I'm saying?

LESLIE: Yes. It's a **social proof**.

KIM: Exactly, social proof. That's just a nice place to get a little bit of extra traffic and extra tweets and likes.

LESLIE: Interesting.

KIM: Then, a lot of people, they post to Facebook or they post to Twitter and then, that's it. They just post one and it's like completely crazy. So that, I recommend that you do is to actually put your social media marketing, especially Twitter on auto-pilot with something like socialoomph.com. This is going to allow you to basically schedule your tweets out for the entire day.

LESLIE: Okay.

Automate Your Posts to Get More Attraction

KIM: You know what? I don't recommend automating all of your social media because obviously, you need to be interacting on Twitter. You need to be interacting on Facebook, answering any comments, answering questions, engaging with other like-minded entrepreneurs and bloggers, but this part, it's just a great way to schedule different content, links to your blog posts, cool posts, little tips, etc. and have that being drifted throughout the day and it's going to send a lot more traffic to your latest blog post.

You should never just tweet once because of course, Twitter is like this huge stream of thousands of different tweets. That's very easy to miss something. So, if you tweet maybe at least three or four times about your latest post, that's going to get some more traffic and get you some more attraction there.

LESLIE: And not just that, if you have an audience that's all over the world, different time zones, people check twitter at different times, and you just, you tweet your content once, the chances of all them in these different times zones seeing the content that maybe they're looking forward to see, it's very slim.

Even I use something like [Buffer App](#) which does something similar to what you're talking about with [Social Oomph](#), where you can schedule your tweets and like you said, I'm not the person that endorses automating all of your social media, definitely not because it's about connecting with others and nurturing those relationships.

But, for syndicating your content out, it makes sense to use a service like that so that, people in Holland can see your latest post because it's valuable to them also. I definitely like that suggestion.

KIM: Awesome, yes for sure. That's great tip too about Buffer App, that's a really good one to get started with. But, yes. Just doing that, you're going to get ten X results for your social media promotion.

And also, I'd say just real quick, like with Facebook, I've been doing some different testing as far as posting our content and I found that if we, instead of posting just the link and then, you know Facebook will pull in the information as far as description, image, and etc., we found that

I can get at least twice the results simply by posting actually a photo and then, above it a short description with a link to the post. Does that make sense?

So, instead of actually having a link where it just pulls an information, we're posting a much larger photo that kind of illustrates what the post is about and then, a short description and the link gets you a lot of results.

LESLIE: Definitely makes sense, yes.

KIM: That's also liked and shared more.

LESLIE: That's definitely something... I started doing that a few weeks ago because sometimes, I just don't like the image that Facebook selects and I'm not able to select something that really stands out. But, if you have a nice picture that illustrates the point, and then, you post that and then, you have the link with a description, I think that's a nice way to let it stand out on the Facebook page.

But, one thing I wondered about with that because when I did that, I was starting to wonder if people did not recognize that there was a link because they just thought it was a picture. I didn't do any tracking to see if that were the case but, you found that by doing that you got more clicks back to your blog?

KIM: Yes.

LESLIE: Okay.

KIM: And, you can use like a quick tracking link or a pretty link and compare.

LESLIE: Definitely. Awesome!

Okay so, you've written your epic content. You're sharing it out. Is that the full list of the things that you say to do with your content once you finish writing it and posting it to your blog?

KIM: I have a few more. You want me to run through them?

LESLIE: Yes. Let's go through them.

Promote Content to People from the Same Niche

KIM: Okay, I'll try to go through these a little bit faster. Next, I'll contact related Scoop.it and Paper.li pages. These basically content aggregators online called Scoop It which is Scoop.it and then, Paper.li which is Paper.li where they basically curate the best content from around the web and you can actually contact different people who are creating these different pages around your particular topic and just let them know about your post. If it's a good post, it's very

likely that they're going to share it and so, we've been seeing some nice traffic from those sites, as well.

Use Ads to Promote Content and Increase Facebook Edge Rank

KIM: Let's see, you can also kick start your promotion with a Facebook ad or a [StumbleUpon](#) ad.

Facebook is nice because they allow you to very easily promote your post but the nice thing about that also is that if you do promote your post on Facebook, it's a very easy way to increase your edge rank as well.

LESLIE: Just really quick, can you define edge rank is for someone that may not know?

KIM: Oh sure, yes. I'm not the expert for sure on that. But, basically, not everyone sees all of your updates. So, not all of your fans are going to see all of your updates in Facebook based on this complicated algorithm called Edge Rank which has a number of different variables, the actual freshness of the content. So, when it was posted, how many people liked it, how recently your fans have maybe engaged with your page, etc.

So, a number of different kind of factors. Basically, to increase edge rank, you want to get more likes on your different posts, more likes on your photos, more shares, etc., which something we've been working on a lot and have some cool strategies to increase that. But, that's basically... Did you have anything to add there, Leslie?

LESLIE: No, I think that's pretty much it. It's like, like you said, an algorithm for determining whether someone should see your content, even someone that likes your page. Facebook doesn't show every post that you make to every person but, if it's someone that interacts with you very often, Facebook tends to see, okay, this person wants to get content from you and they boost that up so, the likelihood of that individual seeing it increases significantly.

But, as you're saying, by using the Facebook ads, it boosts it up significantly, and I found, because I just started using this a few weeks ago, it's not really that expensive. You can promote your post on Facebook for \$5 and you get a significant amount of people checking it out. I use that for anytime I have something that, okay I really want a lot of people to see. I might spend not much, but \$20 to \$30 to \$40 a month just to promote posts that I really want people to see.

KIM: Right, yes exactly. Great tip. And, it just increases your exposure for sure.



LESLIE: Definitely.

Submit Blog to Popular Link Roundups

KIM: So, the next step is to actually submit your blog to post to popular link roundups. So, there's people online who do basically a weekly link roundup and this is in all sorts of different markets. One example is kikolani.com. I have been listed in her I think twice over the past month and it's brought some really nice traffic. But, they're basically there are people that are linking to them the best content from around the web within that market that week.

You can build a relationship with them, send them an email anytime you have some really good content. As long as it's good content, it's very likely that they'll publish it in the **weekly link roundup**. And again, it's just more exposure, more traffic to your blog.

LESLIE: How do I find someone that's doing a weekly link roundup?

KIM: One of the best ways that I found is that well, of course, if you're reading a lot of blogs, you're going to probably see it pop up. But, you can also go to Google. Type in things like, "daily link roundup," "Monday link roundup," "Friday link roundup," or just "link roundup," and you'll find a lot of them.

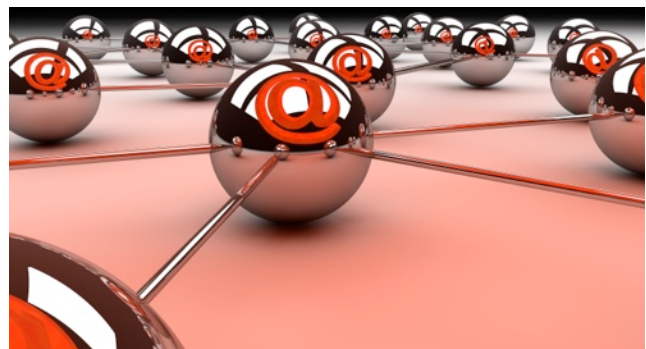
If you want to go market specific, you can put, "Link roundup +marketing," or "link roundup +moms," or "link roundup +parenting."

LESLIE: Got you.

KIM: Yes, those will bring a lot for you.

Email Your Blogging Alliance

KIM: The next step here is actually the most effective one and that's to email your **blogging alliance**, hands down, the most important step for promoting your blog post and especially when you have a really good one. This is basically blogger outreach, and connecting with others is definitely one of the fastest ways to grow your business.



We did a case study or test in August where I had two different blog posts. One, I only promoted through our subscriber list, and then, the other one, I did not send out to our subscriber list at all, and just promoted it via Twitter, Facebook, and mainly to a blogging alliance.

I emailed like, gosh, probably 50 or 60 people a personalized email, an actual, let me see here, just to give a few details the one that I did without sending to our list was called, "[600+ Places to Share Your Content and Get More Traffic](#)." It's basically the huge list of places where you could share your content or blogs that accepted guest posts. I would email, for the Internet Marketing section, I emailed a ton of the people listed there, a personal email.

You want me to give you an example of what it might look like?

LESLIE: Yes, sure.

KIM: I think those are clearer pictures and also show that it's very easy to do. It's not like a brain surgery or rocket science or anything. So, let's look at the example here. This was to [Thinktraffic.net](#). I said,

"Hey Corbett,

I wanted to send you a quick email to let you know how much I'm enjoying IncomeDiary.com..."

Oh, that's the wrong... Anyways...

"I especially enjoyed the latest case study with Joel Runyon. That was awesome. I also want to let you know that I've included [ThinkTraffic.net](#) on our latest blog post..."

and I had a link to the blog post.

"...I would love to know what you think. Thanks so much for all that you do.

Cheers,

Kim"

So, each one was personalized for that person. But, they were very short, very to the point, and actually, the key thing that I want to point out here is that I never asked them to share it on Twitter or to like it on Facebook.

LESLIE: Got you.

KIM: Never. And, we had all kinds of people emailing me back and saying,

"Hey Kim, that was awesome. Love the post. Thanks for including us."

I submitted it on Twitter and Facebook and shared it within our community.

LESLIE: Nice.

KIM: So, yes. Just from the **blogging alliance**, we ended up getting 2000+ visitors just from that because they were posting on Twitter, posting on Facebook, etc. and that one actually did even better like in the end. We have more traffic now than the one that we sent out to our...

LESLIE: Your list.

KIM: Yes, to our list.

LESLIE: Awesome.

KIM: So, that was a cool case study. It just kind of shows the power of a blogging alliance. So, so very important. A lot of people put up content and they think they're finished but, that's really content just gets you in the door. It's promotion of that content that's going to really bring in the traffic, and if you have great content, it's just going to make it that much easier.

“It’s promotion of that content that’s going to really bring the traffic and if you have great content, it’s just going to make it that much easier.”

LESLIE: Definitely.

KIM: So, that's really about the end of the formula there. I don't want to go on too long.

LESLIE: That is an awesome formula. Continue saying what you were saying...

KIM: No, I was just going to say, of all of those, I would definitely do those first couple of steps that we walked through, that's going to be like your first 500 visitors. But, if you really want to crank things up and really get results, the sending out those personalized emails to related bloggers is really going to escalate your results in your traffic.

Kim on Google Algorithm Changes

LESLIE: Love it, love it. I want to talk about one more thing quick before we end the interview. Google, algorithm changes, all the time, even one very recently where they're targeting sites that have exact matched domain names. So, if I'm blogging about "fuzzy jackets for cats," or something and I have fuzzyjacketsforcats.com and it's not an authority site, having that exact match can actually cause me to lose some rankings right now. At least, that's the way it seems from their more recent updates.

You talk about all these strategies for getting traffic. How do the algorithm changes affect these strategies? And, if they do, what do you recommend for someone to keep in mind as they're building what they're building online?

KIM: Yes, I used to really, I played the Google game a lot. But, I haven't done it. For like years, I haven't really paid any attention to Google or SEO. Not that I don't think it's a great strategy

but, I think a lot of times, it's a strategy that takes a long time to actually get results and there are a lot of other things out there that you can be doing to get traffic and to get results much, much faster.

So, for me, I don't even pay attention to titles or anything. I was looking actually at **Google Analytics** today. We get about 2500 visitors per month from Google and it's actually the first time I've even looked it, how much traffic Google is sending, and I know it's not that much. But, over a year, it's pretty nice.

For me, I'm just completely focused on creating great content. I think it's just following the basics, the on-page SEO.

If you optimize your titles a little bit, the description, make sure that your H1 tags and H2 tags are set up properly. Do some nice internal linking within your blog because a lot of people don't realize the actual internal linking structure makes a difference in your rankings, sending a link between blog posts and also of course, getting some high quality backlinks from other pages as well which you can do using some of these strategies that we talked about today, and then, also of course, press releases are a great strategies nowadays after Panda and Penguin, infographics, another kind of outside the box one.

I think anything that you do should also send traffic naturally to your site. So, for me, a **backlink** is great if you're **guest posting**. But, I want that source to send traffic in its own right as well.

LESLIE: Got you. So, it sounds like what you're saying is don't ever be completely dependent on Google. Build something that can survive way beyond. You have your subscriber list and if Google decides never to send you another visitor, you will still get traffic to your blog because you have a list of subscribers that almost on demand, you can send them a message and say, "Hey, I got this great post that I just posted today. Come and check it out." They will come whether Google likes it or not.

KIM: Exactly, yes absolutely. I would also say, if you're getting a lot of traffic from Google, awesome. But, make sure that you're converting those visitors into subscribers and that you are building a long-term asset.

LESLIE: Love it, love it, love it. If people want to check out what you are doing, where do you recommend for me to send them? What do you have going on that they can check out?

KIM: Yes, I would just come over to buzzblogger.com which is my blog. I think they'll get a lot of value there and that's kind of our home base online.

LESLIE: Awesome. Well, thank you so much for joining me on this interview Kim. I know my listeners got a lot of value from it. So, thank you again.

KIM: Thank you. I really enjoyed it.

LESLIE: Awesome. So, hey guys if you want to check out what Kim is doing, if you want more content like this, I want to invite you to head on over to her blog, buzzblogger.com and she talks about a whole bunch of stuff. She does a lot of case studies so that you can see exactly what she's doing, how she's doing it, and what the effects of those things are.

So, head on over and check them out.

As usual, this program is brought to you by my free blogging course at freebloggingvideos.com. If you are trying to navigate through this whole blogging thing, trying to get started, you're not exactly sure how to make a business out of what you're doing, head on over to freebloggingvideos.com.

As you've guessed, it is free. Just enter your name and email address and you'll get access to that course where I show you how I've built my online business and how you can go about doing the same.

So, this is Leslie Samuel from becomeablogger.com. That's pretty much it for this episode. If you enjoyed it, share it, like it, tweet it, all that good stuff. But, that's it for now. Until next time, take care and God bless!