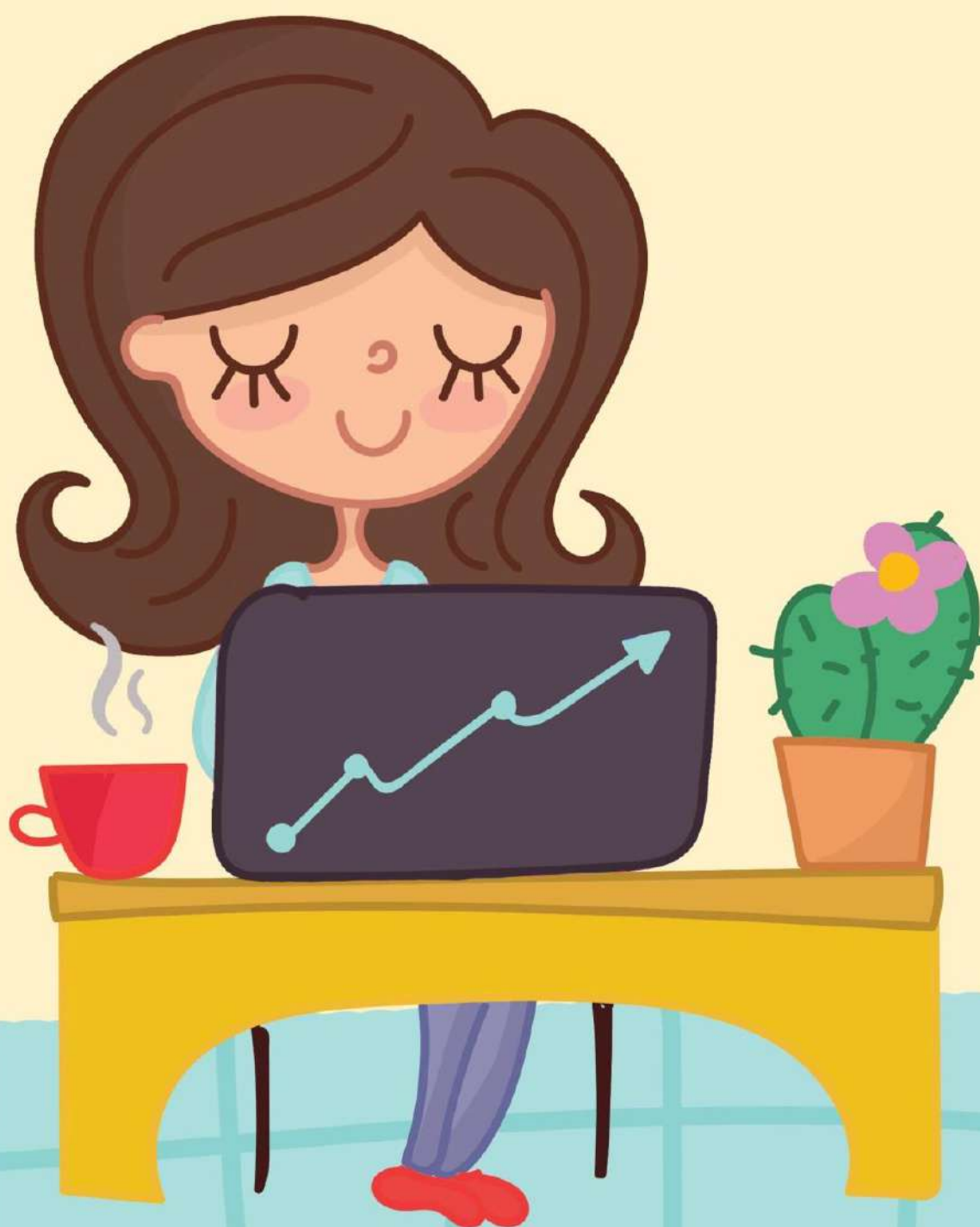# The She Approach to
BOOSTING YOUR
BLOG TRAFFIC

Chapter 5: Using What You Have

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Odds are that everything you need to have to boost your blog traffic is already at your fingertips. You just have to know how to use it.

This chapter is dedicated to those small internal strategies that can have a big impact on your page views.

Take Advantage Of Your Existing Readers

Ok, I admit, this sounds a bit wrong, but I promise it's a good (and morally correct) thing! What I mean by taking advantage of your current readers is to use your existing audience, no matter how small, to reach out to the rest of the world.

This chapter is crucial because it harvests the power of those who are already frequent visitors to your website. You don't want to forget about them in your attempt to get more blog traffic, because they are an important piece of the puzzle.

Not to mention that perfecting your website for them also means preparing it for future viewers.

Here are a few things that I will touch on that you need to implement on your own website to make your existing followers love you even more:

- Get people curious about your content
- Make your blog easy to navigate
- Make your readers read even more
- Make sharing effortless

Get Them Curious

COME UP WITH CLICK-WORTHY HEADLINES

One of the biggest advantages you have every time you hit publish, is the opportunity to choose a blog title that will draw people in and a visual preview of what your blog is about. While sometimes one trumps the other, they are both equally important and play a massive role into getting traffic to your blog.

Bloggers often get so caught up on trying to optimize their content for search engines (more on that later) that they forget that actual human beings are the ones that decide if they are going to click through to read your blog or not.

So focus less on SEO and keywords when it comes to the title, and choose something that will resonate with your target audience. (And no, I don't mean to resort to click bait. You're only allowed to use that if you can provide the reader with 100% of the value that you promised in the title.)

If you already know who your ideal reader is, you might have an inkling of the language they speak and you might already know what will resonate with them. So start using that in your favour.

From my own experience I know of three things that will get people to click through every time because of the headline:

- **Curiosity** (they simply can't resist it)
- **Relevant value** (something your readers are actually interested in)
- **Good copy** (a well thought out title goes a long way)

So how do you come up with a click-worthy headline you ask? There is much to be said about this but I found this article about [How to Write Catchy Headlines and Blog Titles Your Readers Can't Resist](#) very helpful in guiding you to achieving that powerful and memorable headline.

PRO tip: let your personality shine through your blog titles.

You can do this by sharing your own experience rather than telling people what you think they should do or how the world works.

For example, one of my most popular posts happens to be titled "How I made my first affiliate sale in 2017". Why did I choose this headline? Because it feeds on people's curiosity, it offers them value if they are interested to know more about affiliate marketing and it's personable.

I'm not stating that "This is how you can make your first sale" but I'm sharing my own experience which people really seem to appreciate.

I tested this theory with one of my other blog posts that wasn't performing so well which was titled "How to get 70% of your traffic from Facebook" and the week after I changed it to "How I got 70% of my traffic from Facebook", views for it skyrocketed meaning my efforts to promote it on social media where met with better results this time around.

If you're out of ideas, try out this free Title Generator.

My PR studies have thought me one thing. If you want to appeal to people, you must first appeal to one of the following:

- ◆ **Head** – You must capture their interest or curiosity and promise to solve their problems
- ◆ **Heart** – You must speak to their values and challenge their emotions
- ◆ **Wallet** – Pretty self-explanatory. If it has to do with their wealth (this doesn't always have to be money related), people are very likely to click.

So review what you just learned about headlines, have a think and choose a couple of your old posts to recreate new headlines for. Promote them for a week and try to see the difference it had after the title change.

Experimenting with all these strategies yourself is crucial to seeing what works best for your unique audience, so don't be afraid to give new things a try!

## DRAW THEM IN WITH STUNNING VISUALS

In a world where you get to see about 100 posts per minute on your feed no matter what platform you are using (or is it just me that scrolls at impressive speeds when I find myself aimlessly wasting time online?), odds are that people are not going to see your title first.

They are going to see the image attached to it. (I strongly recommend sharing your content with the help of visual aids, no matter what platform you use. This is proven to get more attention and better click-through rates.)

So if your titles are on point, maybe it's your pictures that are dragging your posts down into the land of low blog traffic. Are you using high-quality pictures, of appropriate sizes for each platform? (Squares on Instagram, long vertical images on Pinterest and so on)

Do they capture the eye of the user and give a little preview of what the blog post is enough? Would you stop and click on it?
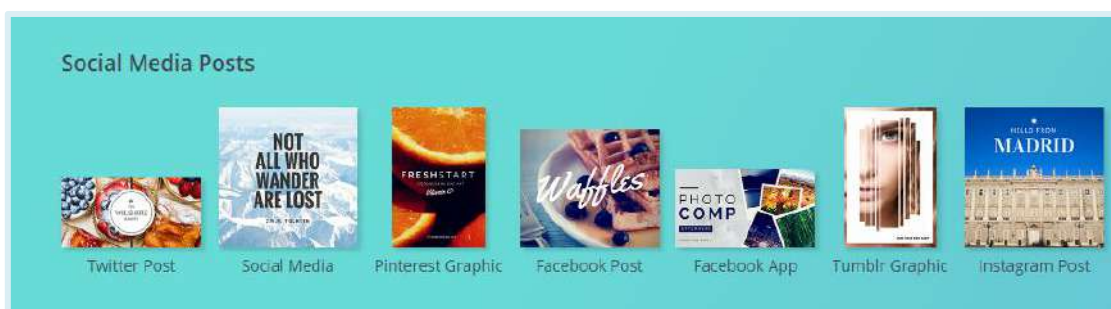
If you're looking for a resource to make appropriate pictures and graphics for your different social media accounts, I strongly recommend Canva.

They have a design template for every social network and creating graphics to make your online posts has never been easier!

If you want to combine a killer title with a visual helper, Canva is the perfect way to create a text overlay. Here is an example of how I attract more attention to my tweets:

Make Them Want More

As you might know, a page view is counted every time a user views a page. If he/she browse around and clicks on 5 different pages/posts, you will get 5 page views.

If you can keep your visitors on your website longer and lead them to check out more than just the blog post they came to read, you have a chance to double your blog traffic in no time.

Look at it this way: if you get 100 viewers a month, but they only read one blog post each, you will have a maximum of 100 page views a month.

What if they decide to look at 5 pages instead? That is 5 pages for each person, estimating in 500 pages views a month! With no extra work on your part!

And doesn't it make you feel all warm and fuzzy inside when your readers love your content so much that they have to stick around and read more?

Even if only 30 people of those 100 choose to stick around to read 5 more posts, that still means you doubled your blog traffic for that month!

So why not make it easy on them to do that and even encourage it? There are two simple ways you can apply that to your website now:

EASE THEIR NAVIGATION

If you're planning on attracting new readers, it is crucial that you don't only make a great first impression, but you also allow them to move around your website with ease (considering they have never seen it before, the last thing you want to do is make them go through an endless online maze).

Have you ever been on a new website and you couldn't find which way is up? Or the only thing on the menu bar is the home button? How long are you likely to stick around for? Exactly…

You need to make it as easy as possible for people to move around on your website and find what they need. Here are a few things you can do to improve their user experience:

- **Have every important page linked in the menu.** If people have to look all over your website to find what they need, chances are they are not going to stick around for long. Use your menu and sidebar to add useful links such as your blog categories, your contact page and so on.

My menu looks something like this and it's placed at the top and the bottom of my website, making it easier for readers to access all my pages from one place.
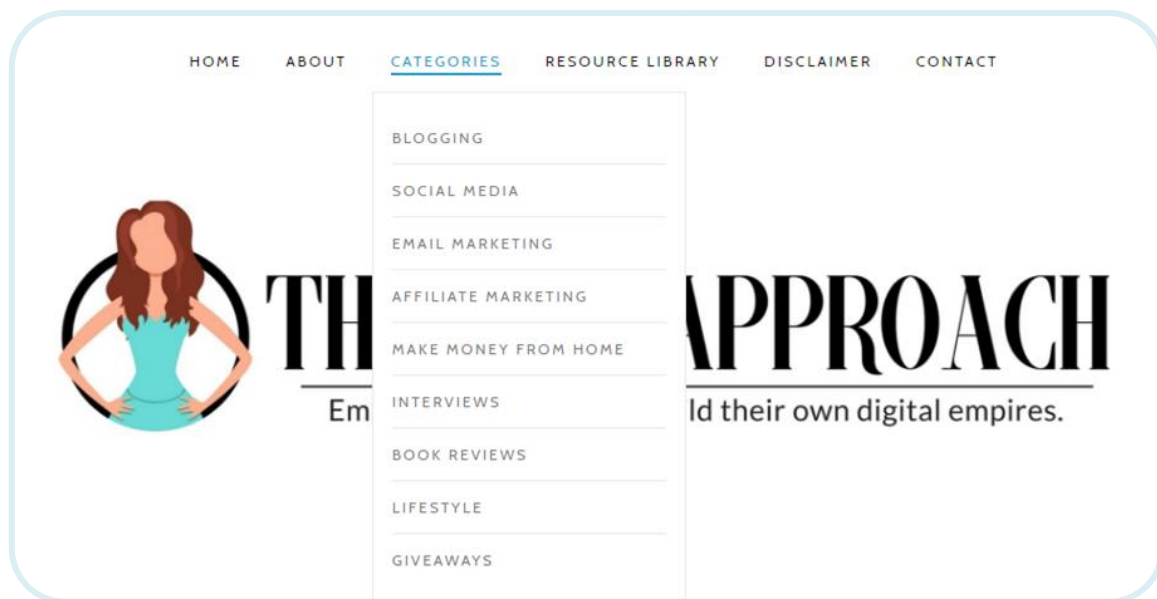
- **Categorize your posts.** You can do so by adding and distributing posts to certain categories or tags under which they can be found together (just like in the picture above.) I also have my categories listed in my sidebar to make them impossible to miss.
- **Remove infinite scroll.** Nothing makes a visitor leave your blog faster than having your entire blog posts showing on the home page. Use the "Read more" feature to only show a resume of your post, allowing readers to navigate quickly through content they find useful.
- **Have a search bar on your website.** If someone is unfamiliar with your content, they will probably need to use this feature to see if you write about a certain topic they are interested in. So make sure you have a search bar available on your blog because you have a lot to gain by doing so!

- ◆ **Clean the clutter.** Don't have too many things happening at once. Do you ever get scared when landing on a new website and you get hit with 3 pop-ups, a messy sidebar and 5 more ads? Keep things simple and user friendly.

The best way to understand the user experience is to be one. Open your blog with an incognito page and assess how easy it is to move around and find what you need.

If you can't be objective, ask a friend to do it and ask how you can improve. Or sign up for Peek Testing to get a 5 minute review on your website from a random stranger.

You want to make it as easy as possible for new readers to find and devour your awesome content and these little changes will do exactly that!

INTERLINK YOUR CONTENT

Let's assume that Kristina (my avatar for my ideal reader who is interested in blogging tips) landed on my website because she wanted to read a post about how to grow an email list. She is not really in a browsing mood and she is only there to get information about email marketing.

But what if, at the end of the post that she loved about how to grow an email list there is a link to another blog post about "What to send in your welcome email"? My guess is that's she's going to click and keep reading because it's relevant to the first article and she found out about it without any extra browsing.

Interlinking is a very important practice for bloggers that have blog posts which build up on each other (like the examples above about email marketing) or that are similar because it leads the reader to a follow a map and access multiple blog posts in one stay.

By linking to other blog posts throughout a new article, you map out this content maze that new readers are going to love since they are not familiar with your older content yet.

Here are a few ways in which you can effortlessly interlink on your own blog without coming across as spammy:

- ◆ **Link to relevant posts.** An example of this would me be linking to an article about Mailerlite, my email provider, at the beginning of my post on Why Bloggers Need An Email List. It's relevant to the post and it simply points out that there is extra information about it somewhere else on my blog.

UPDATE: Since writing this post I found an email provider that blew my mind and **I recently switched from Mailchimp to Mailerlite. Here is why!**

MailChimp

- ◆ **Link to similar posts through and at the end.** Another great way to let your readers know you have more blog posts you think they will like, is to simply have a list of similar articles at the end under a "Relevant Blog Posts" subtitle or plugin.
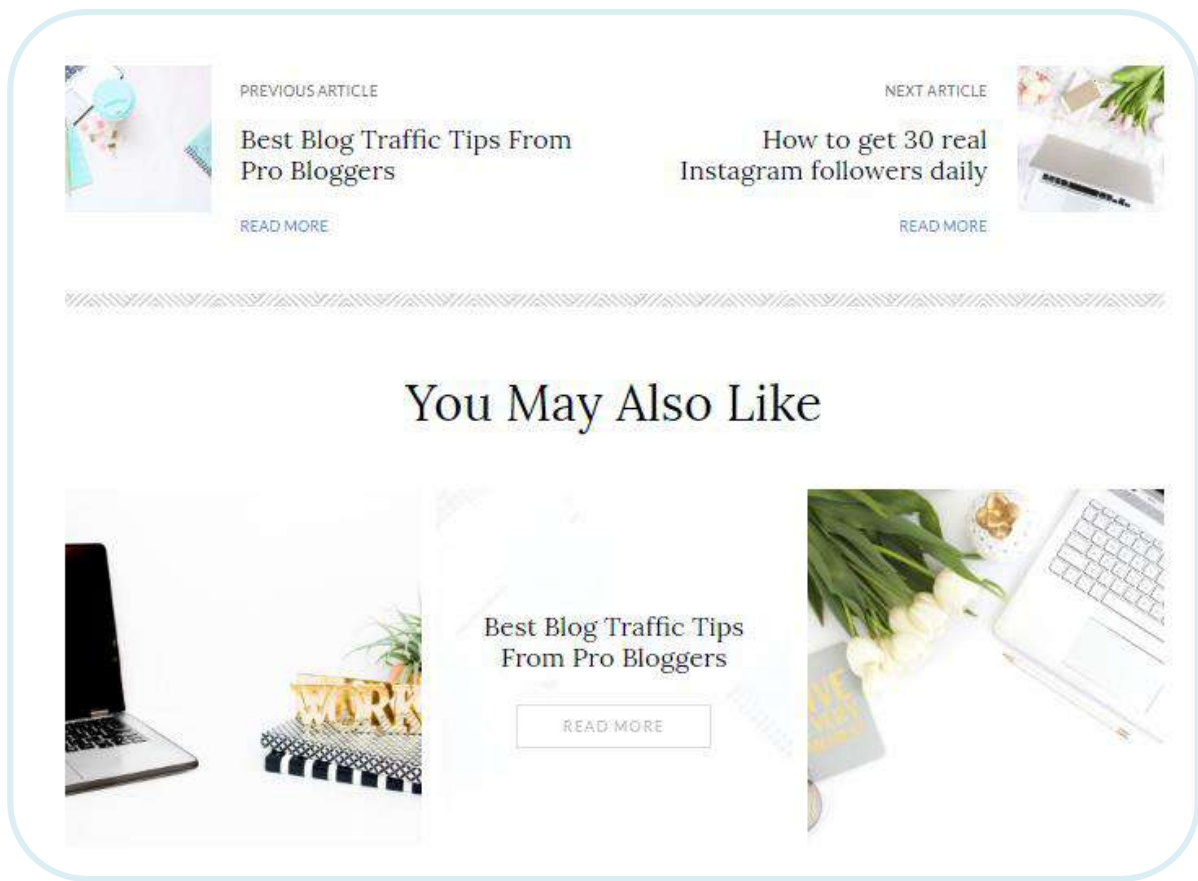
My theme automatically picks relevant articles to showcase at the bottom of my posts and it also suggests the previous and following post.

Since switching to this theme, I have noticed that my loyal visitors have been on my website for longer periods of time and they have read multiple articles in one stay.
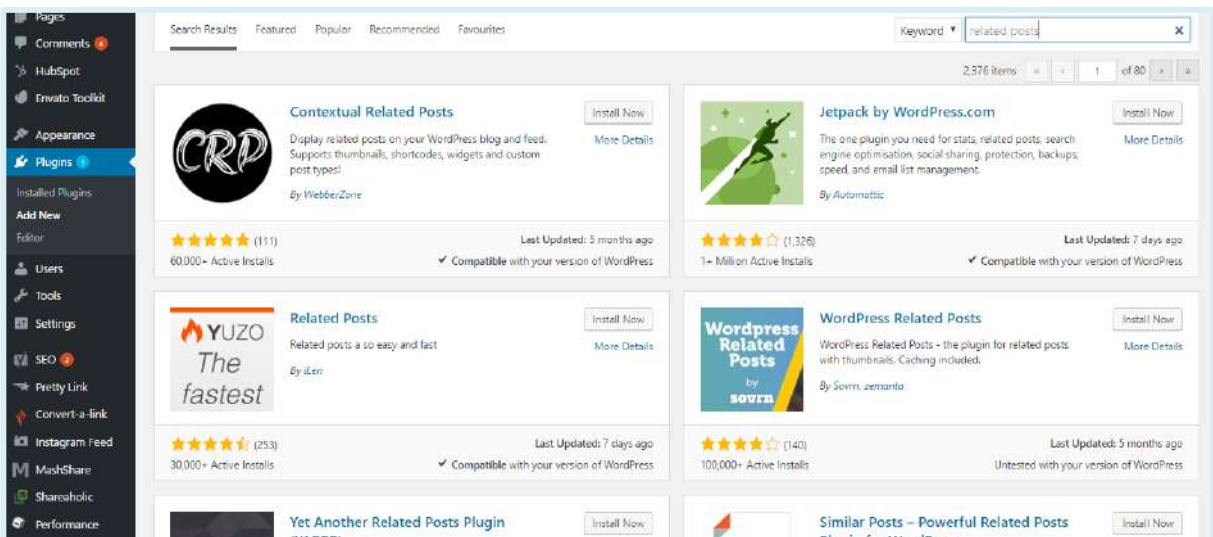
If your theme doesn't support this feature, Wordpress.org (this only works if you are self-hosted and using Wordpress as a platform) has a large number of free widgets created especially to show related posts.

You can add them to your blog by going to your Wordpress dashboard > Widgets > Add New > Search "related posts". All you need to do now is pick one and click "Install".

You might find this article useful in deciding which widget to choose, but the best way to see if one integrates flawlessly with your website is to test out a few. You can always delete them and install another one if they are not a good fit.

Make Sharing Effortless

Do you ever wonder how videos or articles go viral on the web? It's quite simple: through the art of massive sharing.

One person creates a compilation of cat videos and shares it with his friends. They think it's hilarious and share it on their public social media profiles. Their friends now see it and some decide to tweet about it. Someone's grandpa loves it and decides to show it to her cat 10 times a day. And so on until this pyramid scheme is created.
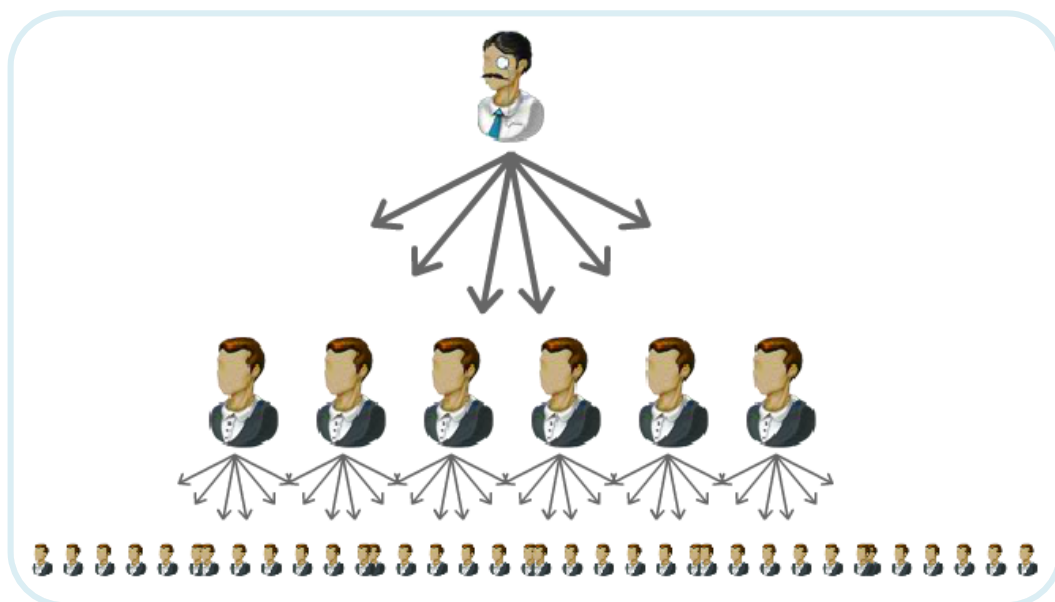
While blogging is a solo job, you sometimes have to rely on others to help you spread the news about your amazing content. And all you ever need for a post to go mini-viral is that one person to get the ball rolling.

So why not make it effortless for readers and your peers to share your content? If something this simple takes longer than a few seconds, most people won't bother to do it, which is why you want to make sure you don't miss any opportunity of someone hitting that share button.
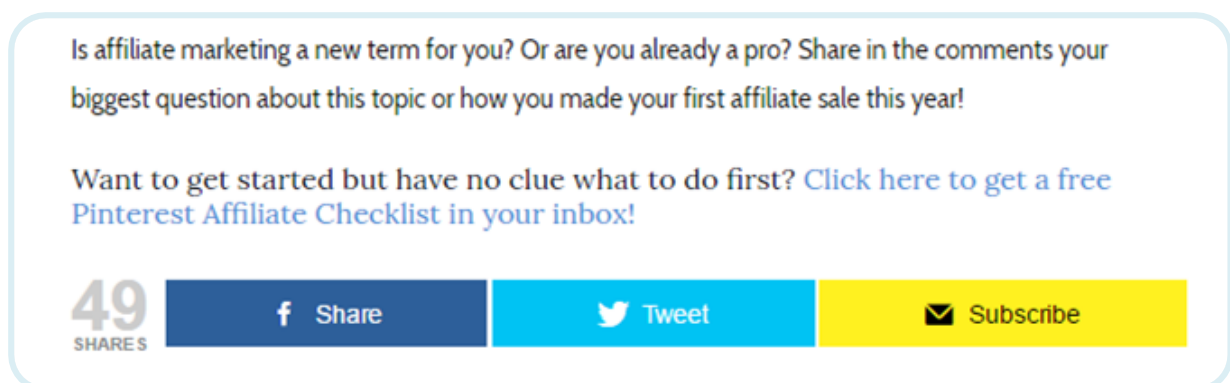
Make their job as easy as possible and you will start to see an increase in shares and traffic virtually right away.

Therefore, having sharing buttons available (and easy to find) is crucial. If your blog doesn't have any sharing buttons yet (or you don't think yours are performing as good as they should), install a special plugin just for that.

Most of them are free and do a terrific job. I currently have two social share widgets on my blog that I recommend:

Mash Share

When I started out, I wanted a clean and simple sharing plugin to add at the end of my posts to give my visitors the option to share them without adding a distraction from my content.

When I found MashShare I knew it was perfect! I was able to add my favourite buttons and a subscribe option for my email list which no other plugin had and that was a major bonus because I was also focusing on growing my email list at that time.

The widget looks something like shown above for my blog but you can change it as you like and add the buttons for the social platform that are relevant for you.

Some other great features that this widget has are:

- ◆ **It counts the shares for the platforms you choose.** You can select for the share count not to show, or to only show if the number is higher than a set amount.
- ◆ **It lets you configure sharing details for every post.** You can choose how and what people will share on Facebook , Twitter and Pinterest to start with. You can add the picture it will show up when it gets shared, the copy (what words are used in the title and description) and it even mentions to your Twitter account when someone else tweets it.

Configuring all this takes a few seconds and all you have to do is scroll down in Wordpress before you publish a new post and the box below will appear.

By spending a few minutes filling these out for every post, you assure that your readers are not only sharing your content faster, but they are actually putting up a quality social media post (with no effort on their part) that has a better chance of being re-shared by someone in their network.

You can install MashShare for free here by clicking the "Download" button in the menu bar and if you want to add more sharing buttons you can always upgrade.

I strongly recommend this plugin because it is the only one I came across so far that will let you customize sharing for each post in particular and I absolutely love the simple layout of the buttons.

SHAREAHOLIC

Another great option in terms of functionality and design is Shareaholic.

Packed with countless of useful features, this plugin can be installed for free by going to their website and you can configure afterwards from your Wordpress dashboard.

At the moment I am only using one of their features: the sharing buttons.

You can add these anywhere throughout the post and even choose their colour and style. This option is great if you want the buttons to fit in with the theme of your blog.
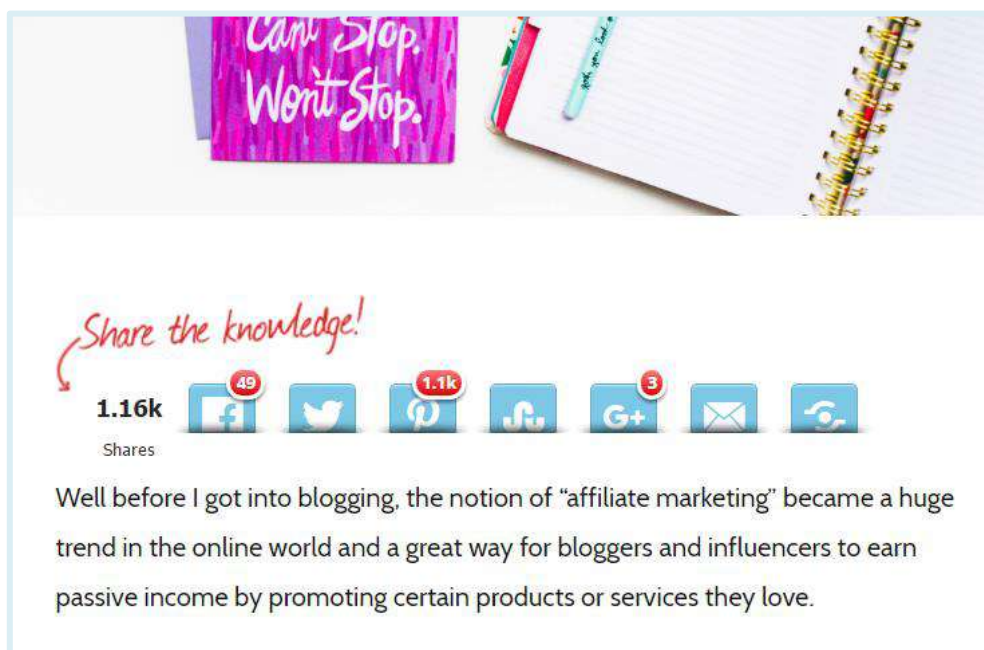
I feel like they don't distract the reader from the content and they are inviting, giving the reader the opportunity to share on any platform they want.

This plugin comes with many other features (such as a floating sidebar sharing option, related posts features, affiliate links and more) that I didn't consider necessary for my blog but you should explore them to see if they are a good fit for yours.

In conclusion, the right sharing buttons (or the perfect combination) can make a huge difference in spiking your shares and boosting your blog traffic.

And, as you are going to learn in a latter chapter, social shares give you extra points in the eyes of search engines, which also improve your chances of being found online. This option is great if you want the buttons to fit in with the theme of your blog.

Did you learn something new from this? Awesome! Now all you have to do is apply it to your own blog.

If you want to know more about how to boost your blog traffic (including a Pinterest and SEO breakdown, a social media game plan and other strategies used by top bloggers that helped me skyrocket my page views) you can purchase the full eBook here.

And as a special thank you for downloading this free chapter, **the first 30 people who grab a copy using the voucher code "IWANTITALL" get 10% off**!

What are you waiting for? Arm yourself with the knowledge to boost your traffic start getting real results and building a loyal readership for your blog!