



**RSS Feeds**

## **How to Write Blog Posts That *SUCK* Visitors In!**

**If You Are Struggling Hard  
To Get People To Read Your Blog Posts,  
This Report Would Put An End To It!**



**Blogger**



**WordPress**

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# How to Write Blog Posts That SUCK Visitors In!

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Blogging is one of the most important things that you can do online for your business. Whether you're using a blog as the main website for your business, or you're using it as a traffic building device for other websites you need to learn to craft great blog posts.

Blog posts can bring visitors into your website; visitors who will join your feed and participate with your site in the future. When you take the time to create blog posts that suck visitors in, you'll have a great foundation on which to build your online business.

In this report, I'll show you the step by step process to getting your blog running and holding onto the visitors that come your way. Whether you've had a blog for a while and need to update it, or you're brand new to blogging, you'll be able to use my process to get traffic and potential buyers.

## **Chapter 1: What is Blogging?**

Do you really know what a blog is and what it should do? Even if you have a blog, you may be missing the mark. I see a lot of bloggers out there who are making mistakes that are costing them money. There is a big difference between a blog and other types of website. Blogs are a way of communicating information but they are also about creating 'community'.

By paying attention to the quality of the blog you are creating and getting your audience involved, you'll be able to create a community. When you have a community, you have a ready market of buyers who will be more likely to purchase from you (or purchase your recommendations if you're an affiliate marketer).

If you think you can just throw a few articles up on your blog and be done with it, you're wrong! Standard sites with static article pages don't create community and they don't create a ready body of customers. A blogging platform is not just a substitute for HTML. If you use your blog like a regular site, you're leaving money sitting on the table.

## **Chapter 2: What is a Sticky Blog?**

Not only does your blog need to create community but it needs to be sticky as well. Stickiness is a term that web publishers use to describe the ability for your blog to bring return visitors.

Let's face it - there are a lot of websites out there from people to choose from! No matter what topic you choose, there are bound to be tons of other sites on the same topic. Your goal should be to make your blog stand out and get people coming back for more.

When you create your blog and your posts, you have two specific groups of people you need to be targeting - new visitors and old visitors. New visitors need to be able to instantly tell what your blog is about.

This means that you need to have a tagline at the top of your blog that explains your focus. This statement, displayed under the title of your blog, will give your new visitors an instant snapshot of what you're about. Make the sign up box for your RSS feed prominent and you'll get new subscribers.

Your old visitors need to be catered to as well. Keep your content fresh and update your blog frequently. When you think about it, each and every post you make is an opportunity to lose or keep visitors. Blog readers are fickle. If you don't provide them with something interesting and exciting to read, they will move on to the next blog on the same topic. You need to approach each blog post with enthusiasm and a plan.

## **Chapter 3: The Plan**

Now that you know a little about what a blog should be, it's time to create a plan to develop an exciting, visitor attracting blog that other people will want to link to. The more that other people link to you, the more new traffic you'll get and the more you'll have an opportunity to build a relationship with your readers.

The plan for creating a winning blog with traffic pulling articles is as follows:

1. Create an attractive blog
2. Brainstorm a list of traffic worthy topics and create an editorial calendar
3. Write quality posts that are interesting and buzz worthy
4. Polish your work

After you read this report, you'll be able to quickly and easily bring visitors to your blog again and again. This will give you the potential customer base that you need to market your product or be a successful affiliate for someone else.

These are steps that I've used time and time again to create blogs that not only draw traffic but build a real, responsive list of customers. If you aren't blogging this way, you're doing it wrong!

### **Create an attractive blog:**

The content on your blog is the most important part of your site. But the package that the content comes in is almost as important. An ugly site with broken links and bad design choices will have visitors leaving as fast as they can.

It doesn't matter how good your content is if no one sticks around to read it! Make your blog design choice carefully and you'll be able to display your content in a clean, easy to read format.

Take a moment to look through some of the most popular blogs on the 'net in your niche. Just enter "keyword + blog" into a search engine and take a look at what you see. You'll instantly be able to recognize the blogs that have the clean, simple look you should be going for.

The design should be attractive but it shouldn't take away from the content. It should be easy to read with dark type on a light background.

There are a wide variety of free blog templates available online. There are plenty of simple ones that you can use to create your blog. You can also opt to have a blog template designed for you by one of the many blog designers online.

It can cost anywhere from \$50 to \$150 or more for a custom blog design. Because of the costs involved, many people opt to wait for a custom blog design until their blog has gained some popularity (and some revenue).

### **Build a list of traffic worthy topics and create an editorial calendar:**

Before you start blogging, you need to create a list of topics that will pull in visitors from around the 'net. Your blog post ideas should be on topic and also interesting. Look at other blogs in your niche and see if the topics there spark any ideas. I'm not talking about copying other people! It is absolutely wrong to steal other people's topics. Plagiarism is illegal and it's not what I'm suggesting at all. I'm talking about using their blogs as a springboard for your own ideas.

For example, you're blogging in the health niche and you come across a blog with a post titled "5 Ways to Cut Fat from Your Diet." The blog post has tips on modifying high fat recipes to fit a low fat lifestyle. Obviously, people are looking for ways to cut fat out from their diet. Doesn't it follow that they'd be interested in information on what foods to avoid?

You could easily create a blog post about the top ten high fat recipes to avoid. A follow up post would be ten low fat modifications of the high fat recipes you mentioned in the previous post.

You can also brainstorm topics by looking at the list of popular keywords in your niche. Use Wordtracker or another similar tool to find out what people are looking for. Some of the keywords won't be appropriate for blog posts, but there will be enough information in your searches to come up with a long list of topics. When you deliver what your market is looking for, you'll become more and more popular.

Google Alerts (<http://www.google.com/alerts/>) is a helpful tool that I use to stay up to date on the topics I blog about. You just enter your keywords and then you get daily or weekly updates on the latest news, blog posts and other information on your topics. This can be a great source of topic ideas and will allow you to stay on top of what is going on in your niche.

Once you've gone through these steps, you'll have gathered a large list of topics to work with. Write them all down in a notepad file so you can refer to them later on. Each week, collect new topic ideas from your Google alerts and other sites you see around the 'net. It doesn't take a whole lot of time to do stay up to date on new topics each week.



Before you even think about publishing your first blog post, you need to create an editorial calendar. This will help guide your posting schedule and give you a cohesive flow to your blog. This is one of the most important things to do in order to make your blog readable and interesting. You don't want to publish a post on how to plant a winter garden and then publish a post on harvesting fall crops.

You don't have to publish a formal series of topics all the time, but your posts do need to make sense within the order that you publish them.

You can also utilize an editorial calendar to publish in a certain order. I use this a lot on my most trafficked blogs to keep the pace of the posting going. On certain days of the week, I post different types of content.

For example, on Mondays I have a top ten list, on Wednesdays I create an opinion piece and on Friday I publish links to other helpful content around the 'net. When you create a calendar this way, you make things much easier on yourself.

### **Write quality posts that are interesting and "buzz worthy":**

Now that you've got a list of topics to work with, it's time to actually do the writing. This is where a lot of bloggers come up short. There are clear and simple rules to writing that you need to follow. Blogging is writing, no matter how you look at it. The reason many bloggers don't have a better following is because they don't know how to craft a readable post.

The first thing to remember is that your blog is a community tool. That means that you need to write to your audience and not "at" them. Not sure what this means? Basically, you want to write with a tone and an approach that lets people know you're interested in their feedback and their comments.

Don't pretend that you're some type of untouchable expert that can't be questioned. Ask questions and encourage feedback from your readers. The minute you pretend that you know better than everyone else, you're going to lose your readership. You're simply a conduit for information.

Bloggers that pretend to be more than that lose readers pretty fast. Remember, you're not up on a pedestal. Your blog is a place to build a community who looks to you for leadership.

The title of your blog posts are going to be an important factor in how much traffic you get. Use your keywords in your title but also make it interesting and "buzz worthy."

One of the best ways to get blog traffic is to get other people to link to your blog, or have links to your posts distributed around the 'net. If your post titles are interesting and catchy, you'll get lots of this type of traffic. For example, instead of titling your blog post "How to Fix Your Credit", use "5 Quick Credit Fixes to Boost Your Score in 60 Days." See the difference?

There are a few tried and true types of blog posts that will work every time. If you're hard up for how to change your topics from the previous step into workable blog posts, look at the following list to get some ideas:

-**Create a list:** Not only does this tactic give you an easy way to organize your content, but list posts are often bookmarked and distributed by your readers. Create a top ten list on an important topic in your niche and you'll see traffic coming in from the social bookmarking sites.

-**Write a How to:** Sharing a how to article on a helpful topic is another good way to get bookmarked and shared. If you have special insight on a particular topic, share it on your blog. Make sure you're offering something unique and special and not just rehashing what other people have written on the topic.

-**Tell a story:** Anyone can write a blog post on a popular topic, but you can make yours stand out by telling a story. If you've had personal experience with the topic you can share your experience, which invites others to share their own experiences in your comments section.

-**Interview someone:** Blogs are a great promotional tool for product creators and authors. If someone in your niche has a product coming out, you can interview them. You get free content, and they get free advertising.

Above all, you need to involve your readers. Ask their opinion at the end of the article or pose a question that people can answer in the comments section. Keep repeating to yourself that blogging is community building.

Look for different ways to get the audience involved by holding contests, having polls and asking for direct feedback. When you take these steps, your blog will soon become the "place to be" online for your niche.

## **Polish your work:**

There are two basic steps to writing: the creative part and the editing part. When you first write a blog post, you're tapping into the creative side of your brain. Keep the tips in the above section in mind when you're writing, but don't try to edit yourself at this point. Once you've written out your post, let it sit for a while and then go back to edit it.

Before you send a post to be published, hold it in draft mode for a day or two. This is why it's a good idea to have an editorial calendar. You can write topics ahead of time and sit on them for a while before they go to press.

When you edit, first you'll be looking for spelling and grammar errors. No matter how many people try to convince you differently, blogging needs to be professional and it needs to be polished. If you have rampant errors throughout your blog, no one will listen to your opinion or want to participate.

Run everything through spell and grammar check on your word processor but most importantly make sure to re-read it line by line. There are plenty of errors that no spell check tool will catch.

As you're editing spelling and grammar mistakes, also look for tone and theme throughout your blog post. You should make sure that your blog posts are encouraging a community atmosphere and that you're touching on important aspects of the subject.

Read your blog from the perspective of someone else. Are you really saying what you meant to say? If not, take the time to change it. It's worth your time to read and edit your blog posts so that you can be sure you're presenting your best work.

Once you're sure that you've done the best job that you can with your blog post, publish it and then get ready to have a flood of new visitors to your blog!

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