

# TRAFFIC BUILDING CHECKLIST

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You have created your masterpiece – a brilliant post on your well designed site. You hit publish and pray that this post is the one that “makes it,” the one that goes viral and takes your blog to a new level. But what can you do to give your posts a kick-ass advantage, a chance to get pulled out of the crowd and shared?



Here is a Traffic Building Checklist to make sure you are giving your posts a fighting chance out there:

## CONNECT

You want to increase your traffic. But first decide what does that mean? Do you want to increase your credibility to increase views for ads? For credibility with other bloggers? To get more reviews? Once you have decided what community you want to be part of: read, comment and interact with bloggers who are already part of that network. Traffic without engagement won't be “sticky”. Be part of a community!

## CONTENT

For all the small details behind increasing traffic, if your content doesn't resonate – it won't matter. Be relevant, ask yourself what are people talking about? Write about universal issues as well as specific ones. If everyone is talking about something – then write about it! Don't be afraid to state an opinion, to start a debate. If you read a blog you agree with, or strongly disagree

with then write a post about it and link to them. Research different points of view from different sources before you write. Be credible and authoritative. But above all else, be authentic!

## KEYWORDS

Did you do your SEO due diligence? While your goal should be writing for readers not search engines, optimizing your posts is still an important step to creating content that travels. Look at the key words that others have used on the same topic, try doing a Google search on your topic. That will give you a clue about what is the best keywords to use.

Check Google Adwords Keyword Tool to check for applicable keywords. The keyword tool is also a great way to plan out content ideas based on what people are already searching for. Use your key words in the headline, the link, and if possible the opening and closing statements.

For more SEO training, check out Kelby Carr's e-book, [Mom Blog SEO](http://typeparent.com/ebooks/mom-blog-seo). <http://typeparent.com/ebooks/mom-blog-seo>

## HEADLINES

Headlines work! Make sure your posts have powerful, grabbing headlines. For ideas, look at magazines like Oprah, Cosmo, etc. and see how they write their headlines. (And reuse them!) Use tried and true tricks like “How...”, “How to...” and lists such as “Top Ten”, etc. With just a little re-working, you can transform your titles to convince your audience that your post is a must read. But don't stick to just one format, which comes off as too corporate. Don't be afraid to be engaging, witty or opinionated.

### EXAMPLES:

7 Exercises You Can Do At Home - Right Now

5 Super Foods You Should Eat -- <http://www.5minutesformom.com/64305/5-super-foods-you-should-eat/>

Kids & Grandparents: How Smart Moms Bridge the Generations -- <http://www.5minutesformom.com/63655/kids-grandparents-how-smart-moms-bridge-the-generations/>

## PHOTOS & IMAGES

Photos are often more powerful than words these days. In our pinning, Facebooking world, images can make or break your posts. Posts with images are more often shared on FB than ones without.

Ensure every post has high quality, professional quality images – and that may mean buying them. At 5 Minutes for Mom, we use istockphotography.com on a regular basis for speed and peace of mind. To search for free images: use Flickr, Creative Commons. But always credit the original source!

## PINNABLE IMAGES

Remember those headlines? Turning your photos and headlines into pinnable, powerful images is one of the best ways to make your posts move! And it is so darn easy! Simply grab a great image and add your headline using software like Photoshop Elements or free sites like PicMonkey.com. Then add a PIN IT button under the image and BAM you have got something that makes people share.

Examples:



<http://www.5minutesformom.com/64573/five-networking-tips-for-conferences/>



<http://www.5minutesformom.com/64305/5-super-foods-you-should-eat/>

Erica Mueller has a great video tutorial on using PicMonkey to create Pinterest Worthy images. <http://ericasays.com/4641/how-to-create-a-pinterest-worthy-image-for-your-blog-post/>

## GIVEAWAYS

Giveaways are not for everyone and not for every site. And they can be a pain in the... ahem... blog! But the fact is that giveaways bring traffic. But proceed with caution: know your readers and stay true to your blog and to yourself. Giveaway traffic may not be what is best for you or your site.

## INTERVIEWS

They work! Whether you are using blog media tours where PR companies reach out to you to interview their experts or celebrities, or you are interviewing fellow bloggers and social media influencers, interviews bring names and content that can be both quality reading and keyword-rich. And of course, you can be the subject of interviews on other blogs. (Remember to give the interviewer links to some of your best posts if applicable in the interview.)

## GUEST POSTS

Guest posting helps build your authority and brand in the community – and it brings in links and traffic. Again, as with the interviews, you can often place one or two links to your best posts where it is natural and beneficial to the content.

Pitch the larger group sites like EverythingMom, Yummy Mummy Club, 5 Minutes for Mom, and go big and pitch the Huffington Post. Being part of a larger, mainstream site gives credibility as well as traffic.

## GROUPS

You are not alone. You have friends – friends with the same needs. Join forces to help promote and support each other. These can be anything from informal setups, Twitter lists, FB groups, etc. “Scratch back, back scratched,” or should I say, “Pimp post, post pimped.” While you are at it, take five minutes to read, stumble and comment on other people’s posts. But do not always promote yourself.

5 Minutes for Mom has a group for social media influencers called Social Media Power Team. Let me know if you would like to be a part of this invite-only group. <http://www.5minutesformom.com/power/> 5 Minutes for Mom also has a Facebook Group and a Twitter List <https://twitter.com/5minutesformom/social-media-power-team>. Let us know if you are looking for some like-minded influencers to co-promote.

## LINK UPS

At 5 Minutes for Mom, we have used “Link Ups” for years to help online women find each other. From our annual Ultimate Blog Party, <http://www.5minutesformom.com/51797/ultimate-blog-party-2012/>, to weekly link ups like Wordless Wednesday and Pin it Friday, <http://www.5minutesformom.com/category/blogging/pin-it-friday/>, we always have linkies waiting to help you self-promote and find other bloggers.

But of course, there are many Link Ups. Join in on linkies, carnivals, etc., around the blogosphere – and perhaps host some yourself.

## PLUG IT, POST IT, PIMP IT...

When you hit publish, it is time to start tweeting, sharing, pinning, posting, etc. Twitter, Facebook, Pinterest, Stumble Upon, Google+, etc... get moving! Promote your posts two times daily. Do not over hashtag them, though. A note on Giveaways – remember that time sensitive posts like giveaways should not be promoted in all the same ways as evergreen posts. For instance, do not stumble giveaways.

The Internet is about sharing. Before you do anything make sure your blog has a Facebook page, your friends in real life may be your best readers and your biggest sharers!

## COMMENT

Back in the old days, before we were updating our status on Facebook, tweeting links, and pinning photos, we were commenting to connect. When I started blogging I commented for two hours every day to build relationships and drive traffic to 5 Minutes for Mom. Commenting is perhaps even more powerful now that comments are becoming scarcer. Insightful, appreciative or witty comments will not only pique the interest of the blog owner, but also of other readers.

## AND MOST OF ALL, CREATE VALUE

Ultimately, it isn't tricks and tips that make top bloggers succeed. It is quality content that adds VALUE to people's lives. When people find value, they want to pass it on to their friends. Value can mean different things to different people – do your research, credit your sources, be generous with your links and write often.

FOR MORE BLOGGING AND SOCIAL MEDIA RESOURCES AT 5 MINUTES FOR MOM, VISIT <http://www.5minutesformom.com/category/socialmedia/>.