How to Write Blog Posts that Get Serious Web Site Traffic

If you have a blog you're likely looking for **serious web site traffic**. You're not writing posts so nobody reads them. Aside from regular posting there are steps you can take to insure you're posts are ready to be accepted and get indexed by the search engines. Write for your audience and code for the bots.

More web site traffic = more eyeballs = more conversions & user retention.

Web Site Traffic Tip #1 Write Something People Want to Read

Are you writing about something people are looking for? A good way to do this is to type your potential article into Google. Look to see if the results page has a lot of relevant listings. If your topic has been written about ad nauseam it might be a good idea to alter your title and content. Another great tool for this is Google Trends. Google Trends will help you visualize what is trending on people's minds.

Web Site Traffic Tip #2 Make Good Use of your Code

Google places importance on a number of factors, but when the bots crawl your page there is content that can be optimized to give yourself a fighting chance in the SERPS. Bots see text. That's it. Knowing that's all they see you need to make use of what you write and more importantly what you code. The bots look for the following bits of code and place importance on them in the following order.

1. The name of your page.

   The first thing bots see; after the name of your website, is the name of your page. If the bots had nothing else to define your page other than what the page is called would it be enough to go on? Naming your page something with your targeted keyword is important. Your url is the first thing the bots see.

   Good & Bad Examples of Page Titles
   Bad – www.natebal.com/blog/things-and-stuff
   Good – www.natebal.com/blog/how-to-write-blog-posts-that-get-traffic

2. Meta Data

Hi I'm Nate,
My name is Nate Balcom and pen problogging tips, web development tactics, search engine optimization tutorials, tech news & a twist of socially macabre gossip. I've been a hired geek for over 16 years and a blogger since 2003. If any of these tips helped please feel free to tell a friend or 20. For more new tips all the time please visit my website at www.natebal.com
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After your page name your meta data; specifically title and description meta data, is what the bots will look at next. Make sure your title doesn't go over 65 characters as Google will cut off anything in the SERPs that has more characters. Your description should be around 150-160 characters. This is what shows up in listings. It should include your targeted keyword/ keywords and a brief description of what the page is about.

3. Title Tags. H1-H6.

   The 3rd thing the bots look at are your titles. h1, h2, h3, yadda yadda. I like to limit my title tags to 6. I generally try not to use anything over an h6. Use your targeted keyword in your titles. Try to sum up what the paragraph is about in 1 sentence.

4. Bolds & Italics

   Bolds and italics not only stand out to your viewers, but they also tell the bots this is something to take note of. Bold and italicize variations of your keywords with strongs and ems. Make sure not to over-do it. If I do use these bits of code, I typically will only use them once to twice on a page unless I'm using them for formatting.

5. Keyword Density

   Keyword density is the number of times your keyword shows up on a page. A good idea is to use keyword variations. If you're keyword stuffing Google will pick up on it. So if you can use your targeted keyword often in your post do so with variations of your keyword. Don't force them into your posts. People will notice and so will the bots.

Web Site Traffic Tip #3 Sum up Your Paragraphs in Your Titles

Summing up your paragraph in once sentence titles works two-fold. First off it's a good way to emphasize what your post is about. People don't read everything on the web so much as they scan it. By summing up your paragraphs in the titles your viewers will quickly be able to access what your article is about.

Secondly as your H tags have more relevance to the bots so they will be paying extra attention to these. It's a solid idea to use your targeted keyword and similar keywords sets in these tags.

Web Site Traffic Tip #4 Track Your Progress with Web Metrics

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So how can you tell if your post was effective? By using web metric programs like [Google Analytics](#) or AwStats you can see the pages that are getting the most attention. You can view your traffic, see how long your users stayed, what links we're clicked on and so much more. If you're [serious about traffic](#) you need some way of gauging effectiveness. If you have a post that needs more attention you can better direct your efforts and determine what pages could benefit from in site linking.

Web Site Traffic Tip #5 How to See What the Bots See

To see what the bots see you can install the [web developer add on](#) for [Firefox](#). Once this is installed you can go to the Web Developer tool bar at the top of your browser and click on the CSS drop down. Then select "Disable All Styles". Firefox will render a page void of all styles and show you what the bots are seeing.

As [blogger](#)s we're always looking for viewers. It means people are reading what you're saying and it means more money in your pocket. The tips above are pretty simple and are proven to get more [killer traffic](#) on your site. Also you can visit my [free web tools](#) section for web design help.

WordPress Plugins for More Traffic

Today I wanted to write an article about 5 popular **Wordpress plugins** for blog traffic that will stimulate visitors and get more eyes on your web site. This is by no means a hard and fast list, but I assure you if you're looking for more traffic on your [WordPress web site](#) or blog these plugins will help. The following plugins are arranged in order of what I've personally found more effective. The plugins towards the top of the list have garnered me more *WordPress blog traffic* than the rest.

WordPress Plugins SEO by Yoast

With out a doubt the most useful plugin I've found for [search engine optimization](#) is the [WordPress SEO](#) plugin by [Yoast](#). This is a great tool that keeps you aware of all the pertinent information while you are posting.

About the Yoast plugin:

- Checks the length of your description and other meta data.
- Helps your posts by optimizing by a keyword of your choice.
- Keyword density tool.
- Meta data tool.
- keyword research options.

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The free version of the WordPress plugin offers a lot of SEO tools right out of the box or you can sign up for a subscription basis which will not only offer more marketing opportunities, but also get you in contact with the Yoast staff.

Add to Any

Add to any is a social media plugin that sets up social network icons for your visitors to share. There are a lot of options for how these are displayed including a floating social bar if you are into that type of thing. I started using this plugin after realizing the Shareaholic plugin was slowing down my overall site performance. This is a lighter social icon plugin with all the options most people are looking for.

SEO Content Helper

This plugin is great if you have someone working for you that aren't an SEO person. The SEO content helper helps bloggers write relevant content with tools that measure keyword density and provide a keyword suggestion tool.

This plugin has both a primary and secondary keyword module that will help even donkey brained writers create content that is not only value added, but will attract more visitors based on what the majority of people are searching for in the major search engines.

SEO Auto Links

The jury is out on this plugin as to just effective it is, but overall I think it's a good especially for longer tail keywords. This plugin works by automatically linking words in your blog to a page, category or otherwise important section of your website. You select the keywords you want to target and assign them a page. This can be set up to link site wide or you can omit sections or categories you don't want included.

SEO Friendly Images

The final plugin I'll be reviewing today is another one that's good to have if the people writing aren't SEO professionals. SEO friendly images does exactly what it sounds like. It adds alt and title tag information programmed by you. You can set it up so that across the board the images regardless if they already have alts or titles will pull from title information of the post. This way if you're working with someone that doesn't know they should be adding these tags it will be handled for them.

Bonus Tip – Decrease Load Times for More Visitors

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BETTER BLOGGING TIPS

Once you attain visitors make it worth their while that they came. If you're page loads quickly you're more likely to retain said viewers. Having quick loading pages means lower bounce rates. And lower bounce rates are good. Read more about decreasing WordPress load times here.

Website Traffic Tips that Will Increase Visitors

The following list of 5 proven SEO best practices that you may or may not be using already. If these sound new to you give them a shot.

Use Google Webmaster Tools to Improve your Website Traffic

Websites that perform better are received by Google better. Websites that perform well and have fast loading pages will be well received by your readers. It will not only help retain users, but it will get more qualified commenters and in turn help Google to see the value of your web site.

Use Google Webmaster Tools to improve your website. There are a lot of great tools built into the webmaster dashboard including:

- Html Improvements
- Site links
- Links to your site
- Search traffic
- Keywords your site is coming up for.
- Usability messages
- Over all how Google sees your website

GWT will help point out issues you may not have known about that have been hurting your website traffic. Generally the tips are pretty easy to implement once you're aware of them.

Write Short Concise Posts

People now a day are used to having information that's easy to quickly scan. Summing up what your post is about using your H tags will quickly display to your reader what this post is about. The use of bulleted lists is easy to also visually digest.

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BETTER BLOGGING TIPS

Keep on subject! You're writing a post about something specific. More importantly you're also writing for the bots. Be aware of your keywords, use them appropriately and [write content people want to read](#).

Interlink your Blog Posts

If you have a post that really performed well in the past or maybe it's a post about a trending subject or maybe it's a post you just plain like. A great way to breathe life into older pages is to drive a link their way. If you have a post about something you've written about in the past leave a link using your targeted keyword in order to give that page more relevance.

Use Alts and Title tags on All Your Images

This is an easy tip that is often over looked. Including this meta data is just another way for Google to determine what you're web site is all about. Alt tags should explain what the image is. The bots can't tell what this image is so tell them and make sure to include your target keyword here as well.

Update Pinging Services

This is a great tip for getting your content aggregated. In WordPress you can set what news outlets and pinging services you want to automatically notify when you have new content. The more eyeballs you can get on a page the better. Automatically syndicating your content insures that your post is recognized by a number of popular news outlets every time you post.

Under Settings > Writing. Scroll down to "Update Services". Here you can past a line separated list of pinging services. The list below is a pretty good list from the fine people at [WordPress.com](#). I highly encourage you to search for niche specific [blog ping services](#) as there might be something more appropriate available for what you write about.

http://rpc.pingomatic.com
http://rpc.twingly.com
http://api.feedster.com/ping
http://api.moreover.com/RPC2
http://api.moreover.com/ping
http://www.blogdigger.com/RPC2
http://www.blogshares.com/rpc.php
http://www.blogsnow.com/ping
http://www.blogstreet.com/xrbin/xmlrpc.cgi
http://bulkfeeds.net/rpc
http://www.newsisfree.com/xmlrpctest.php
http://ping.blo.gs/

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http://ping.feedburner.com
http://ping.syndic8.com/xmlrpc.php
http://ping.weblogalot.com/rpc.php
http://rpc.blogrolling.com/pinger/
http://rpc.technorati.com/rpc/ping
http://rpc.weblogs.com/RPC2
http://www.feedsubmitter.com
http://blo.gs/ping.php
http://www.pingerati.net
http://www.pingmyblog.com
http://geourl.org/ping
http://ipings.com
http://www.weblogalot.com/ping

Bonus Search Engine Optimization Tip

Syndicate Your Blog for the Kindle

I just found out it's pretty easy to syndicate your website for Kindle. Like I said before the more eyeballs on a page the better. Making your website available in the Kindle format means that there's one more way for people to read your posts. If you do well Amazon has an affiliates program so you could even make some money as well.

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