

# BLOG TRAFFIC BUILDER

*The Ultimate Guide On How To  
Get Traffic To Your Blog*



**TOM WATTS**

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# HOW TO GET TRAFFIC TO YOUR BLOG

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***How I Build Steady Traffic to My Blogs From Absolutely Nothing, And In No Time At All.***

Written by Tom Watts

<http://tomwattsblog.com>

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Here is the slightly more complicated way of saying the same thing.

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## INTRODUCTION

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In this eBook I'm going to show you the techniques I've used to launch all of my blogs as quickly and effectively as possible.

This is a tried and tested process, with fairly exact instructions, that can be applied to any blog in any niche.

So, I'm going to assume that you've started a blog.

And since you're reading this eBook, I'd guess that your blog isn't getting as much traffic as you'd like?

There are so many experts out there with good tips to organically grow your blog, increase repeat visitors and leverage visitors to make money from your blog.

However, what most of them don't tell you is how to start gaining traction in the first place.

I mean most of their tactics presume you already have a small following or people you know that would be interested enough to check your blog out.

But what if you don't? What if you know no one online, and have literally no following?

Not too long ago I found myself in a similar situation.

I started blogging a couple of years ago, and at the time I was working a full time job too. I didn't want my employers to know what I was doing.

It probably would have been harmless, but I didn't want the complications, accusations and conflict of interests that could possibly come out of it.

So I started exploring how I could grow my blogs completely from scratch; without utilizing anyone I already knew.

I knew it would be a challenge, but I'm a natural problem solver and was excited to get going.

### **It was overwhelming.**

I was working 40-50 hours a week on top of writing and trying to promote my blog. The hardest part at this point was trying to direct my efforts towards the right activities to yield the highest reward.

Time was limited, and so if something wasn't working, it was time to move on to the next thing.

Now, in this eBook, I'm not going to bore you with a LONG list of all the stuff I tried and failed with, but instead I'm offering a comprehensive guide of all the things that did work for me.

Since my original experience, I've made several (being modest) new blogs, and have refined my process to the point where if you put your mind to it you could easily start a blog and get good traffic rolling in all on the same day.

I recently started the [Tom Watts Blog](#), and I used this very process to launch and get the word out there.

So far it has been very successful, and within 2 weeks I'm already getting around 50 unique visitors per day with very little effort.

One of the great things about this method is that even though getting setup takes a little time, once you are set up you can get good traffic results with very little maintenance. And even better, the more time and effort you put into it, the more traffic you will get.

### **You are in control your own success.**

Now, let me explain a little about how you should use this guide.

I suggest that you read the whole eBook in full before starting anything. Doing it this way will help you understand how the method works and how the different parts complement each other.

If you skip any of the steps, it won't work as well for you. You must follow all of the steps.

Please also bear in mind that this eBook is FREE, however if you feel the need to reward me, or just want to buy me coffee to help fuel future projects, you can contribute to my coffee addiction by donating at the bottom of the page here: [Buy me a coffee!](#)

## 1. CONTENT & BLOG DESIGN

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I say it all the time, but what's the use of getting a ton of people to your site if when they get there you don't really have anything good to show them?

If a new visitor arrives at your site and there's not really much to see, I highly doubt they're going to consider coming back.

Every new visitor is one you want to see again, so the first few setup steps are absolutely crucial.

However, I will say that the most important part of blogging is which hosting provider you choose to go with. Speed and reliability is very important, but good customer service is a must.

If you're not using wordpress self hosted as your blogging platform, then not all of this information may be relevant to you. If you are self hosted, or you're thinking about switching, there's lots of guides out there to help you do so. There's not much point me going too far into it - that's not what this book is about.

I use Bluehost for the Tom Watts Blog and think they're awesome. I've tried probably close to a hundred other providers - and so I feel like I can confidently say that Bluehost is one of the best I've found.

If you're looking at getting a self hosted wordpress blog, Bluehost is definitely your best option for hosting in terms of speed, reliability and customer service. They also have some cool features that allow you to transfer an existing wordpress site to them very easily, without having to do any downloading, uploading or additional configuration (believe me, this is a big deal, transferring wordpress sites is a pain).

So if you're looking to get started with wordpress self hosted, or if you're not happy with your current hosting provider, why not give Bluehost a try? [If you click here](#), you'll be given a discount on your first year of hosting and a free domain name!

### LOOK & FEEL

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When someone lands on one of your pages, you want them to think "Wow, this is a really cool site, I should definitely come back here" before they've even read a word.

Just like with people, a site's first impression is extremely important and can shape someone's opinion of your site (and you) forever. So it's key to make sure that your site is visually appealing.

Now, not everyone is a graphic designer, or has an eye for colour. But, with the amount of free and easily customizable themes available, you don't really need to be.

If your blog is on Wordpress (I hope it is) then there are thousands of free themes available to you. If not, and you use blogger or another alternative, there should also be numerous free themes available to you too.

When going to pick a theme, you should think about how you want your site to look structurally. Find 3 other blogs you like the look of and try to pick a theme that will allow you to replicate elements of them in your own way.

To find out what theme other wordpress bloggers are using, you can use the WP Theme Detector tool for free at [wpthemedetector.com](http://wpthemedetector.com)

Simply go to the site, type in the URL of the blog you like, hit go and then let it work its magic.



WP Theme Detector also shows you what plugins people are using. Which means if there's something you like about their site, like their sharing icons for example, you can probably find out what they're using through this tool!

Our detection tools have found 7 plugins: ▲

 <p><b>BETTER CLICK TO TWEET</b> An open source plugin by Ben Meredith</p>	<b>1</b> <b>Better Click To Tweet</b> Insert click to tweet boxes into your posts, simply and securely. This plugin is customizable, regularly updated, and future-proof.	<a href="#">Download Plugin</a> <a href="#">Free plugin</a>
 <p><b>Contact Form 7</b></p>	<b>2</b>  <b>Most Popular Plugin</b> <b>Contact Form 7</b> Just another contact form plugin. Simple but flexible.	<a href="#">Download Plugin</a> <a href="#">Free plugin</a> <a href="#">Top 10</a> <a href="#">#1</a>
 <p><b>MailChimp for WP</b></p>	<b>3</b>  <b>Very Popular Plugin</b> <b>MailChimp for WP</b> MailChimp for WordPress, the absolute best. Add subscribers to your MailChimp lists from your WordPress site, with ease.	<a href="#">Download Plugin</a> <a href="#">Free plugin</a> <a href="#">Top 25</a> <a href="#">#20</a>

It may take you a few different theme installations to know which one you truly want to settle on - but make sure you take the time to pick a great theme as it has such a huge impact on your visitors' experience.

I'm not going to tell you a specific theme to get. It's your blog, and I believe it should be a little piece of you. Make the design however you want it to be.

I definitely recommend purchasing a premium theme from [Theme Forest](#), the reason being that premium themes often have a lot better support from the developers - meaning if something goes wrong, you're more likely to be able to have someone fix it for free.

Premium themes also usually allow for more customization and come with extra plugin goodies!

Try to design your blog to be easy to navigate and have a layout that makes sense i.e. menu at the top, content below, sidebar at the side. That way when people arrive on your blog it'll instantly feel familiar and they'll know what to do to find the information they're looking for.

Check the [Tom Watts Blog](#) for reference if you need to, I always like to keep my designs clean and simple.

The image shows a screenshot of the Tom Watts Blog homepage with several red callout boxes pointing to specific elements:

- Logo**: Points to the 'TOM WATTS BLOG' header.
- Menu**: Points to the top navigation bar containing 'Home', 'About', 'Resources', 'eBook', and 'Services'.
- Social**: Points to the social media icons (Google+, Twitter, YouTube, Pinterest, Instagram, RSS) in the top right.
- Search**: Points to the search icon in the top right.
- Blog Feed**: Points to the main article titled 'HOW TO GET BLOG TRAFFIC USING FACEBOOK'.
- Email Signup**: Points to the 'Subscribe' form on the right sidebar.

The main article features a large image with the text 'HOW TO GET BLOG TRAFFIC USING FACEBOOK' overlaid. Below the image, the author 'Tom Watts' and date 'October 7, 2015' are visible, along with category tags, a heart icon with '1', and a comment icon with '2'. The article title is 'How To Get Blog Traffic Using Facebook'. The first line of the article reads: 'In this post I'm going to show you how to get blog traffic using Facebook. As soon as...'

The right sidebar contains a 'Subscribe' form with the following fields: 'Name', 'Email', and a 'Sign Up Now' button. Below the form, it says '100% Privacy. We don't spam.' Below the form is a link that says 'Looking for professional help with your blog?' with a 'Click Here' button and a checkmark.

You also want to optimize your site for collecting email addresses. The best way to grow your site (as all the other internet marketers will tell you too) is by collecting emails and pulling in traffic from your email list. That is the end goal here.

People who subscribe to your emails have made a conscious decision that the content you provide is good quality, and they have accepted that they want more of it. Once you have a substantial list, it's like having free traffic on tap.

You also want to make it easy for people to share your content and for them to find your social media profiles. There are so many plugins out there that can aid you with this, I'm not going to get too far into it because I want to get on with the actual method, but my favourite by far is a plugin called SumoMe.

## PLUGINS

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Whilst figuring out your design you're going to also want to think about plugins. Try to keep your plugins minimal as too many will slow your site down considerably.

If you use wordpress.com, blogger or anything other than a self hosted wordpress site then you can skip this part. You can only install plugins on self hosted wordpress sites.

To save you some time, here's a list of my favorite plugins and why.

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## AKISMET

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The diagram illustrates the Akismet workflow in three steps:

- 1** Visitors submit comments on your blog. (Illustrated with a person at a computer with a green checkmark on the screen)
- 2** Your blog runs each comment through Akismet. (Illustrated with a central Akismet server unit with a large 'A' on its front panel)
- 3** Akismet tells your blog whether it's ham or spam. (Illustrated with a person at a computer with a red 'X' on the screen, representing a blocked comment)

Below the diagram, a text box states: "Akismet checks your comments against the Akismet Web service to see if they look like spam or not." To the right of this text is a red button labeled "Download Version 3.1.4".

Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. It keeps your site protected even while you sleep.

Akismet is the native spam protection plugin and comes with all installations of wordpress.

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## BETTER CLICK TO TWEET

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BETTER **CLICK TO TWEET**  
An open source plugin by Ben Meredith

Bacon ipsum dolor a fatback, esse occaecat

Add a simple way to encourage readers to share your content in a click!

CLICK TO TWEET

**Better Click To Tweet**

Insert click to tweet boxes into your posts, simply and securely. This plugin is customizable, regularly updated, and future-proof.

Download Version 4.4.1

Providing easy share buttons on your site is one thing. Setting up a pre-written quote/message for your readers to share with one click is on a whole new level of awesome.

I usually include at least one of these boxes in every one of my posts. I usually pick the quote that stands out the most to me and summarizes the article. Check any of my articles on the Tom Watts Blog for examples.

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## COMPRESS JPEG & PNG IMAGES

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**Compress JPEG & PNG images**

Speed up your website. Optimize your JPEG and PNG images automatically with TinyPNG.

Download Version 1.3.2

This is a simple plugin to make your image files smaller. The smaller your files are, the faster they'll load. The faster your site loads, the easier it is to use for your visitors.

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## FORCE REGENERATE THUMBNAILS

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### Force Regenerate Thumbnails

Delete and REALLY force the regenerate thumbnail.

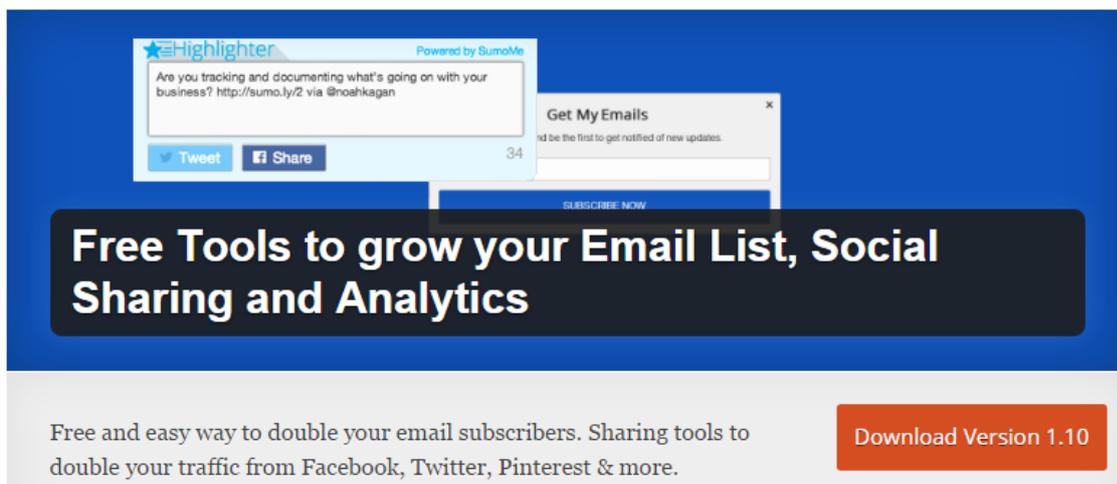
[Download Version 2.0.5](#)

Nothing fancy, just the ability to automatically resize all of your images to fit particular sizes across your blog.

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## SUMOME

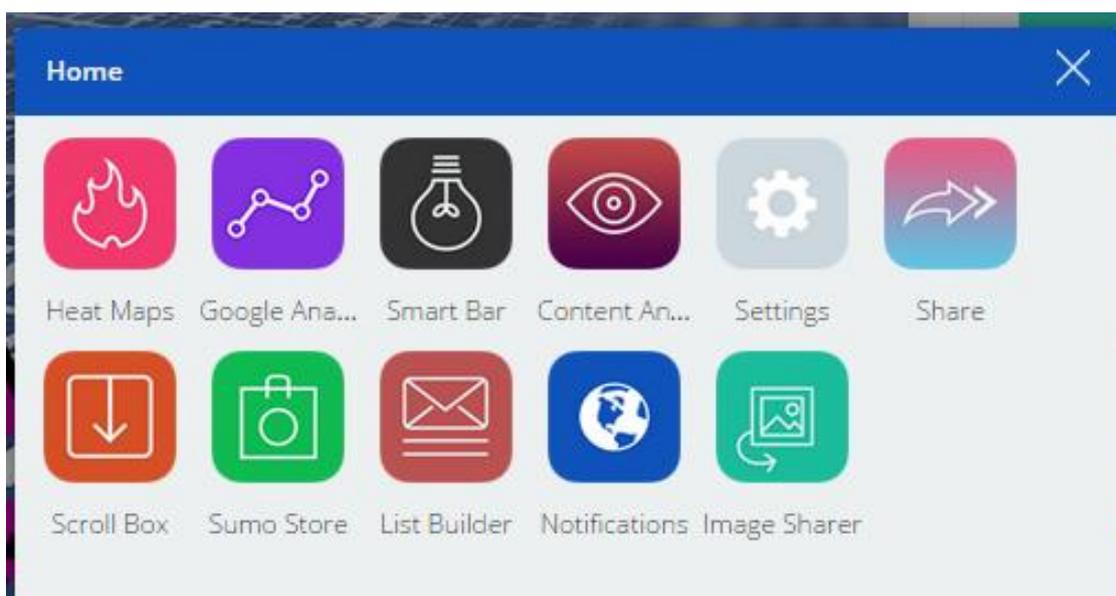
---



The screenshot shows a SumoMe interface with a blue background. At the top, there's a 'Highlighter' widget with a tweet and a 'Share' button. Below it is a 'Get My Emails' form. A large black banner in the center contains the text 'Free Tools to grow your Email List, Social Sharing and Analytics'. At the bottom, there's a description: 'Free and easy way to double your email subscribers. Sharing tools to double your traffic from Facebook, Twitter, Pinterest & more.' and a 'Download Version 1.10' button.

SumoMe is my absolute favorite sharing and email collection plugin. It comes with a huge range of free tools for building your following.

There are also tools for analytics. These are the ones I use:



SumoMe powers my "Top Bar", sharing widget and mail optin popup forms.

100 Shares

42

16

2

< >

## The Ultimate Blogging Resources Page

Published by  Tom Watts at  September 9, 2015    Tags ▾    Categories ▾

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### WP SUPER CACHE

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**WP Super Cache**

A very fast caching engine for WordPress that produces static html files.

[Download Version 1.4.6](#)

In my opinion, one of the simpler but most effective caching plugins. In short, this plugin makes your site go faster. You don't need to know how, just trust that it does (you can test your site's speed using this tool <http://tools.pingdom.com/fpt/>)

While it is one of the simpler plugins, it can be complicated to set up for a new user. Here's how I have mine set up:

## WP Super Cache Settings

Easy

Advanced

CDN

Contents

Preload

Plugins

Debug

### Caching

Caching On (Recommended)

Caching Off

*Note: enables PHP caching, cache rebuild, and mobile support*

Update Status

### Cache Tester

Test your cached website by clicking the test button below.

Test Cache

### Delete Cached Pages

Cached pages are stored on your server as html and PHP files. If you need to delete them use the button below.

Delete Cache

## WP Super Cache Settings

Easy

Advanced

CDN

Contents

Preload

Plugins

Debug

### Caching

Cache hits to this website for quick access. (Recommended)

Use mod\_rewrite to serve cache files.

Use PHP to serve cache files. (Recommended)

Legacy page caching.

*Mod\_rewrite is fastest, PHP is almost as fast and easier to get working, while legacy caching is slower again, but more flexible and also easy to get working. New users should use PHP caching.*

### Miscellaneous

Compress pages so they're served more quickly to visitors. (Recommended)

*Compression is disabled by default because some hosts have problems with compressed files. Switching it on and off clears the cache.*

304 Not Modified browser caching. Indicate when a page has not been modified since last requested. (Recommended)

*304 support is disabled by default because some hosts have had problems with the headers used in the past.*

Don't cache pages for known users. (Recommended)

Don't cache pages with GET parameters. (?x=y at the end of a url)

Make known users anonymous so they're served supercached static files.

Cache rebuild. Serve a supercache file to anonymous users while a new file is being generated. (Recommended)

Proudly tell the world your server is [Stephen Fry proof!](#) (places a message in your blog's footer)

### Advanced

Enable dynamic caching. Requires PHP or legacy caching. (See [FAQ](#) or [wp-super-cache/plugins/dynamic-cache-test.php](#) for example code.)

Mobile device support. (External plugin or theme required. See the [FAQ](#) for further details.)

This is how I recommend starting out. It's a minimal setup, but effective. You can tinker with the settings and see what works best for your blog.

Note: some of the settings may interfere with your other plugins and theme display. If this happens, don't panic, just go back a couple of steps and reverse your changes. It should fix the problem, and if not, you can always uninstall the plugin and then reinstall and start from scratch.

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## WP-OPTIMIZE

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Extensive WordPress Database Cleanup Tool

*wp optimize*

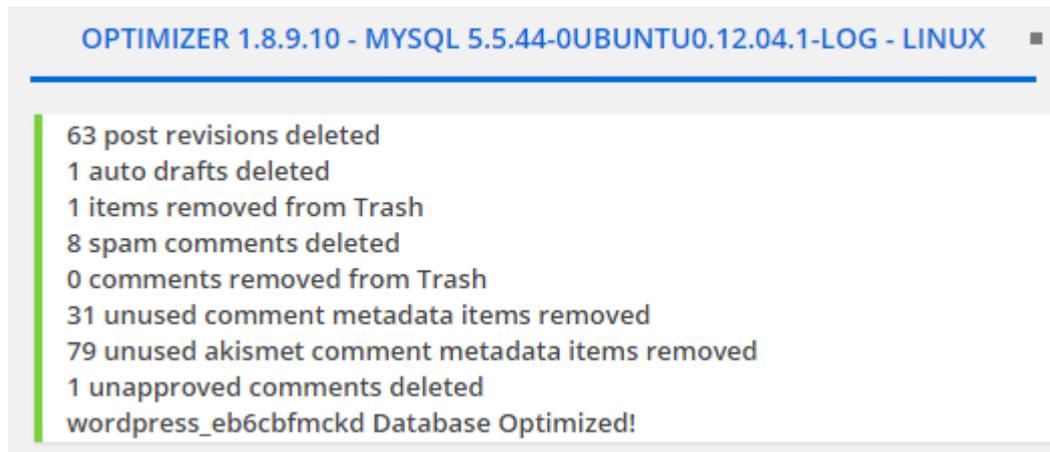
**WP-Optimize**

- Optimize DB
- Removes Spam & Un-approved Comments
- Clears up Trash Posts and Comments
- Can remove all Trackbacks and Pingbacks
- Can remove Transient Options
- Can run automatically
- Can keep X weeks data during cleanup

Simple but effective plugin allows you to extensively clean up your WordPress database and optimize it without doing manual queries.

[Download Version 1.8.9.10](#)

Another plugin to help speed up your blog. I run this plugin once every 2-3 weeks just to clean up my databases. Wordpress creates a lot of extra files automatically, and this plugin gets rid of the ones you don't need.



OPTIMIZER 1.8.9.10 - MYSQL 5.5.44-0UBUNTU0.12.04.1-LOG - LINUX

- 63 post revisions deleted
- 1 auto drafts deleted
- 1 items removed from Trash
- 8 spam comments deleted
- 0 comments removed from Trash
- 31 unused comment metadata items removed
- 79 unused akismet comment metadata items removed
- 1 unapproved comments deleted
- wordpress\_eb6cbfmckd Database Optimized!

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## YOAST SEO

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This is an important one.

I opt to use this plugin on every single one of my wordpress built sites. Even if a theme has built in SEO capabilities, I disable them and use this instead.

It basically optimizes your whole site for SEO automatically. Make sure you set it up right though!

Here's how mine is set up:

## General Titles & Metas

Titles & Metas - Yoast SEO

General Homepage Post Types Taxonomies Archives Other

Force rewrite titles  Enable force rewrite titles  
*Yoast SEO has auto-detected whether it needs to force rewrite the titles for your pages. If you think it's wrong and you know what you're doing, you can change the setting here.*

Title Separator

*Choose the symbol to use as your title separator. This will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in in search results.*

Save Changes

## Homepage Title & Metas (meta description is on the page itself)

Titles & Metas - Yoast SEO

General Homepage Post Types Taxonomies Archives Other

Homepage

Title template:

Meta description template:

Meta keywords template:

Save Changes

## Post Types

Titles & Metas - Yoast SEO

General Homepage Post Types Taxonomies Archives Other

Posts

Title template:

Meta description template:

Meta keywords template:

Meta Robots:  `noindex, follow`

Date in Snippet Preview:  Show date in snippet preview?

Yoast SEO Meta Box:  Hide

Pages

Title template:

Meta description template:

Meta keywords template:

Meta Robots:  `noindex, follow`

Date in Snippet Preview:  Show date in snippet preview?

Yoast SEO Meta Box:  Hide

## Taxonomies - note the "noindex, follow" setting.

Titles & Metas - Yoast SEO

General Homepage Post Types **Taxonomies** Archives Other

**Categories**

Title template: %%term\_title%% Archives %%page%% %%sep%% %%sitena

Meta description template:

Meta keywords template:

Meta Robots:  noindex, follow

Yoast SEO Meta Box:  Hide

**Tags**

Title template: %%term\_title%% Archives %%page%% %%sep%% %%sitena

Meta description template:

Meta keywords template:

Meta Robots:  noindex, follow

Yoast SEO Meta Box:  Hide

**Format**

Title template: %%term\_title%% Archives %%page%% %%sep%% %%sitena

Meta description template:

Meta keywords template:

Meta Robots:  noindex, follow

Yoast SEO Meta Box:  Hide

## Archives

Titles & Metas - Yoast SEO

General Homepage Post Types Taxonomies **Archives** Other

**Author Archives**

Title template: %%name%%, Author at %%sitename%% %%page%%

Meta description template:

Meta keywords template:

**Date Archives**

Title template: %%date%% %%page%% %%sep%% %%sitename%%

Meta description template:

**Duplicate content prevention**

If you're running a one author blog, the author archive will be exactly the same as your homepage. This is what's called a [duplicate content problem](#). If this is the case on your site, you can choose to either disable it (which makes it redirect to the homepage), or to add `noindex, follow` to it so it doesn't show up in the search results.

Add `noindex, follow` to the author archives

Disable the author archives

Date-based archives could in some cases also be seen as duplicate content.

Add `noindex, follow` to the date-based archives

Disable the date-based archives

**Special Pages**

These pages will be `noindex, follow` by default, so they will never show up in search results.

**Search pages**

Title template: You searched for %%searchphrase%% %%page%% %%sep%

**404 pages**

Title template: Page not found %%sep%% %%sitename%%

Save Changes

## Other

### Titles & Metas - Yoast SEO

General Homepage Post Types Taxonomies Archives **Other**

#### Sitewide meta settings

If you want to prevent /page/2/ and further of any archive to show up in the search results, enable this.

Noindex subpages of archives

I don't know why you'd want to use meta keywords, but if you want to, check this box.

Use meta keywords tag?

Prevents search engines from using the DMOZ description for pages from this site in the search results.

Add `noodp` meta robots tag sitewide

Prevents search engines from using the Yahoo! directory description for pages from this site in the search results.

Add `noydir` meta robots tag sitewide

[Save Changes](#)

Social Accounts - make sure you fill in all of these if possible!

### Social - Yoast SEO

Accounts **f Facebook** Twitter Pinterest Google+

To inform Google about your social profiles, we need to know their URLs. For each, pick the main account associated with this site and please enter them below:

Facebook Page URL:

Twitter Username:

Instagram URL:

LinkedIn URL:

MySpace URL:

Pinterest URL:

YouTube URL:

Google+ URL:

[Save Changes](#)

## Facebook

Social - Yoast SEO

Accounts **f Facebook**  Twitter Pinterest  Google+

Add Open Graph meta data to your site's <head> section, Facebook and other social networks use this data when your pages are shared.

Add Open Graph meta data

**Frontpage settings**

These are the title, description and image used in the Open Graph meta tags on the front page of your site.

Image URL:

Title:

Description:

**Default settings**

Image URL:

This image is used if the post/page being shared does not contain any images.

**Facebook Insights and Admins**

To be able to access [Facebook Insights](#) for your site, you need to specify a Facebook Admin. This can be a user. If you have an app for your site, you could use that as well. More info can be found [on our knowledge base](#).

Currently connected Facebook admins:

[Tom Watts - X](#)

Facebook App ID:

## Twitter

Social - Yoast SEO

Accounts **f Facebook**  **Twitter** Pinterest  Google+

Add Twitter card meta data to your site's <head> section.

Add Twitter card meta data

The default card type to use:

## Google+

Social - Yoast SEO

Accounts **f Facebook**  Twitter Pinterest ** Google+**

Add Google+ specific post meta data

If you have a Google+ page for your business, add that URL here and link it on your Google+ page's about page.

Google Publisher Page:

I don't really use Pinterest so I don't have it set up. To do so all you have to do is get a verification code from Pinterest.

You don't really need to worry about too many of the other options. I'm sure others will argue that I'm wrong, but in the interest of saving time, the main part is getting your Google meta information showing correctly, and making sure your social previews are set up.

And that's it! Your blog is now automatically set up for SEO.

## CONTENT

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Now, I could probably write a whole other eBook on how to write good content, but that's not what you're here for! (Maybe soon though)

When I write my content there's only a few core rules I really stick by. At the end of the day, all of the content you write is yours. As long as it conveys the message sufficiently to the reader, then there's not a problem.

I try to optimize my content for readers, but also for search engines.

If you're new to blogging, you may not know much about SEO (Search Engine Optimization) so here's a brief overview;

SEO is essentially the process of making your website as appealing as possible to search engines (mainly Google). This can be achieved through both on-page and off-page modifications.

On-page SEO mainly involves keywords, content writing and images/videos. Whereas off-page SEO looks at backlinks (links from other sites that lead to your site) and generally how "popular" your site is across the web.

There are over 200 contributing factors to SEO according to Google, which is way more than anyone will ever have time to account for so don't let it get to you.

Your site won't start to gain traction on search engines for at least 6 months, if you do know what you're doing with SEO - and up to a year if you don't. So you'll need to focus elsewhere in the meantime, but that doesn't mean forget about SEO altogether!

All I recommend you do as far as SEO in your articles goes is to pick a keyword (a word/phrase that you would expect someone to type into Google in order to find your post) and include it in the article title, the URL and once in the beginning of the article and once towards the end.

The only catch is that **it must be natural**, don't just go throwing keywords in like it's going out of fashion.

Go and read some articles online about how to find good keywords. I'm not going to dive into it, because that's not what this eBook is about.

One of my other rules is I try to make all of my posts at least 750 words long. However, if I get to 650 and I'm essentially "done" with no additional information that I think would be useful to the reader, I generally leave it at that. The 750 limit is just a number in the back of my head.

As you write more you'll start to see what your target number should be and aim to hit it each time to keep consistent. As a general rule, I would say always go higher than 400 words and stay under 2,000 words.

Just because I don't feel like 400 words is enough to convey a message sufficiently, and because Google likes more content, but conversely, a reader may start to waiver at around 2,000 words and lose interest in your article - unless that many words is justified.

Make sure you also include at least one image with each article. No one likes to just look at plain text. An image will liven up your page and make visitors more likely to click on your posts.

Make sure your image clearly conveys the idea behind the post. If you set the image as your post's featured image, and you use the YOAST plugin (which I recommend you do) then that image will be used on social media.

Now tell me, do you think people are more likely to click a plain image, or are they more likely to click an image with text that explains what the image links to?

Clearly it is the latter of those two.

I always add text to my images, for this exact reason. Here's an example from my Facebook page:



I've made it perfectly clear what my post is about, so that when the reader clicks it they know exactly what they're getting into.

You can see why a social post like this is much more attractive to readers than one with just a plain image - or worse, no image at all.

When it comes to filling in the extras on your Wordpress post editor, make sure you add relevant categories, tags and a featured image, as this is most likely what will be shown on social media.

You can easily make these images using [Canva.com](https://www.canva.com) **for free**.

Make sure you pick the "Facebook Post" template and that way you'll know your image is already the right size for social media.

When you first start your blog, you should aim to have at least 3 posts ready to go before launching and starting this process I'm about to teach you. This is because when someone arrives at your site and finishes reading your post, they will then have somewhere else to go after and continue reading.

It also makes your blog look older and more active, making people more likely to come back later and check if you've posted anything new.

If you're stuck on what to write about, here's my take on it;

### 3 STEP METHOD

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#### **1. If I'm creating content for a site that I don't know much about, I start with a title/question related to that niche.**

For example, if I'm writing for a Health and Fitness blog, I will think of a question that needs to be answered. I either check out similar blogs for ideas OR I simply ask my network of bloggers what they want to know about the topic. You can find Facebook groups to join (more on this later) and ask other people what they want to know more about.

#### **2. Then I go and read up on the subject on a few other pages/blogs.**

I literally Google my question. I go and read other peoples posts and I think - how can I improve on this? What can I do to make this more useful to the reader?

#### **3. Then the objective is to try to write a useful post to answer that question as best as I can using the information I've just learned.**

Using what I've just read, I start writing up the post. I make sure I answer the question, incorporating elements of my research but also providing more value to the reader than other writers (hopefully!).

**Note: I said USING the information, not COPYING!**

If you're a company looking to start a blog, then you could take a slightly different approach.

When you want to add a blog to your site, a good place to start is to brainstorm what kind of questions your customers might have. Instead of an FAQ page you can just answer those questions in depth on your blog.

**Example questions you start with:**

- Why is it important that you have a site for your clients?
- How does your site work?
- What are the top ten questions you get asked on a regular basis about your business?
- I'm sure you can think of/have been asked many more questions by your clients!

As you go on, whenever you get asked a question, on social media for example, think whether you can turn it into a blog post or not. I've even blogged email conversations before that I've edited into a post.

Be creative and have fun with it! Your blog is meant to be a little piece of you.

I find that blog post ideas hit me all the time in everyday life. When that happens I pull out my phone or open a note on my computer and simply write down the title.

Then I try my best to jot down a minimum of 5 main points that I could write about in the post. That way I know to make a 500 word article I only need to write about 100 words a point (although I usually write more).

You'll find your own method that works for you after not too long. Practice makes perfect, the more you write, the more fluid the process will become.

## SPECIAL CONTENT

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For the next steps you're going to need a piece of "Special Content". This is one of the most important steps, **so pay attention!**

This can be anything that's highly desirable to your visitors and will make them remember you. Your best bet is an eBook. The eBook

you're reading right now is not my special offer, but you probably found it thanks to one of my other offers! The offer has to be something of high value that your new visitors will appreciate you sharing with them for free.

As I said before though, the goal is to get your blog up and receiving traffic in a day. If you don't have an eBook on standby (most people don't) then another great idea is to start a resources page.

For example, you can see [my Resources page on the Tom Watts Blog](#) which was my first special offer for my visitors.

The idea is to provide a large amount of useful information on whatever topic you're talking about - for free. People will be so grateful that you shared that they'll be begging for more.

You can be as imaginative as you want with this, it can be whatever you want it to be. You can change your offer at any time, so if your first idea doesn't work, don't worry!

A resources page or other online information service will be great for getting shares and comments, but if you want to build your email list (also extremely important, remember) you'll want to use a downloadable product like an eBook, or run a competition where the user needs to submit their email address to enter.

## CONCLUSION

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By now you should have:

1. Your site set up, with a sweet theme installed and customized.
2. Optimized the site to include social media links/share buttons and email signup forms .
3. At least 3 blog posts either posted or ready to be posted.
4. Some kind of awesome, one of a kind resource for your new visitors to either view or download when they arrive at your blog.

## 2. START BUILDING ON SOCIAL MEDIA

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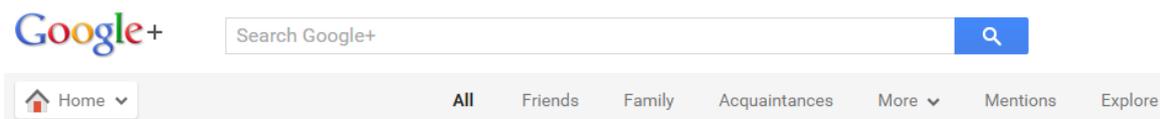
You may think that social media is just a place to connect with your friends. Well you're right, it is, but you haven't met your **blog friends** yet!

For the purposes of this guide, I suggest you only concentrate on 3 social media platforms. This makes it easier to allocate your time and keeps your content focused.

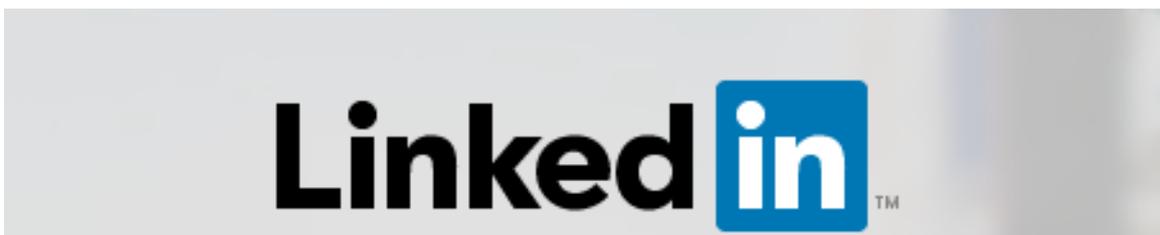
I recommend setting up a Facebook page, a Twitter account and one third social media account of your choice.

Facebook and Twitter have the largest, most generic audiences of all social media platforms and are also the easiest to grow as far as I'm concerned.

The third account really depends on what kind of subject you're writing about. Each platform has their own majority audiences. Here's a list of social media platforms with a guide as to which ones cater to which audiences to help you decide;



**Google+** - mainly internet experts and businesses. Pick this one for SEO and social media blogs.



**LinkedIn** - aimed towards business professionals. Pick this one for business blogs, marketing and sales blogs.



**YouTube** - if making videos is more your kind of thing, go with YouTube.



**Pinterest** - mainly images, mainly female userbase. Pick this one for art, fashion and food blogs - easier to gain traffic than Instagram.



**Instagram** - all images, mainly under 35 age range. Pick this one for art, fashion and food blogs, but aimed at a younger audience.



**Tumblr** - mainly used by teens and young adults. Use this one for teen and lifestyle blogs.

I wouldn't recommend using any others (believe me, there are a lot more out there) but you should be able to make some good progress focusing on one of these.

Go ahead and get your 3 accounts set up. When filling out the information make sure you give as much information as possible. Aim to fill in every box available with information about your blog - make sure you enter your blog's URL.

When it comes to posting, to start with I follow a general set of rules. It's hard to know exactly what frequencies and post types will work for each account - so you'll have to test it.

Here are my general rules for effective social media posting;

1. Post a variety of text posts, image posts and link posts. Variety is important, and Facebook will favour certain types of posts over others depending on your audience and history.

2. Make sure all of your posts are different across your social media platforms - try not to double up on posts and post the same stuff everywhere. Give your users a reason to follow you on platforms other than the one they're currently following you on.

3. Try to stick within my recommended posting frequencies;

**Facebook** - 1-5 times per day, all types of posts, but images and link posts preferred.

**Twitter** - 5-25 per day, different types of posts, text posts more acceptable.

**YouTube** - at least once per week.

**Instagram** - at least once per day, all images with accompanying text.

**Pinterest** - as much as you want. Go nuts.

**Google+** - 1-10 times per day, link posts do best.

You will have to experiment with your own social media channels to find an optimal frequency. The most important thing with most platforms is to not post too frequently. If you fill up a followers feed with just your content, you'll likely be seen as spam and immediately unfollowed - not what you want.

## FACEBOOK PAGES

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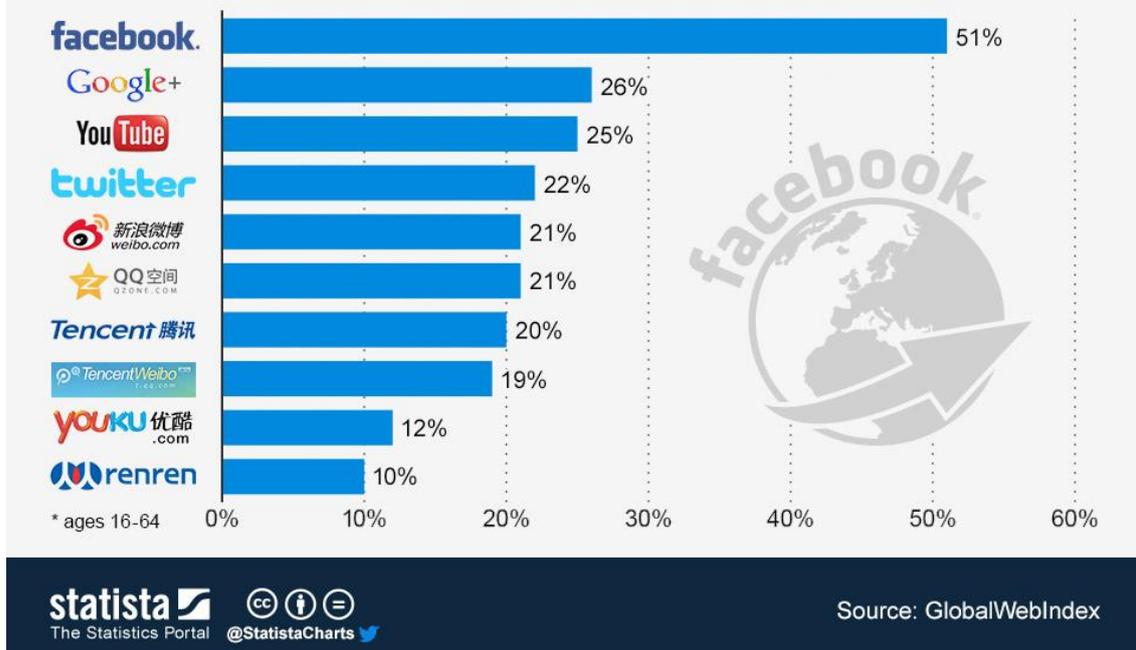
As soon as you start your blog, you should also start a Facebook page.

Your Facebook page is a place where you can advertise your content for free. It's a place where people can easily follow you without submitting their email address or leaving the site they're already on - Facebook.

Why should you care about Facebook? Well, because it is by far the most popular social media site.

## Half of the World's Online Population Uses Facebook

Percentage of worldwide internet users\* who actively used the following social media sites in Q1 2013



(Image credit: <http://www.digitaltsunami.com/2013/05/16/the-top-social-networks-the-latest-statistics/>)

As you can see, Facebook is used by far more people than any other social media platform in the world. In fact, it is used by over half the world's population of internet users.

What does that mean? It means that through Facebook alone, you can literally reach over half of the world.

When setting up your Facebook page, make sure you fill out every piece of information possible.

**About Tom Watts**

PAGE INFO	
Category	People: Blogger
Name	Tom Watts
Topics	Choose three words to describe your Page
Facebook Web Address	www.facebook.com/tomwattsblog
Start Date	Created in September
Address	Enter your address
Affiliation	+ Enter affiliation
Short Description	Hi, I'm Tom. I started navigating the online marketing world around 2 years ago and have enjoyed various successes along the way. Now I'm here to teach you

You want to post interesting content to your Facebook wall; links, images and videos do best.

Make sure you have an appropriate profile picture and cover photo. Mine is just a picture of me smiling. I think (at least I hope) I look friendly and like I may have something to offer.

My cover photo is of a beach.

I live in Canada, miles from any beaches, this picture is actually from a recent trip to Mexico.

But, people like beaches, it gives a sense of relaxation and luxury that I want to interest my followers with.



So by now you should have your Facebook Page up and running. Up next, Facebook Groups.

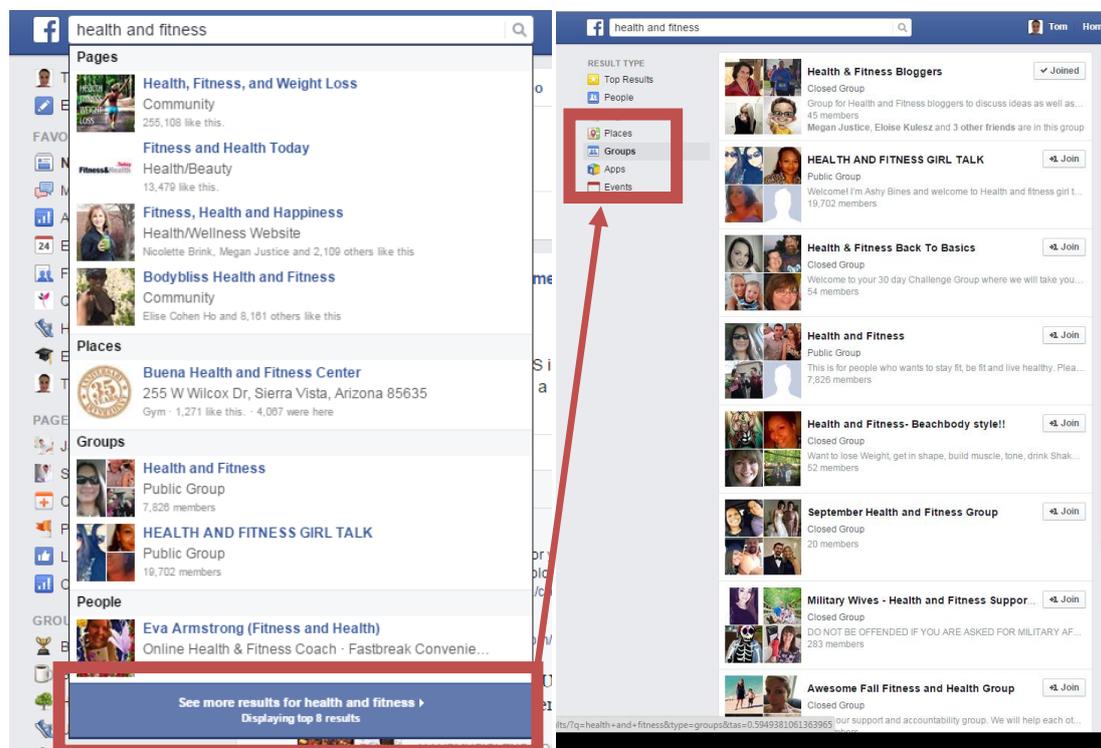
## FACEBOOK GROUPS

So you don't have any Facebook friends - or at least let's pretend you don't. Or maybe you're in a similar situation to I was, where you want to keep your blogging under wraps.

I'm about to tell you how to hook up with thousands of other bloggers in mere seconds.

Log into Facebook and type into the search bar at the top "Bloggers" or "Blog" or "[Your Niche] Blog" and click the option to show just groups.

You will see a load of groups for either bloggers in general, or people who blog about the same topic as you (depending what you searched).



Go through and request to join as many of these groups that look like they'll be useful as possible. I recommend only targeting groups with more than 100 members as you'll get a better response. However, you can sometimes find some smaller groups with more active, focused and helpful members.

Most of them will accept you immediately, others may take a few days because the group admins aren't active, and others may require you to submit some information to them about you and your blog so that they can check you meet their criteria.

Once you're in some of these groups, go back to your news feed and take a look at what's there. You'll see different posts from your new

groups offering things like "like for like", "follow for follow", "share for share" etc.

What happens with these is, you post the link to your Facebook page, Twitter page, or other social media page (whichever the original poster has specified) and everyone else participating in that post will like, share, comment or whatever the goal was.

You HAVE to go and do the same for EVERYONE else. There's no avoiding it, you have to reciprocate. In the process you will find blogs that you'll enjoy to read, as well as other interesting social media pages. But the main thing is, you'll be growing your social media following, and meeting other bloggers with the same goals as you.

What you need to start doing is interacting and responding to as many posts from different groups as you can. People will get to know you and you will get to know those people in return.

Every now and then you may post a link to one of your articles if you think someone may be interested in reading it. There will also be times where group admins just offer for you to post a link to whatever you want for everyone to explore.

You absolutely cannot go to every single page and spam your post to all the members. This will get you kicked out extremely quickly, and then you can kiss goodbye to your new found blog buddies.

Facebook groups are best for: growing your connections with other bloggers and getting facebook page likes.

I want to save you some time and trouble, so here are direct links to my favorite Facebook groups so you can join them. These are all the generic blogging ones, if you use the search bar you will be able to find a lot more specifically focused on your blog topic:

[Elite Bloggers](#) - this one is mine, specifically for Tom Watts Blog readers!

[Blog Engagement/Promotion Group](#)

[Blogging Boost](#)

[Bloggers United](#)

[UK Bloggers](#) - only if you're in/from UK

[Blogger Forum](#)

[Bloggers United](#)

[Blog Life](#)

[Blogger2Business](#)

[Show Your Blog Love](#)

[The Bloggers Group](#)

[Bloggers Forum](#)

[Bloggers Union](#)

[The Bloggers Initiative](#)

[Authors, Readers, Reviewers and Bloggers](#)

These are the best I've found, and without a doubt, this is the fastest way to connect with other bloggers. Once you've joined some of these groups, you should make your own group just for other bloggers in your niche.

What you'll end up with is a more focused power group to share and promote your content with.

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## TWITTER

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Twitter is often an underrated platform, but I've found that it can give you a massive advantage when it comes to fast traffic generation.

My whole method revolves around twitter to generate the most traffic and feed the other streams.

This part is extremely important, so please read it carefully and implement the method in full and in the correct order to get the best results.

Here's my guide to maximizing your Twitter account and generating fast, easy traffic from it.

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### STEP 1: A COMPLETE PROFILE

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To start with, you need to have some content on your twitter feed. I recommend at least 15 posts, consisting of a mixture of link, text and image posts.

This is because you're going to have people coming to check your profile out to decide whether they want to follow you or not. Think about when you visit someone's profile, the first thing you do is to check their previous posts to make sure they're worth following, right?

For that same reason, you should also have a good, clean profile picture and an attractive cover image to match. You can easily make a high quality header using [Canva](#), or if you're struggling to make your own, go check out [Fiverr](#).



Again, on my profile, I have a fun picture of myself and the beach picture too.

I also made sure I had an interesting bio, and included my location and website URL.

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## STEP 2: AUTO-DM

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Social Oomph is a Twitter and Facebook automation service. I find that it's absolutely awesome for its content scheduling, but also incredibly useful for its **automated Twitter direct messages**.

You can get Social Oomph for free for the first week ([Click Here](#)) but after that it will cost a small amount to continue (about \$6/1 starbucks coffee per month - so basically nothing)

*Note: The "first week free" is an offer available at the time of writing. I cannot guarantee it will still be available when you come to try it. If it isn't, I would still recommend using Social Oomph over any other auto-DM provider.*

In the worst case scenario, you can try it for a week, use it with my traffic generating method, and then not take it any further.

But I bet after a week you'll want to keep using it! It just makes the auto-DM aspect of this method so easy, and I find that it works way better than any of the competitors.

If you don't want to pay, you can do this step for completely free with other providers but they will say something like "via [unfollowers.com](http://unfollowers.com)" in every message that gets sent.

This means that they will likely steal traffic away from the site you're trying to show to your new follower, in the eventuality that the follower decides to click the unfollowers.com link instead of yours.

You can pay to remove the extra "via @unfollowers.com" - but it's exactly the same cost per month as Social Oomph. I would recommend going with Social Oomph instead if you don't want traffic stolen from you - which I'm sure you don't!

With Social Oomph (or alternative), **all you have to do to get traffic is get new Twitter followers** - which I can tell you now, is going to happen very quickly.

Social Oomph allows you to "spin" your messages so that they're varied and different every time. You can see that when you're logged in here: [Click Here](#)

This makes it look natural and like you sent the personal message yourself manually.

You've probably encountered this kind of automatic message before - you follow someone on Twitter, and then almost instantly they send you a message to say thanks and push some kind of product on you.

Well that's **not what we're doing**. We want to offer something of value, for free. Something that the new follower will find useful without having to spend a penny.

Remember the "**Special Content**" I told you to create earlier? Now it's time to put that to work!

You need to set Social Oomph (or alternative) up to send a message to all of your new followers to say thank you for following, but also to let them know about your awesome special content.

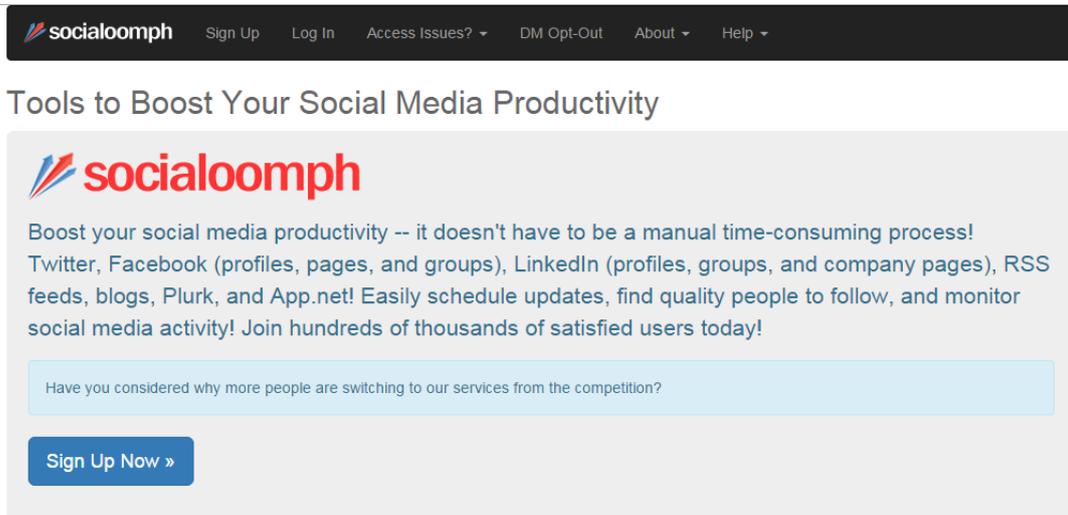
As an example, here's the first message I started using on the Tom Watts Blog:

"Thanks for following! Do you have a blog? Check out my HUGE list of blogging resources here: <http://tomwattsblog.com/blogging-resources/>"

This confirms to the new follower that you were worth following, and if your special content is as useful as you intended, you may have just converted your new follower to a new blog reader.

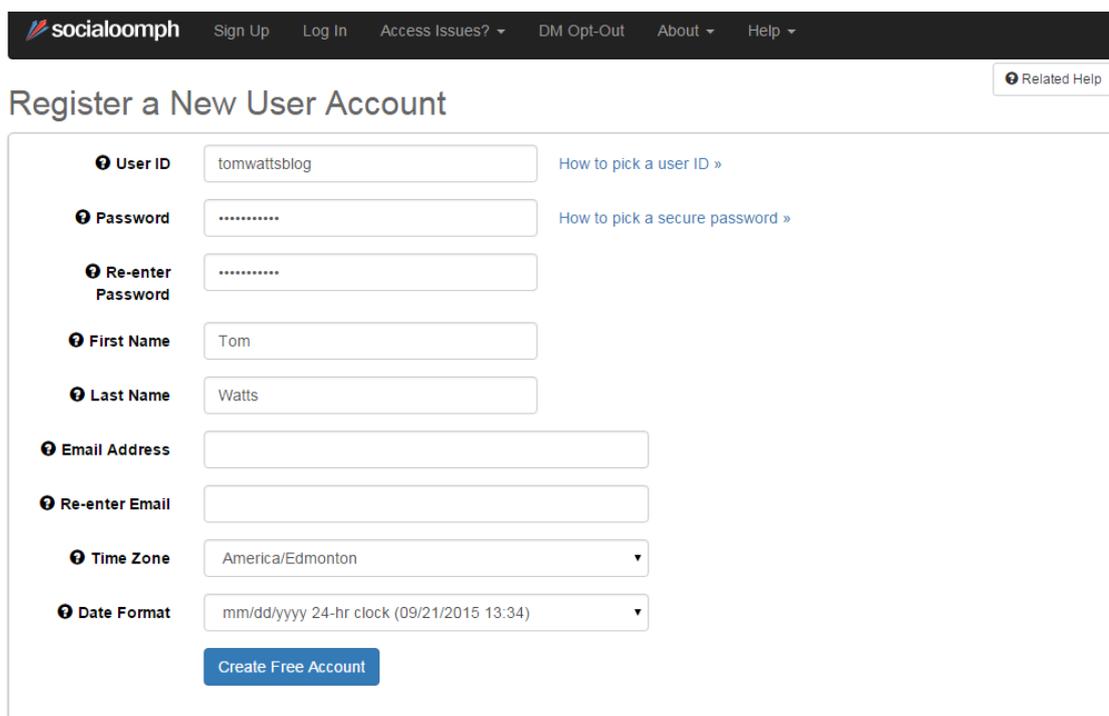
Here's how to get set up on Social Oomph:

First of all, click [this link to get your first week free](#).



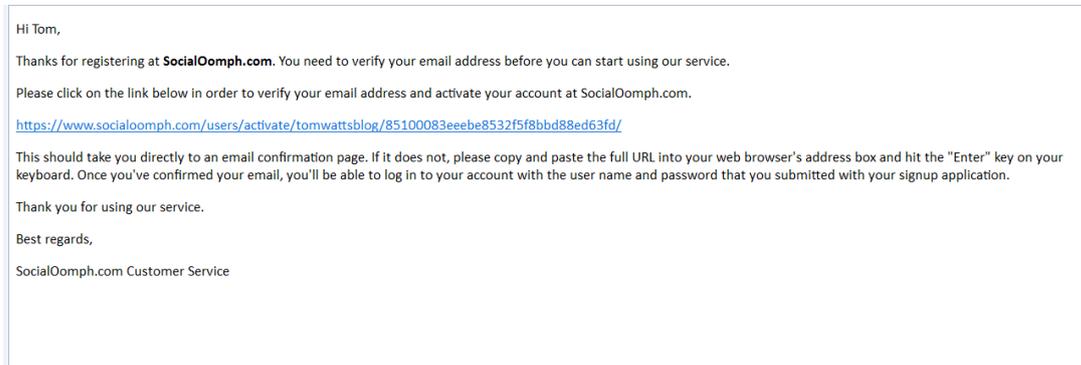
Base Features	Free	Professional
Schedule tweets — Plan, set & forget <a href="#">[more]</a>	✓	✓
Track keywords — Empower yourself <a href="#">[more]</a>	✓	✓
Save and reuse drafts — Save hours of typing <a href="#">[more]</a>	✓	✓
dld.bz URL shortening — Track your clicks <a href="#">[more]</a>	✓	✓

Click "Sign Up Now" and fill in the information on the next screen as per below:

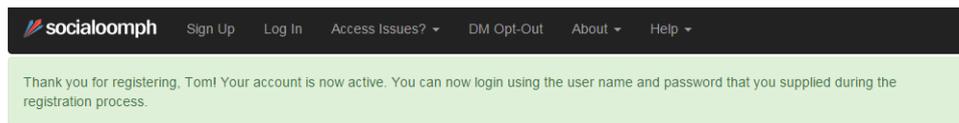


Make sure you enter the right time zone and date format you want! You will be able to schedule content and the timing will come into play later.

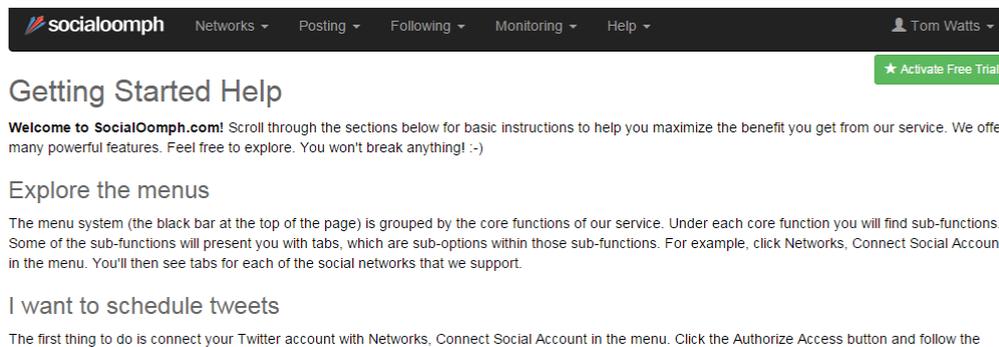
Click "Create Free Account" after which you will receive a confirmation email. Click the link in the email to activate your account.



If you did it right, the link will take you back to Social Oomph and display this message at the top:



Once you've signed up with Social Oomph, sign in and you will be given this screen:



Click "Activate Free Trial" and you'll be taken to this screen:

**socialoomph** Networks ▾ Posting ▾ Following ▾ Monitoring ▾ Help ▾ Tom Watts ▾

Professional Free Trial Professional Twitter Unlimited Follow-Back & Auto-DM

## Start Your Professional Free Trial

**NO Commitments - NO Deposits - NO Forced Continuity**  
It's Old-Fashioned No-Catches FREE & Fully Functional

**Enjoy 168 Hours Of SocialOomph Professional Starting Right Now! Completely FREE!**

If you choose not to upgrade, your account will automatically revert back to a SocialOomph Free account at the end of the trial. The free trial also includes all the features that are available under the SocialOomph Twitter Unlimited subscription. It does not include the features of the Follow-Back & Auto-DM subscription.

Yes, I Want To Start My 168 Hours FREE Trial Right Now!

**Activate Free Trial Now**

Due to serious abuse by spammers the bulk tweet upload feature and the ability to schedule more than 12 tweets every 60 minutes are not active in the free trial. It is available only to fully paid Professional members. We regret this but had to restrict access to keep our service in good standing with Twitter.

Simply navigate away from this page if you want to keep the free trial on hold. Your free trial will remain available to you for as long as we offer the trial.

The free trial does not commit you to anything. If you choose not to upgrade during the free trial, your account simply reverts back to a SocialOomph Free account at the end of the trial.

Tick the box "Yes, I want to start my 168 hours free trial right now!" and click "Activate Free Trial Now" and you will get a success message:

**socialoomph** Networks ▾ Posting ▾ Following ▾ Monitoring ▾ Help ▾ Tom Watts ▾

**ALERT! Huge Savings** Upgrade your account to SocialOomph Professional before 7:42 AM on October 5, 2015 and pay only \$12.58. That's a **WHOPPING 30% SAVING** off the regular price! **Don't lose this deal!** [Click here and upgrade now!](#)

## Congratulations! Free Trial Activated

Welcome to SocialOomph Professional!! You have successfully activated your 168-hour free trial. The SocialOomph Professional items in the menu have now been activated for you, and on the tweet add and edit pages you'll find additional options and capabilities.

Browse around, and try everything. You won't break it, we promise.

Here's what you now have in addition to the already comprehensive benefits of the free version of SocialOomph:

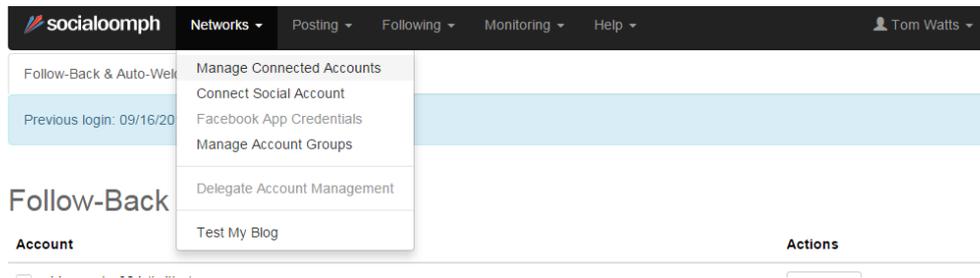
### Manage Unlimited Number Of Social Accounts

- ✓ Connect and manage an unlimited number of Twitter, Facebook, LinkedIn, Plurk, and App.net accounts.

### Easily Find Quality Twitter Users To Follow With Keywords That You Define

- ✓ Enter your keywords and we will search for Twitter users who tweet about those topics and present them to you so that you can decide whether you want to follow them or not.
- ✓ Replicate the Following list (mimic-follow) of up to five Twitter accounts at a time. We will present the Following lists of those accounts to you over time to decide which of those accounts from the Following list you want to follow.
- ✓ On Twitter accounts, the system will automatically add new friends (once you approve them) into your Twitter lists. You can connect a list to a specific keyword or to several keywords. Friends that are found with that keyword will be added to the list of your choice. For example, you could define a keyword of "@yourusername" (which will find people who mention you) and create a private list called "Mentioned Me", which you connect to that keyword. Friend Finder will then add the people who mention you to your Mentioned Me list. Instruct the system to maintain the list at a size of your choice (up to a maximum 500 Twitter accounts), and the system will automatically rotate out the oldest entries when it adds new ones to the

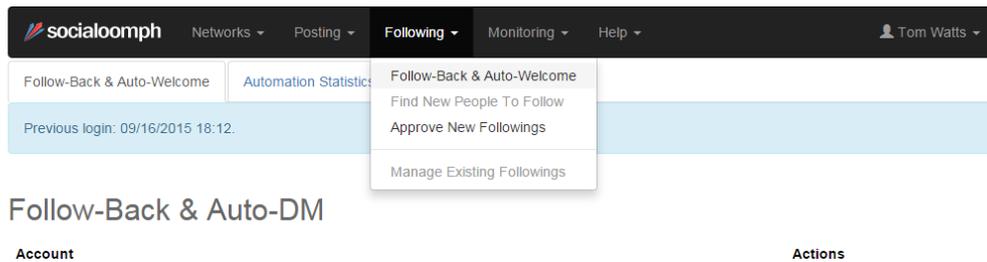
## Go to Networks > Connect Social Account



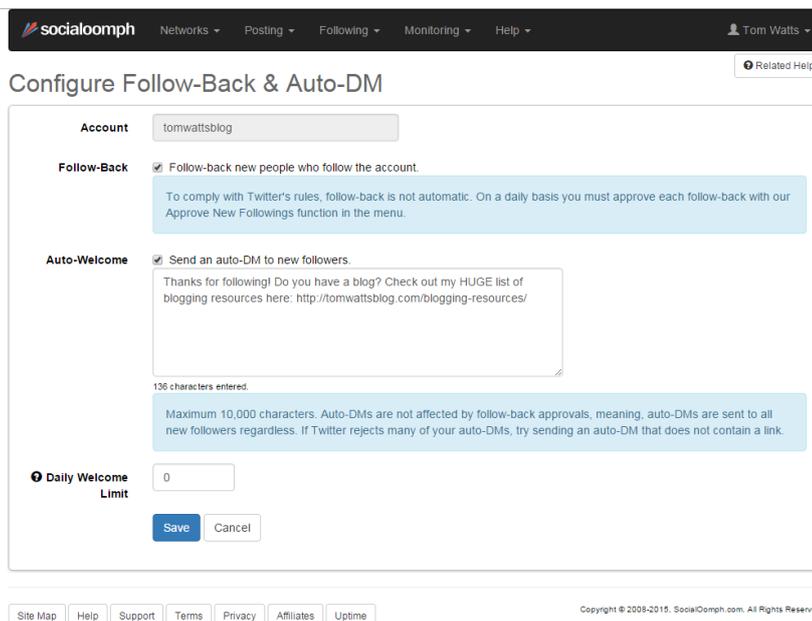
Once there, follow the instructions to authorize access to your Twitter account.

Then click Following > Follow-Back & Auto-Welcome

*You may need to subscribe at this point. I would recommend opting for the full Twitter service as it allows you to post automatically. However, just the "Follow-Back & Auto-DM" option is sufficient for this method.*



Then click "Configure" next to the account you want to set up. You will be taken to this screen:



Tick the box to say "Send an auto-DM to new followers" and enter your message in the box below. Make sure your daily welcome limit is set to 0 - which it is by default.

You're all done! That message will now be sent to all your new followers. You're ready to move on to Step 3.

Extra: The link to the video below will show you the full method from start to finish.

*([Watch this video](#) for a full Social Oomph/Twitter following guide)*

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### STEP 3: FOLLOW, FOLLOW, FOLLOW

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Identify which popular accounts in your niche have a high volume of followers that would also be interested in your content. For example, if you had a women's health and fitness blog, you may go to the "Women's Health" Twitter page.

If you were looking for people who are interested in blogging tips, you could go to the Tom Watts Blog Twitter page.

I like to do this on the app on my phone, I find that my thumb/finger can swipe and press quicker than I can click with my mouse.

There are other tools out there you can use to find and follow new Twitter users, but I have not found any free ones that work well.

Once you get to the page you think has the followers you want, pop open their followers list and start clicking like a maniac.

#### **Literally follow everyone.**

What happens then is the people you just followed will see that you followed them and go check out your profile to see if they want to follow you back.

Once they get there they'll see some interesting content (which you posted in Step 1) and decide that they DO want to follow you.

Shortly after they've followed you, your new follower will receive your automated message; thanking them for following and offering them an irresistible snippet of your blog.

They'll delightfully accept by joyfully clicking your link, and you'll have one new unique visitor and potential subscriber.

You can follow up to 1,000 people per day (don't ask why, that's just how it is) and around 10-25% of the people you follow will follow you back, depending on your niche and how attractive your profile is.

What that means is if you do this every day, you could get around 100-250 new followers per day. That's 36,500 to 91,250 new followers over the space of a year. And it only takes about 10 minutes per day. *Now you know how the big guys do it.*

Out of those 100-250 new followers, at least 10% of them will click the link in your automatic message. That means you will get 10-25 visitors to your link minimum, every single day. All from this 10 minute process, without even posting anything to your feed.

ALWAYS unfollow before you start following again. It'll make your profile look better, and also prevent you from hitting the daily limits.

Once you're done with this step, you need to wait 24 hours for your follow limit to be reset by Twitter. In Twitter's eyes, there is nothing wrong with gaining followers this way. In fact, they *want* you to follow more people and more people to follow you, that's the whole point of the platform!

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#### STEP 4: UNFOLLOW, UNFOLLOW, UNFOLLOW

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Download an app to your phone (there are services online, I just like the ease of doing everything from my phone, try [unfollowers.com](http://unfollowers.com)) and unfollow everyone who didn't follow you back.

Once you're done, you can start the follow process from Step 3 all over again.

With the automated message in place, all you really need to do is keep following and unfollowing each day to build a huge Twitter fan base and send Twitter traffic wherever you want to.

**Important Note:** you **WILL** end up following spam/bot accounts. You **WILL** end up following accounts you don't want to follow. These accounts are harmless to follow. If you find certain accounts posting content you don't want to see, simply unfollow them. You **WILL** also get hundreds and thousands of real followers for free that will interact with your content and visit your site.

If you want to check how many of your followers are fake/spam accounts you can use the free tool at [TwitterAudit.com](http://TwitterAudit.com) - just type in your handle and click "Audit" here's the Tom Watts Blog's follower base at the time of writing;



Only 63 fake followers out of 3,023 total - not bad!

In my opinion, wading through some bots and sketchy accounts to get your message in front of a larger number of people's eyes in a short period of time is well worth it.

As time goes on, you can tweak your automatic message to direct traffic to wherever it's needed.

If you want Facebook likes, link to your Facebook profile and ask new followers for a like in your direct message. If you want email subscribers, ask that of your new followers - and so on.

Apart from Facebook groups like for like, and organic growth; this is also how I recommend you speed up the growth of your third social media account.

This exact method works for Instagram too, however you can only follow 50 accounts every hour and complete 100 actions in total every hour - so that's 50 follows and 50 unfollows every hour.

You can use a message such as:

"Hey, thanks for following! Are you on Instagram? You can find me at @BestInstagramEver and I always follow back!"

You control where the traffic goes, focus on wherever you think you need a boost.

You can alter your message whenever you want to suit your needs.

It's important to note at this point why this method works. What it really comes down to is; **how do I make people aware of my blog without spending a lot of money?**

This is by far the easiest way I've found to start interactions with potential new readers. By sending them a message, you're starting a conversation with them. From there it's really up to the recipient what happens next. But really, if you're giving something beneficial for free, they have no reason not to reply or check out your special content!

As long as you continue the conversation and deliver on any promises made in your auto-DM then you have a high chance of gaining new readers every time you get new followers.

A good way to look at it is that **you're introducing yourself to hundreds of new people every day.**

People who you wouldn't have necessarily connected with otherwise. What happens next is entirely up to them, but what matters is you making that initial introduction and at least provide the opportunity for a connection to happen.

### 3. TRIBERR

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Triberr is one of my newest obsessions. It's a genius idea, where bloggers come together and form "Tribes" with other bloggers in the same niche - to be honest, it's not dissimilar to Facebook groups.

The main difference is that Triberr has the ability to send posts a bit more "viral" than Facebook groups. The Facebook groups are awesome, but they're mainly made up of beginner bloggers without much of their own following.

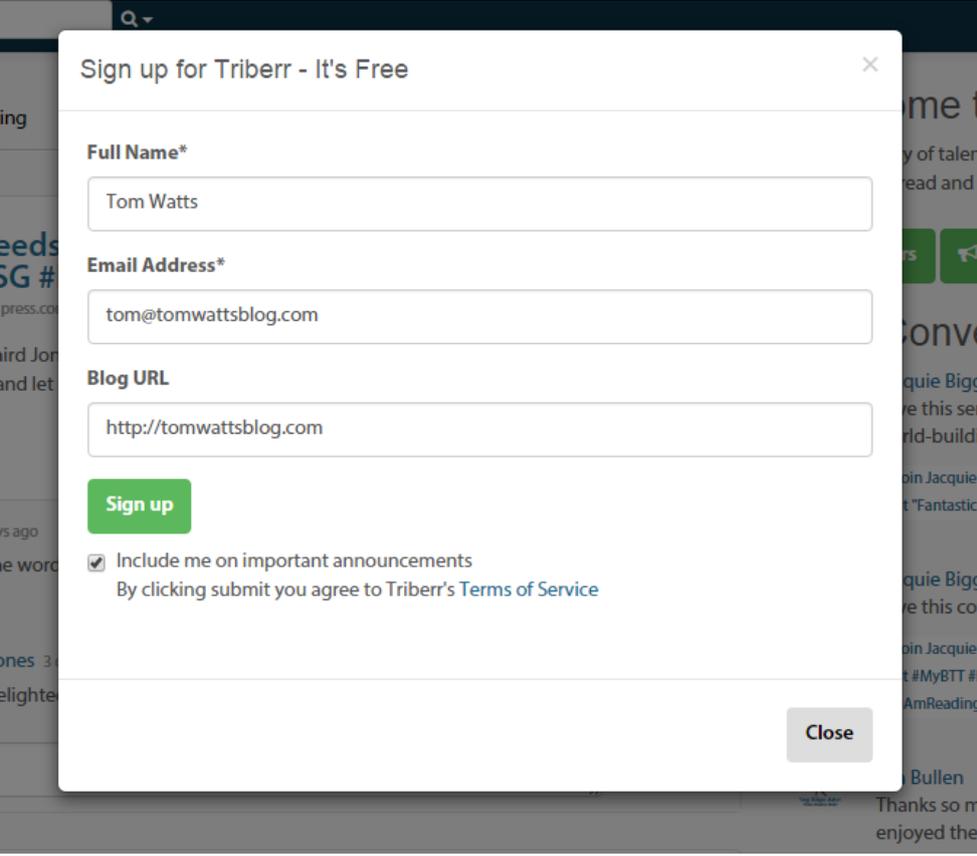
That being said, it's still worth getting the beginner bloggers on your side - one day some of them may blossom into epic blogging powerhouses, and if you play nice, maybe they'll take you with them.

Using the previous step, you should be able to build up a fairly impressive follower base fairly quickly.

Other Triberr users will want you in their tribes because it means they can get their posts in front of all of your followers too.

Here's how to get set up;

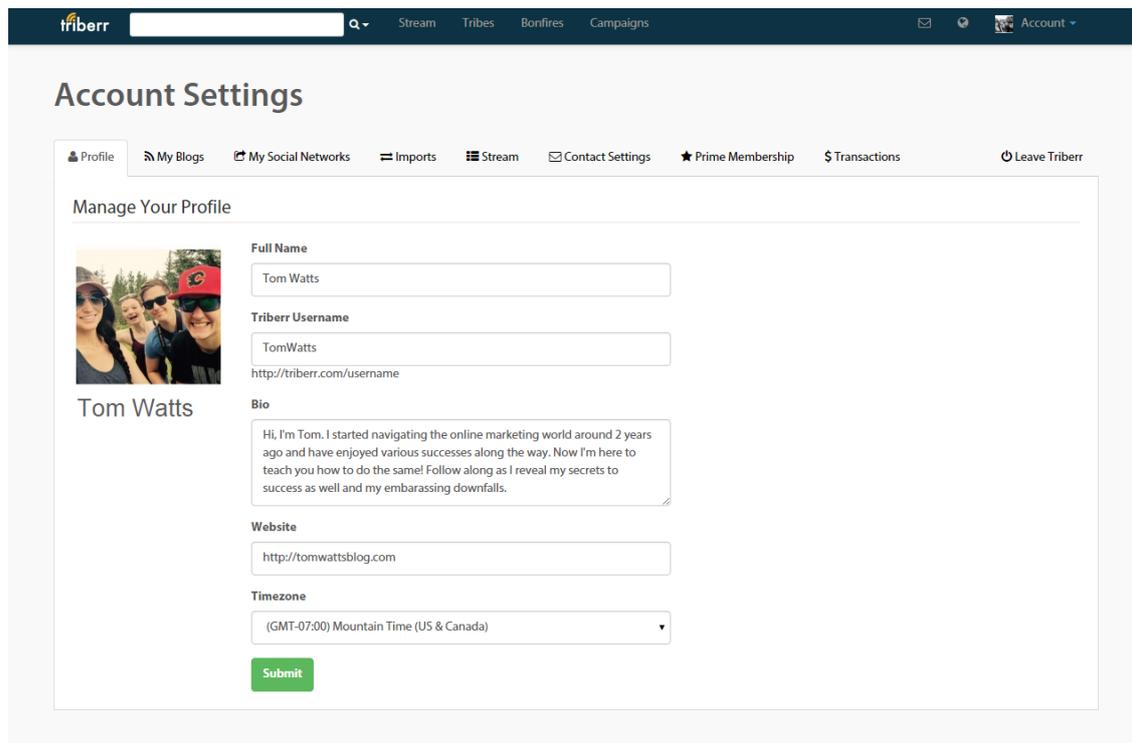
Sign up on Triberr, visit <http://triberr.com> and click "Register" to get started.



The image shows a screenshot of a web browser displaying a sign-up form for Triberr. The form is titled "Sign up for Triberr - It's Free" and includes the following fields and options:

- Full Name\***: A text input field containing "Tom Watts".
- Email Address\***: A text input field containing "tom@tomwattsblog.com".
- Blog URL**: A text input field containing "http://tomwattsblog.com".
- Sign up**: A green button to submit the form.
- Include me on important announcements**  
By clicking submit you agree to Triberr's [Terms of Service](#)
- Close**: A button to close the form.

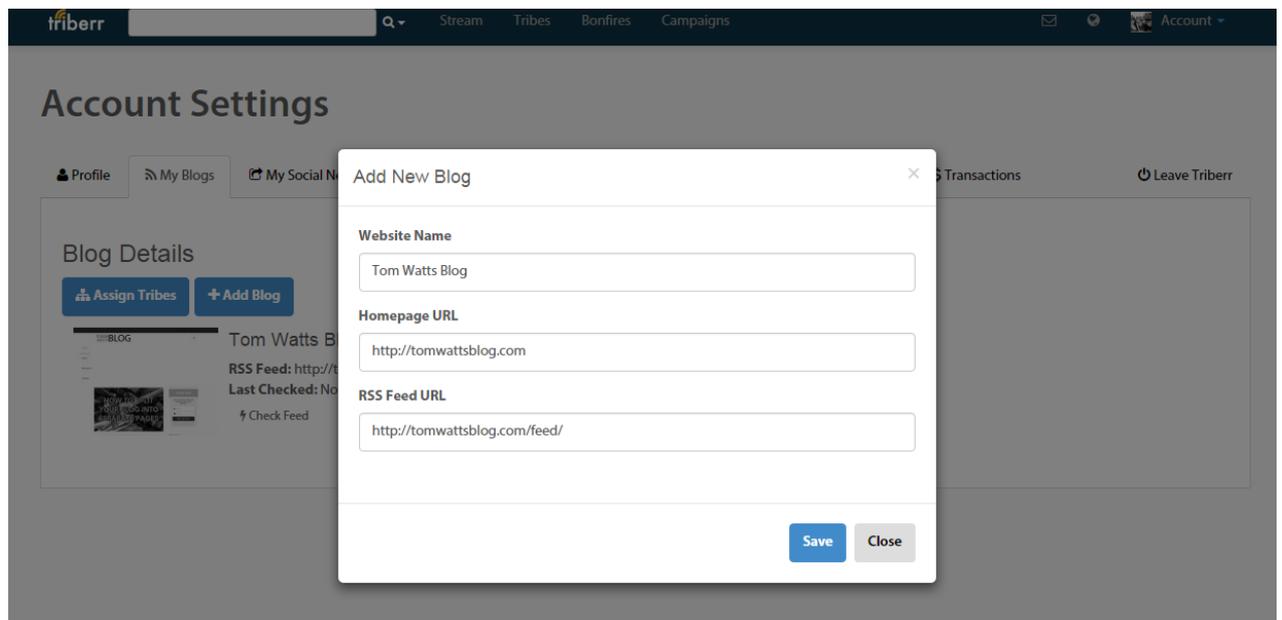
Next, go to Account > Settings and fill out your profile, make sure you add a picture!



The screenshot shows the Triberr website's 'Account Settings' page. The navigation bar at the top includes 'triberr', a search icon, and links for 'Stream', 'Tribes', 'Bonfires', and 'Campaigns'. The main header is 'Account Settings'. Below it, a horizontal menu contains 'Profile', 'My Blogs', 'My Social Networks', 'Imports', 'Stream', 'Contact Settings', 'Prime Membership', 'Transactions', and 'Leave Triberr'. The 'Profile' tab is active, showing a 'Manage Your Profile' section. On the left is a profile picture of Tom Watts and his name. The form fields include: 'Full Name' (Tom Watts), 'Triberr Username' (TomWatts), 'Bio' (a paragraph about online marketing), 'Website' (http://tomwattsblog.com), and 'Timezone' (GMT-07:00 Mountain Time (US & Canada)). A green 'Submit' button is at the bottom.

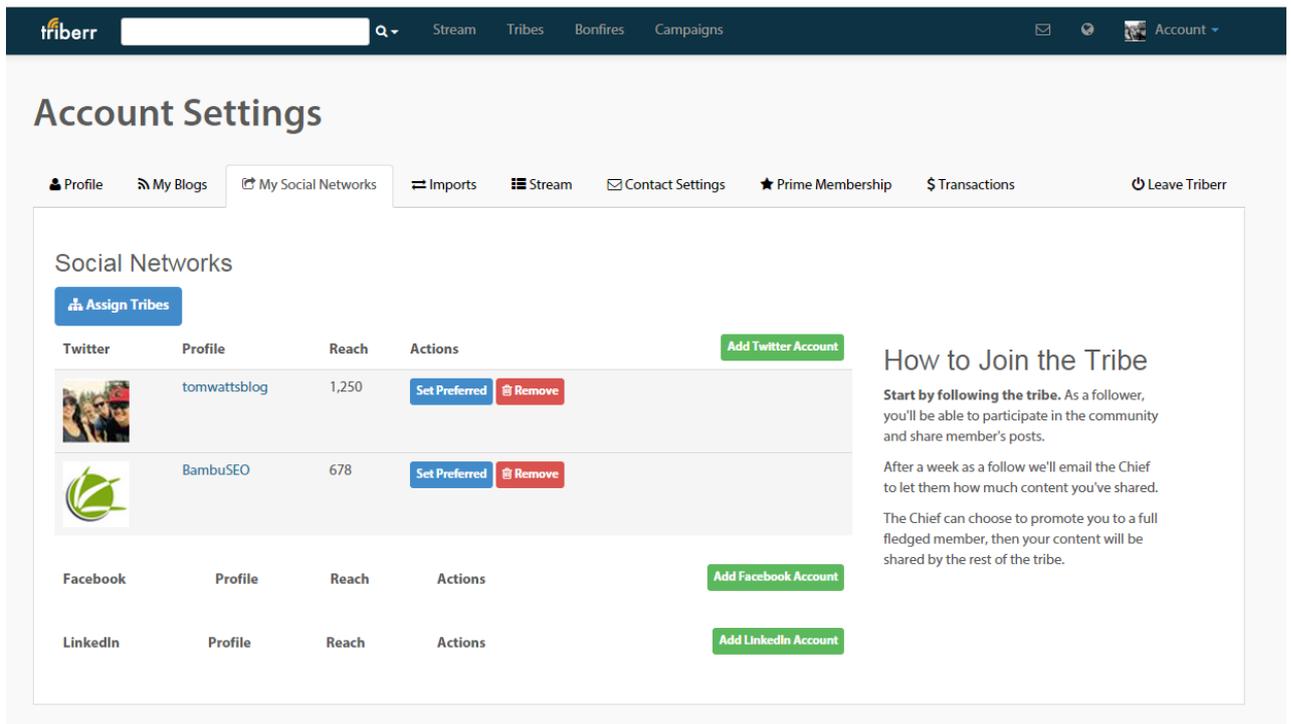
I just copied my about section of my blog for my Bio.

Next click on "My Blogs and add your RSS feed - which by the way can be found at [http://\[yourblognamehere\]/feed/](http://[yourblognamehere]/feed/) - pretty straight forward.

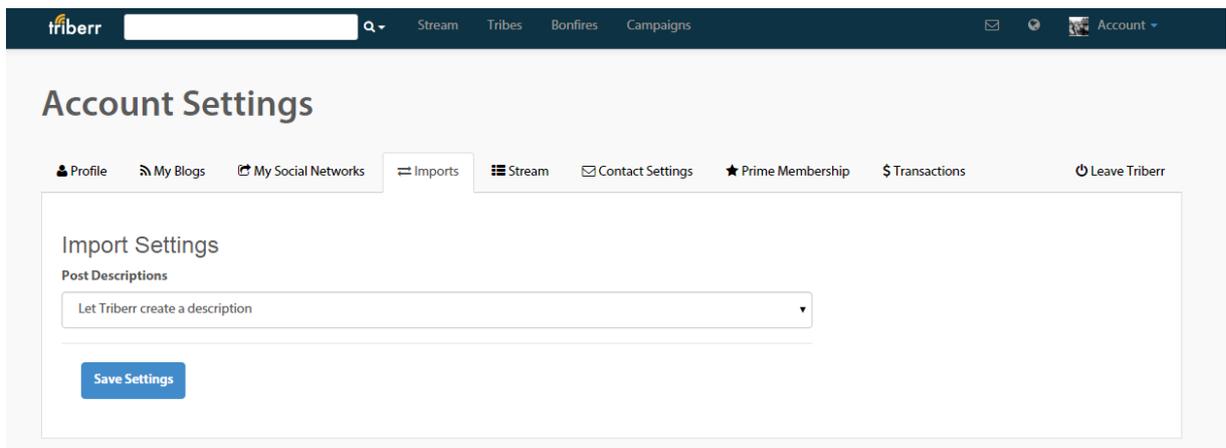


The screenshot shows the Triberr website's 'Account Settings' page with the 'Add New Blog' modal open. The modal has a title bar with 'Add New Blog' and a close button. It contains three input fields: 'Website Name' (Tom Watts Blog), 'Homepage URL' (http://tomwattsblog.com), and 'RSS Feed URL' (http://tomwattsblog.com/feed/). At the bottom of the modal are 'Save' and 'Close' buttons. The background shows the 'My Blogs' section of the account settings, with a 'Blog Details' card for 'Tom Watts Blog' showing its RSS feed URL and a 'Check Feed' button.

Then go to "My Social Networks" and add your Twitter account (and others if you want).

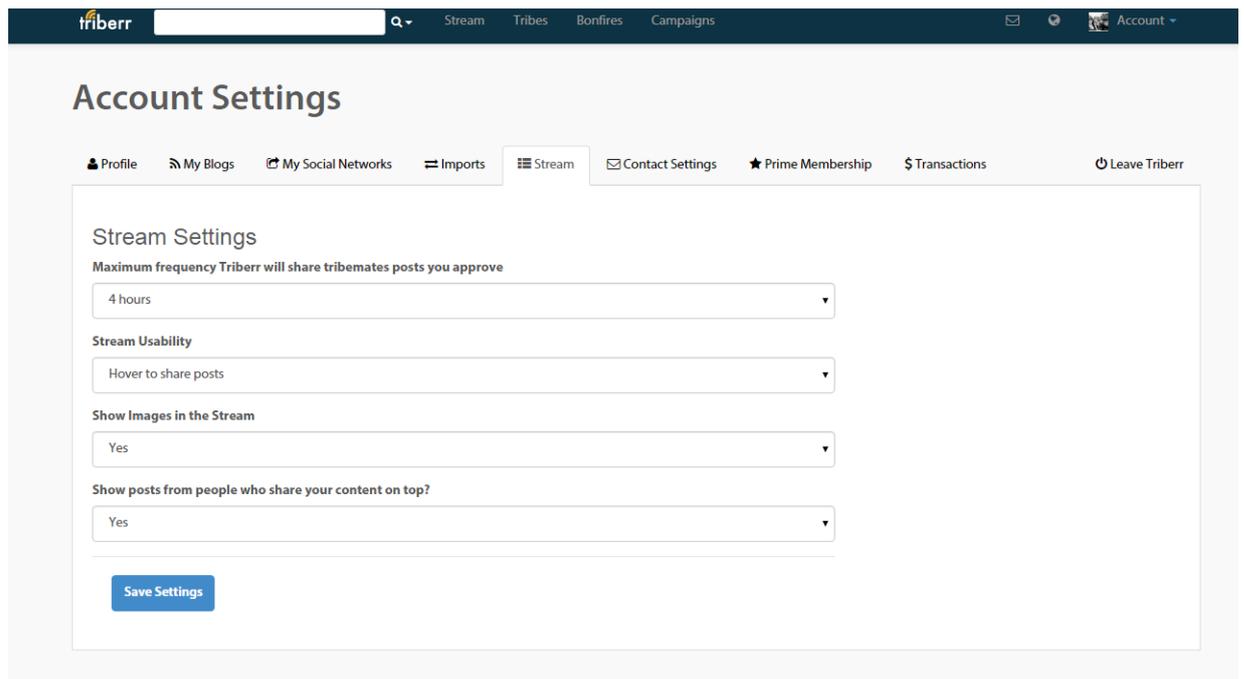


The next tab is "Imports" I set mine to "Let Triberr create a description"



The next one is pretty important. Click "Stream" and choose how often you want Triberr to share posts for you. I usually set it to 4-8 hours.

This means I can queue up a bunch of posts each day and it'll just post them in order of a rate of 1 every 4 hours. This allows me to post my own content without being too spammy and also keep my Twitter feed looking active when I'm actually inactive.



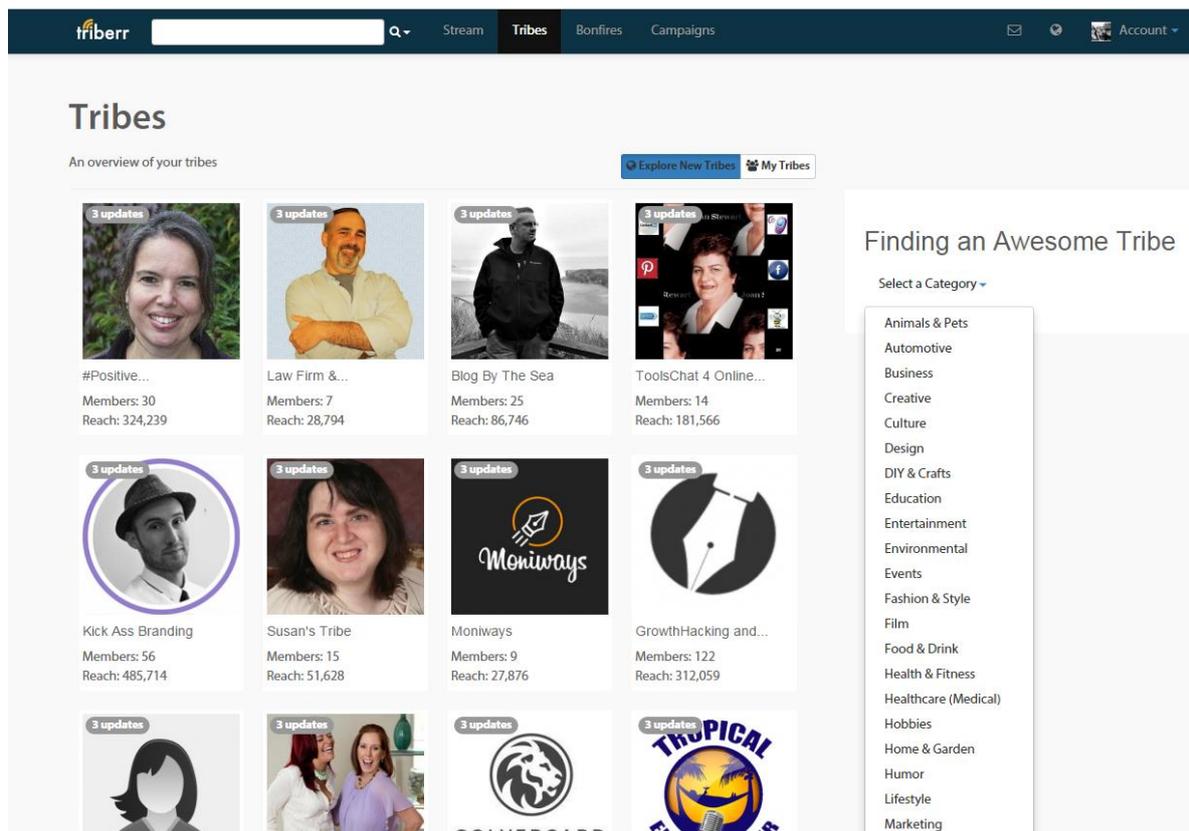
Then go back to your blog and install the Triberr plugin and follow the instructions to connect the API key.

Congratulations, now every time you publish a new post, it'll be published to Triberr too.

Triberr has a lot of bloggers with a bigger following, and so if they share your content then you'll immediately get more exposure.

The problem is, they don't know you, they don't know your content and Triberr won't automatically put it in front of their eyes - so you have to get their attention first.

It works the same as Facebook groups, click "Tribes" from the main menu, then click and choose a category on the right.



Join as many related tribes as you can. To start with you can only "Follow" tribes.

Once you're following the tribe, all of the new posts from those tribes will show up in your Stream.

When you join the tribes though, you are only a "follower" of those tribes, not a "member". That means that the tribe member's posts show on your stream, but your posts don't show on theirs.

You have to be promoted to a "Member" by the leader of the tribe - the Chief - in order to get your posts shown to the rest of the tribe.

To do that, you have to win over your tribemates first. The two key factors I've found to influence whether you get made a member or not are;

1. Number of followers of the Twitter account you're sharing on.
2. Number of times you've shared posts from that tribe.

You're already building a Twitter following using the previous method, so more followers will come with time. It should only take you a couple of weeks to get past 2,000 followers and from that point on you shouldn't have any trouble.

The second point is more important. You need to visit your stream and start sharing. Now, you still want your social profiles to be useful to your audience, you don't want to post any old article.

Make sure you read each one, check out the authors, try to identify which authors have the biggest followings and give preference to sharing their content - if it's good.

The way Triberr works, is once you've clicked "share" it will add it to a queue and then post on the time interval you set earlier.

The reason I suggested leaving a few hours between posts is so that your Twitter account doesn't seem spammy to your followers - especially if they only just started following you.

The people whose posts you share will notice when you share their article because they receive a notification. Most of them will thank you with a tweet (which you should do too by the way, if someone shares your content) which of course you should reply to politely.

At this point you should also mention your blog to them; preferably linking to that **Special Content** you created earlier.

If they like it they'll share it out for you. Well done, you just got a post shared with a huge amount of followers.

To save some time, you can find my tribes at the link below.

<http://triberr.com/TomWatts>

I'll already have some niche tribes set up. If I don't have one in your niche, let me know and I'll get it started. Just comment on the tribe page that you came from my eBook/blog and I'll add you as a member.

Another great way to find new tribemates is to participate in Bonfires.

## Bonfires

Start New Topic

Bonfires



Carsten de

Möchten Sie mehr über Kamagra Tabletten schon? Nun, es ist eine der a...



Blake Vaughan

E-book Marketing



Naresh Goradara

Hi All, My name is Naresh and I am here to share and have fun by sharin...



Search Bonfires

Browse Categories

- General Bonfire
- Triberr News
- TribeUps
- Looking for Tribes
- Looking for guest posts
- Triberr Support
- Feedback & Suggestions

You'll see the link in the main menu, and it's basically a forum for Triberr members to talk about anything they want. They're mainly full of people asking to join tribes or recruiting more for their own tribes.

One way to be more in control of Triberr is by creating your own tribe. Create a tribe for your niche and visit other similar tribes to find new triberrers that may be interested in joining. As long as you're posting content I'm sure they'll be interested.

## 4. KEEP MOMENTUM

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At this point, you're probably starting to get some pretty good traffic. That's awesome, but you need to keep going if you want to really make your blog successful.

You've done all that work gaining traction, and you have a solid foundation to build on. Now it's time to make sure you keep gaining new traffic.

Below I've outlined my favorite tactics for building traffic after the initial launch and traffic building process.

### CONTINUE WRITING GOOD CONTENT

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You're getting traffic now and some of those visitors are going to want to come back. Your job is to make sure you have something new to show them when they do.

How often you post content is entirely up to you. I would recommend at least once per month. More often would be preferable, I usually aim to post at least once a week and sometimes up to 5 times per week depending on the audience.

I don't see much value in posting more than once per day. If anything, your articles aren't going to maintain the same quality and will likely get missed by your less frequent readers.

What it's going to come down to is how much time you have, how many ideas for posts you have and also how well your audience reacts to different posting times.

It's a good idea to experiment with it to find out exactly how your audience responds to different posting frequencies - but there are absolutely no rules set in stone.

### GUEST POSTING

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Guest posting is great. It used to be a tool for SEO where you would donate your unique content to another blog in exchange for backlinks. Nowadays, guest post backlinks aren't worth much. However, what is valuable, is referral traffic from the site you post to.

If you get approached by another site owner to write a guest post, your first question should always be "how much daily traffic does your site get" if it's not much, don't do the guest post.

The main point of guest posting is to get traffic to your site. You want people to see that guest post and be referred to your site. You also want the poster to put it on social media so more people will see it.

When guest posting, make sure you only submit 100% unique, high quality content. The same or better content than you would post on your own blog. Someone offering you a guest post on a high traffic site is doing you a favor, and you should return it by providing them with awesome content.

## BUILD THAT LIST

If, when you previously created your Special Content, you used an online resource like a page or post to direct your traffic to, you should probably start thinking about creating a downloadable item. That way you can start collecting email addresses too.

An email list is/should be the driving force of your blog. As I said before, having a big email list is like having traffic on tap. Every time you write a new post you can have an almost instant influx of traffic.

If you combine this with your social media campaigns and your eventual search engine traffic, it all adds up to a ton of traffic for your site.

## ENCOURAGE COMMENTING/INTERACTION

Whenever you write a blog post or social media update, try to word it like a question or in a way that garners a response.

Just posting emotionless "updates" all the time can be boring for your followers, make sure you give them something to interact with.

If you can consistently interact with your followers it'll be less likely that they'll unfollow you and more likely that they'll click on your links when you post them.

## JOIN FORUMS

Forums are like the old school social media. They're where passionate people get together to discuss and answer questions about things they love.

Join as many forums as you want but make sure you play by the rules. No spam posts. Try to be as helpful as possible and only post a link if it's relevant and useful to the person you're sending it too.

If you don't follow the rules, you'll be kicked out and potentially lose out on some traffic.

## COMMENT ON OTHER BLOGS

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This goes back to what I was saying about the Facebook groups, and how you can exchange comments for comments with other bloggers. When you visit other blogger's sites, be sure to read articles in full and leave comments.

Make sure you include your URL when filling out the comment section. That way you'll get a link, which doesn't count much for SEO unfortunately, but is a clickable link that other site visitors may find your blog through.

In order to entice other readers to click through to your blog, make sure you mention how passionate you are about that specific subject and also mention that you wrote a similar post recently.

Go into as much detail as possible and be sure to make your comment at least 2 sentences long. Your comment will stand out among all the others and get noticed.

Visitors will see you comment and be intrigued; usually intrigued enough to click through to your site. The person who's blog you're commenting on will also see you link and most likely check your blog out and follow/comment too.

## SET UP FOR SEO

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I didn't touch on SEO too much in this guide. That's because the guide is more about gaining initial traffic for your blog. SEO doesn't come into play on new blogs for at least 6 months. You can't just pop up a site and Google's like "yeah, that's what our users want to see" - it takes time for them to scope you out and make sure you can be trusted.

That being said, you should always have SEO in the back of your mind. There are millions of posts out there to help you out, but the main points I would make are in the way you structure your articles as I previously mentioned.

The only other thing to add at this point is that every now and then you should ask some of your new found blogger friends to not just like/share your content but also to link to it.

Google and other search engines use links to your site to determine what your site is about and how authoritative your site is.

It probably doesn't make much sense if you're new to this, but just trust me on this one, I've been doing this a while!

You can build your social media and other traffic channels now, and by the time your SEO starts to kick in it'll just be a welcome bonus to your pre-existing traffic.

## 5. CONCLUSION

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### **Why does this method work?**

1. Twitter is automated to bring you traffic to wherever you want, with the help of [Social Oomph](#), you can send someone wherever you need simply by getting them to follow you.
2. Having Twitter followers also means you have an audience to post to and can gain traffic to your links that way too.
3. A large following makes your site look more reputable to new followers.
4. Getting more visitors to your site will allow you to build up an email list and a larger following on other social media.
5. Having more Twitter followers will allow you to become more popular on Triberr, which in turn fuels more traffic to your new blog posts.
6. Once you get that initial traffic rolling in, it will be easier to build and maintain momentum.

If you put my method to the test I guarantee you will see fast, meaningful results in your traffic stats.

I've tried and tested this with multiple blogs and it literally is a perfect blueprint for getting any blog off the ground.

### ***Thanks for reading!***

Now I'm going to do something most other authors won't.

I want to know; how is this eBook is working out for you?

Whether you're having a huge success, no success, or just having some trouble figuring something out let me know and I'll do whatever I can to assist you! You can reach me at [tom@tomwattsblog.com](mailto:tom@tomwattsblog.com) or get to me through [Facebook](#) or [Twitter](#).

**If you enjoyed this eBook and found it useful, please consider [buying me a cup of coffee \(link at the bottom of the page\) here!](#) There's no obligation, like I said, this eBook is free, and I hope you appreciate it. But, coffee helps me write stuff like this, and if you want more free stuff then getting me coffee is the best way to make that happen :)**

## ABOUT TOM

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Hey, I'm Tom. I'm a twenty-something year old accountant, SEO and web designer. I'm originally from England, but I'm currently living in Canada. This is my story so far...

I started trying to figure out all this "web stuff" in mid 2013, and since then I've experienced my share of success and failures.

I think everyone who's in the blogging and content marketing world starts for one of two reasons; enjoyment or money (or both). For me, when I started, it was mainly for money. I was tired of being constantly broke, I didn't really enjoy working just to pay my bills and it was then that I decided I wanted to make something more for myself.



### **I'm lazy.**

I knew I wanted more money, I knew I would have to work for it, but I've always had a knack for finding an easier way to do things. Call it lazy, or call it smart – either way I wanted the "get rich quick" option.

So I started making stuff. Started trying stuff. BUT TRIAL AND ERROR DOESN'T ALWAYS WORK.

I spent a TON of time making a website teaching people how to do bookkeeping (howtobookkeep.com – not available anymore, although I do still have it). I already knew how to do that and could write about it easily – so I did.

I spent months on the site; making content, trying to gain traction, but it seemed like the audience wasn't really there.

I should have quit at that point but I wanted so desperately to make money. So, following guidance from the online world, I created an eBook on how to manage cashflow for small businesses (a topic that was relevant, but not appealing to my audience at the time – duh).

Somehow I miraculously made 3 sales. Three sales at \$27 per copy meant \$81 in my pocket. But, since the book took me around 30 hours all in all to write, edit and produce; that works out at under \$3 per hour – not enough.

### **So I switched it up!**

I didn't want to spend any money, but free online resources were only getting me so far.

I caved and bought a few online products that I was confident would teach me what to do. I won't tell you here what I bought and how it did/didn't help – I'd rather save that for the blog!

Anyway, I started trying out affiliate marketing. My aim was to get sites to rank on Google for very specific keywords and to offer genuine reviews for products in the hopes that someone would like the review and therefore click through and buy the product, giving me a commission.

It was a complete flop.

I think I made **one** sale throughout the whole process. One sale with a commission of around \$20. I knew what I was doing worked but I just wasn't getting enough traffic to the site to make any real money from it.

So I started thinking more about how to get traffic. Google, social media, traditional advertising – it was on my mind constantly.

### **But I still needed money.**

Meanwhile, I bought a book called "[The Laptop Millionaire](#)" – which I still recommend to anyone interested in entering this industry by the way – in which I learned a lot of new things. One of the things that interested me the most at the time though was a site called "[Fiverr](#)".

Fiverr is basically an online marketplace where people buy and sell services/products for \$5. You can add extras and give custom offers to make more money but the basic "gigs" are always \$5.

### **So I started a Fiverr account and got going.**

I made a few sales but didn't really get much interest at first. It wasn't until I bought a product through my old affiliate advertising program that I actually had any success.

It was an eBook called "[Fiverr Success](#)" and it literally taught me everything. Within a week I went from an average of less than one order a week to averaging a minimum of 10 orders per week.

### **SUCCESS.**

At last I was making some money!

I carried on like this for a couple of months, happy with my additional \$250 or so in extra income. But it didn't take me long to realize that this wasn't an effective way to make money.

Sure, the extra money was great, but what occurred to me was that this isn't scalable. It was going to be very hard to sustain a business or make **SERIOUS MONEY** from these small \$4-8 average sales (after Fiverr's fees – 20% – which is ridiculous by the way) **although I will admit that it is a great way to get started or earn a side income.**

It struck me that I would have to make 500-1,000 sales a month to make this “business” justifiable. I came to the conclusion that this just wasn’t a reality, and after peaking at \$300 sales in one month and dropping below \$200 the next, I knew I had to change something.

### **So I got my thinking cap on.**

I already had a small income stream here that took minimal effort to maintain, but wasn’t really going to grow. I didn’t want to offer more expensive services through Fiverr due to the fees. But I realized that I **could** upsell to the customers I had already had on Fiverr.

I was also really interested in how to get sites to show up on Google. It was a mystery to me – even though I’d probably read over a thousand blog posts on the subject.

So, I bought another course. I’d learned before that sometimes it’s just easier to pay someone a small fee to find out information that saves you countless errors and valuable time.

I continued selling on Fiverr, but when I delivered their order, I would say “Hey, so you just ordered this SEO gig from me, would you like me to manage your SEO completely for you?” and that’s how [Bambu SEO](#) was formed.

I gained a few clients quickly and worked my butt off to try and keep them happy. A few have been lost along the way, but the good ones have remained.

I started Bambu SEO in January 2015 and it continues to be a good source of income – that’s a story for another post though.

I’m not saying you should go onto Fiverr and start an SEO business and do things the exact same way I did. It won’t necessarily work. What I am saying though is that when you hit a roadblock in this business you may have to use your imagination to get around it. Every problem has a solution, you just have to find it.

That’s why I started this blog. I’m so thankful for those that helped me and taught me along the way, and now I want to help others.