

# Be better at blogging

## 10 blog secrets revealed



## About Marketing6pack

The huge benefits of marketing used to be only for the success of big companies. Our mission is to give this same to individual entrepreneurs and small business owners. Your company can be successful and grow continuously if you do marketing, and do it right.

And we want to help you succeed and grow:

Create a Marketing Funnel from planning to execution

Use Facebook messenger marketing like a pro

Set up your Autoresponder campaign in a weekend

And more

## Introduction

Your blog drives traffic to your website, engages your readers, and demonstrates your expertise in your field.

At least it should.

But does it?

Many companies who run their own blogs don't get significant traffic from it, and don't see any interaction. Your blog will rank poorly if you don't have high-quality, engaging content with proper SEO. But how do you make your blog successful?

Here are 10 tips to make your blog grow:

## 1. Write down every idea

You know, it's not the time to evaluate if an idea is good or throw it away right at the time when the idea hits you.

## Be better at blogging - 10 blog secrets revealed

I am an idea-machine and my ideas come no matter what – if I have a bunch written down or if I just get a new one.

I always have ideas. Always. I have a notebook and a pen at my nightstand. At my desk. Actually more pens at my desk. In the kitchen. At the patio.

So I can be always sure that I don't miss one. When you write down your ideas, you automatically focus your full attention on them.

## 2. Keyword Placement

There are many search engine optimization tips that you can use in your blog post.

The most important trick that elite bloggers all know is to front-load keywords in your blog post content and titles.

This means making sure that you use keywords at the beginning of your post if you can.

However, it has to make sense, otherwise it won't seem natural and people will feel like they are just reading a list of keywords. Make sure keywords work organically within the post.

You should include keywords in the title, sub-titles, a few times in the body copy and in the URL to maximize the positive effect it does. When you pick a keyword, check how popular is it in search.

For example your keyword is "editorial calendar" but the keyword "content calendar" is more popular, then go to the next step. Where you determine how much competitors serve the same keyword, and how strong they are.

Sometimes using a less popular, but less competitive keyword brings faster results.

You can also set long-tail-keywords for a whole phrases that will makes your page more unique, and is set for more specific search queries.

### 3. Make Hyperlinks Open in New Windows

This simple blogging secret can dramatically increase your crawl rate.

You don't want your readers to jump to another website and leave you—you want them to stay on YOUR site!

Using this simple technique won't take long to master, but it could dramatically improve your bounce rate.



## 4. Use a conversational tone

Use a conversational tone, and don't use long, difficult sentences either.

If you wouldn't say it in a casual conversation, don't write it in your blog.

No one is going to go out of their way to read a blog that sounds like a research paper or an instruction manual.

In real life, you would use words like "you" and "I" so use them in your blog too, just like you would if you were chatting with your friends. Speak directly to your readers and add a little personality to your blog.

The biggest reason people keep coming back to their favorite blogs is because they like the blogger—so make them love you!

## 5. Post frequency

This one can't be overstated! You need to be post at regular intervals.

If you post on an inconsistent basis, you'll lose repeat readers that look to you for their "blogging fix".

If it's a challenge for you to post regularly, ideally at least a couple of times a week, consider creating an editorial calendar to help you stay in track.

The more content and the more regularly you publish, the better chance your blog has to grow.

## 6. Be patient

Success doesn't happen overnight.

You need to stick with your blog, post consistently, work on it every day, and be patient.

Be sure you do great SEO practices, and include every tip in this article to get the most out of it.

Once you provided great content that people can find easily, it will naturally come that people share your page, giving you valuable back-links, and extra traffic.

## 7. Design

The way your blog looks has a significant effect on its chance for success.

Makes sure all posts look consistent in design, from your choice of images to the page structure. Readers expect a certain degree of predictability; a sudden change can throw them off.

Graphic design is a complex practice, but at least master the basics.

Canva is one of many ridiculously easy-to-use tools that bloggers can quickly master to create shareable graphics and images.

## 8. Have a Call-To-Action

If you want your readers to take some action (subscribe, dig deeper into the topic, etc.), tell them!

Every blog post has to have a clear goal and a call to action for that goal.

It can be brand awareness, lead generation, a lead magnet offer, an announcement, or to generate more sales.

I personally always start a blog post with the call to action, and work my body copy all the way back to the headline, which is the last thing I create for a new post.

## 9. Make it scan-able

In the last few years, we heard that long, complex blog posts are better both for search engines and user experience.

And though there are occasions in which readers will want to dive into a blog post and really soak it up, sometimes they just want to look it over for its major points.

Content marketing changes, and it becomes more specific, shorter, and easy-to-digest.

Write to accommodate both types of readers. Using lists, bullet points, illustrations, icons will help orient those segments of your audience who only have a few minutes to consume your blog.

## 10. Check The Facts

Credibility is a big deal when blogging. Any time you repeat a fact you've heard, do a quick Google search to make sure you're spreading it right, or check Snopes to make sure it's legit.

Never put statistics in your blog without a link to the source.

If you publish facts that are not true, you will look like you don't know what you're talking about, and it can quickly create a bad reputation for your blog.

There are basic conditions your blog has to meet to be able to grow. If you are sure to include all of them in your blogging efforts, you will start to see changes quickly (ok, relatively quickly, because blogging is a long-term process).

# What's next?

Learning the best marketing practices can be helpful for running a business...

...But ACTUALLY DOING is what makes companies grow.  
That's what M6P VIP Club is all about.

And right now, we're offering it as a 30-day free trial.

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