

BLOGGERS ROADMAP



THE HIGHWAY TO BLOGGING SUCCESS

Bloggers Roadmap Leaked Chapter

A no nonsense guide to starting a blog that works

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The Legal Bits

Yes, I have to put this in just to keep the legal team happy and in a job. Please give the below notices a quick read then you can get to the super cool content.

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Welcome to the Leaked Chapter

My name is Dan Sumner and I earn an income from the internet and have done since 2005. I'm not a millionaire; I don't have a private jet or a Ferrari I'm just a regular guy enjoying the ride with the most important part of my life, my family.

My main focus within the internet marketing business is to live a free lifestyle by using the internet as my tool for creating digital products which others find useful. I am not a scam artist, I will not sell products/information that doesn't work and I don't have all the answers. Like you I'm learning every step of the way.

I own, partner, and have been involved with several internet marketing businesses. I own and develop online products for myself and partners, I've built various coaching programs from monthly coaching tips and product development programs, to coordinating modules for huge training courses worth 1000's of Dollars.

In this book I want to show you some of the tips and techniques to creating a better personal or business blog. You will also find in this report links to my [Bloggers Roadmap Video Series](#) which will take your blogging skills to the next level, and beyond.

Enjoy the Bloggers Roadmap Leaked Chapter.



Traffic and Building Your Audience

Let me place a real world example in your mind here, please bear with me. Imagine you have a brand new bricks and mortar business in a dark insignificant part of your local shopping mall (this is your new blog). Why? It's simple, no one knows where your business is, no one knows you exist, and no one knows who you are at all!

You may have the best stock/products (content) on the planet, but without exposure you are still in the dark. Your products mean nothing to anyone because there are no maps, banners, flyers or information to find out where you are.

“How you can you get people to your business?”

A steady stream of visitors to your blog is what you are looking for (This is Your Traffic).

Without people visiting your blog you will not make any sales or at the very least a lead or some kind of word of mouth e.g. “Did you check out that new store in the mall yet? It's cool check it out!”

No visitors pose a very big problem. If you have no visitors to your blog you have

NO SALES

NO LEADS

NO EMAIL SIGNUPS

NO LIST BUILDING

And most of all NO PROFIT!

How can you rectify the problem? How can you grab the exposure you need? But most of all, how can you get the visitors (your traffic)?

The answers to all these questions are the same for your online business as they are for a physical bricks and mortar business. You need to generate exposure by putting in place certain techniques to bring in the traffic you need to generate profits. By doing this your traffic streams will grow and so will your PROFIT, LIST BUILDING, LEADS, AFFILIATE SALES and EMAIL SIGNUPS.

I'm sure you can see now the importance of traffic and why we all need it. One of the key elements to making money from your blog is to generate traffic. One way or another we all need visitors to our blog to create income from our products, PPC ads, advertising and affiliate links and so on. Without traffic your site may as well be dead. Harsh I know but this is the truth. There are no two ways about it. No traffic means no visitors and ultimately no income.

You see without traffic we would not be able to gather subscribers and regular visitors to our blog. Having none of these streams spells disaster, without them you are going to find creating an income very hard indeed.

One single source of traffic will not usually create all the traffic you will ever need to your website. The secret is a combination of traffic streams to create those explosive traffic stats you always wanted.

Below you will find some great traffic sources which you can use.

You've built it...But they won't come!

Didn't the old expression go, "If you build it...they will come?" Yes, so imagine how disappointed you will be when you have your new blog setup, new graphics, opt-in's content etc etc and nothing happens.

However, it's important to understand that building a blog is merely 'step one'. Creating great content is 'step two', and then there all of the steps afterwards, and this is what many blog owners forget. Creating a blog is just the first part of an aggressive campaign of content development, community relationships and link building..

How your blog is found by search engines

A refresher course on how websites are discovered may prove helpful as you start your traffic campaign. No website is instantly searchable by Google. Rather, a site's content is written and then you as the owner will 'inform' the major search engines that there is new content to 'crawl' and then 'index'. Based on each search engine's unique algorithm, your site will then be ranked and your Search Engine Results Pages (SERPs) returned based upon keyword requests from users.

The question is: "How do you get the attention of search engines?"

When the Internet was young, the best way to do it was to simply submit your URL to a search engine's 'Suggest' page. However, times have changed and there are simply too many sites and too many pages to take into consideration. Now, companies prefer that you notify search crawlers by way of 'pinging' search engines when new content is available. There is an automatic way to do this (which we will discuss a little later), as well as a manual submission method involving visiting the site you want to be indexed by, and submitting your sitemap document.

Keep in mind that just because a search engine has been 'pinged' does not mean you're going to get the royal treatment. While some popular sites and search-friendly sites have the privilege of practically 'live' search results, less popular, new and rarely updated sites will only be crawled and indexed on a periodic basis.

If your optimization methods are poor, you may actually be listed, but appear far down in the rankings that you might as well not be listed at all. This usually happens when you disregard advice about proper "optimization" techniques. For example:

- Each page should have a proper title
- Each page should contain meta tags and descriptions

- The domain should be keyword friendly
- The website should be updated on a regular basis

You also have to remember that some search engines customize their own SERPs. While Yahoo is powered by Bing, results can vary. Yahoo definitely plays favorites and favors websites that:

(A) Pay the Yahoo business listing fee

(B) Link to multiple subdirectories within the Yahoo URL universe.

Many search engines are powered by Google, but actually individualize search results based on various algorithm 'tweaks', and their own human editors' judgments.

There are multiple factors a search engine application will consider when listing your site for various domains and they can include everything from content-centric reasons, to keyword usage, to local interests or even personal affronts—that's right, you can inadvertently annoy the search engines and they will penalize you! Hot topics at the moment are mobile optimized sites. Google is allegedly overlooking any sites that don't have a mobile optimized blog... Check your new theme supports this or pay the price.

Free vs Paid Traffic

There are so many variables when it comes to paid vs free, I could write a whole report about it. The basics come down to how you want to generate traffic and how you spend either your time or your bank balance. There are pro's and cons to both, but both can be equally as good as the other.

Personally, I don't use a lot of paid traffic; I rely on link building, auto responders, products launches and social media shares. It works.

However if you want laser targeted traffic on tap instantly, it's time to get your wallet out and start spending.

However, if you can do this right and generate qualified leads and sell them for less than you paid for them, then congratulations, you have mastered paid traffic. Most people end up spending a fortune and walk away feeling unsuccessful and hurt. I've been there.

But hey let's take a look at a few techniques below.

Step 1: Develop a complete step-by-step strategy.

Step 2: Create a list of realistic goals, specific and based on your online progress. (i.e. total number of links, PR rank, #1 for targeted keywords, total traffic, sales conversions, leads, total sales, profit in sales, etc.)

Step 3: Create a means of tracking investment for time spent, any expenses you use, and compare profit/loss to determine if you are generating cash flow.

Step 4: Install analytics software on your site with Google analytics.

Step 5: When you are ready to begin the campaign, make changes to your site (based on our upcoming recommendations) and notice positive trends that you can capitalize on.

Search Engine Optimization (SEO)

SEO is a skill, there is no doubting that. You can't just rock up and become an SEO expert it's not as easy as it once was in the early days. Now there is competition to deal with...

WordPress or should I say content is by default highly key word rich. We write to provide information and Google loves this. Google relies on the content provided by websites by crawling them for information gathering keywords along the way to make the search engines more efficient.

On a side note, you may have been a victim of Google's infinite wisdom when they change their search engine algorithm and decimated a tonne of websites in the Panda updates. This is just a fraction of the power Google has over ALL websites across the web.

A fitting analogy for this would be "Don't have all your eggs in one basket". Multiple traffic streams are always the best course of action.

Although with that said, if you have good SEO and good quality links back to your blogs from repeatable sources, then you should be just fine.

So when it comes to SEO, you should keep an ear to the ground so to speak with regards to Google and their changes.

Recently, Google have been rumoured to penalize sites for non mobile responsive websites. If you are not down with your SEO you could miss out. It's not just about links and key words, there are more factors to consider such as engagement from human interaction, social media, quantifiable content and more..

Fortunately for bloggers we can create searchable content by default and good key words by default. Plus with the invention of some very cool SEO plugins by Yoast we are in with a shot.

But remember, just because you have a plugin, doesn't mean that you are going to hit page 1 of Google with every key word optimized post. For a good search engine optimization routine, go for:

- Good key words related to your content
- Good quality links from other sources
- Page title and headers using the H1 and H2 tags respectively
- Internal linking with your own websites
- Good social media interaction and links in from sites such as Youtube and Facebook
- Also human interaction in the form of visitors and comments and shares.

I'm not an SEO expert and will never claim to be one. It's a skill I wish I had.

More Content

A great way for bloggers to get noticed by search engines and to reach your audience is to create excellent content. Now we're not going to spend dozens of pages taking baby steps. You probably already know the difference between good content and low quality, keyword-inflated 'fluff'.

Good content is:

- Professional (Grammatically correct and with proper spelling);
- Readable (In the same sense as news articles or magazine articles);
- Informative (Teaches the audience something about the subject);
- Entertaining or Conversational (Not merely dry information); and
- Original (Is not merely a copy of another article).

You know good content when you read it because the language is riveting, it keeps you interested. This is the type of writing that is rewarded, and that's regardless of how many 'Panda' or 'Penguin' algorithm updates are invented.

More and more, we see evidence that low quality sites, particularly content mills and some article directories (notorious for low quality 'expert articles') are being penalized by rapidly improving search engines. It's important to remember that search engine companies are striving to invent artificial intelligence with their algorithm changes, so that robots can start picking up on poor quality writing, as well as other unethical practices.

Poor quality content is very quickly losing its value online. Customers are not finding it helpful and in turn, search engines are burying the pages (and in some cases the entire site) in SERPs.

What is poor quality content?

Who is to say what is low quality content and what is 'magazine' or 'expert quality' writing? Poor quality writing can be identified by the following trademarks:

- Many sentences that merely take up space
- Various grammar or spelling errors
- Hyperbole and 'sales' type writing rather than thorough coverage
- Common knowledge rather than expert insider tips
- Duplicate content

Here we see what is at the root of the problem; lazy writers and company heads that really don't care enough about human traffic. They prefer to play games with "robots" (the web crawlers looking for keywords) rather than to create interesting and lively content. So ask yourself, "Is the content I am paying for or writing about truly

informative? Is it written for human beings, just as a magazine or a newspaper article?”

We can safely say that if you’re planning to launch an SEO campaign built on high keyword density and “filler” articles, you are wasting big money! Your blog readership is important...don’t let them down!

More on Key Words

One thing I want to point out here is don't let keyword research effect the quality of your writing as bloggers we already have amazing key word rich content by default.

Always be aware of the keywords you wish to target when writing but never ever let this effect the quality for the reader. The key point here is to write for humans and not search engines.

Not only should you be striving for quality content but you should also be focusing on popular and niche keyword phrases. After all, regardless of what great content you come up with, if you don't strategize with your keywords you are not going to reach that targeted audience. Targeting your traffic is key, otherwise you might as well be buying mindless, redirect traffic. (You know the type of user that closes your window before he or she even reads the first line).

Devote some time to keyword research using a Google keyword research tool or any number of other research applications. It is best to factor in all avenues including:

- Estimating what phrases your customers search for
- Viewing the chosen keywords of your competitors
- Looking up low competition keywords
- Looking up high request keywords
- Taking online or offline surveys of some of the market segment
- Researching keywords that tie seamlessly into a sales presentation
- Keywords for local area traffic
- Niche keywords or 'long tail keywords' (long phrases or entire sentences)

Once you determine the most important keywords to your campaign, you can begin building content. It is far better to use this approach rather than prepaying for content and then trying to work in strange keyword phrases in at the last minute. Search engines place high priority on articles and features that read 'naturally'.

This is an important factor to remember when planning keyword density. In the past, a high density of 5% or more was acceptable. This manipulated outdated algorithms and helped build site popularity in a short period of time. However, the newest algorithm updates penalize sites for the practice of 'over-optimizing'. Besides the implication of low quality writing (or 'recycled writing'), that phrase likely refers to the overuse of keywords.

Ideally, high quality writing does not require 'keyword density'. Quality writing is governed by the theory of natural repetition, using recurring words and statements only for emphasis. This was a flaw of the early Internet world, which could only index webpages based on their page titles and high density of recurring keyword phrases.

The newest algorithm updates seek to correct this issue and actually penalize websites that needlessly increase keyword repetition. Your safest bet is to research your keywords carefully and aim for below 1% density, whatever the article dictates based on intelligent human reading.

So let's say you've got the writing and the keyword research part nailed. What comes next? Beware that improper optimization techniques are not bringing down your otherwise ready website...Let's look at some forms of distribution.

Final Words

I hope you enjoyed The Bloggers Roadmap Leaked Chapter. It does mean a lot to me that you have taken the time to read the information I have provided for you. If you wish to take a look at the full eBook then simply go to:

<http://bloggersroadmap.com>

I know I have provided you with some great value within this book and I sincerely hope you take action and start now! Why put this off until tomorrow, your business needs action. There is no point in waiting when you can do it now while it's fresh in your mind. Plan your strategies on a daily basis, think about your week and structure your days to complete certain tasks.

To Your Success,



BLOGGERS ROADMAP



THE HIGHWAY TO BLOGGING SUCCESS