

Make More Sales with Your Website

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Reasons to Blog

- Selling Product/Service
- Landing a speaking gig
- Building Community
- Direct income / affiliate marketing
- Search Engine Optimization

People vs. SEO



Coming Up With Content

- Think of value to your target market
- Write down your ideas
- Evergreen vs. Trendy
- Review and select topics you can put together quickly
- Stick to your niche
- All content strategies apply – justifiers, because, labeling

Informational Interviews

From a scale of 1-10, which titles triggers an emotion in you and a desire to read.

- Title #1
- Title #2
- Title #3

Select Formats

- Video
- Podcasting
- Top Ten Posts
- Infographics
- Promotional Posts

Write to Personality Types

Myers-Briggs

- Introversion (I) vs. Extroversion (E)
- Sensory (S) vs. Intuitive (N)
- Thinking (T) vs. Feeling (F)
- Judging (J) vs. Perceiving (P)

Test Yourself.

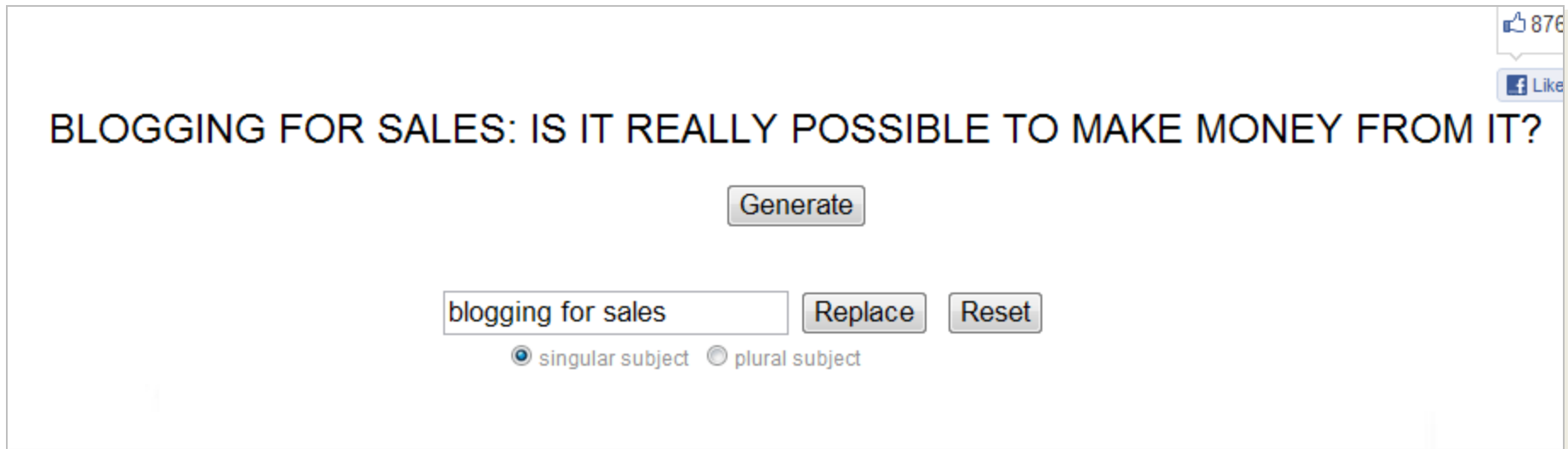
Write to Personality Types

- **Methodical (SJ)**– 35% - they need a map & details.
- **Spontaneous (SP)**– 15% - anything flashy catches their eyes. Short videos, nice fonts, and great photos.
- **Humanist (NF)** – 35% - they like relations. They want to see pictures of people and how it affects people.
- **Competitive (NT)** – 15% - Egomaniacs. They want the best and the fastest.

The Headline

- 80% of people read headline copy **ONLY**
- Your headline should be benefit filled
- List posts are always good
- 3, 5 and 7 are great numbers
- Use LinkBait Generator

LinkBaitGenerator.com



BLOGGING FOR SALES: IS IT REALLY POSSIBLE TO MAKE MONEY FROM IT?

Generate

blogging for sales Replace Reset

singular subject plural subject

876
Like

Sample Headlines

- 5 Ways to Get a Better [result]
- The Secret of [topic]
- The Fastest Way to [topic]
- Have a [topic] You Can Be Proud Of
- 7 Reasons Using [blank] Can [benefit]
- How to [blank] – The 3 Easiest Ways

Bloggging Tips

- The point of each sentence is to get them to read the next sentence
- Make it scannable
- Include 2 links – internal or external
- Include at least one photo or video
- End conclusion with what you delivered

Bloggging Tips

- Call to action at the end
- Include an author byline
- Set up Google authorship program



John Rampton

[John Rampton](#) is an Entrepreneur, Blogger, Full Time Computer Nerd, Founder at [PPC.org](#) & [Blogging.org](#). Follow me on Twitter [@JSRampton](#)

About the author: Chuck Longanecker is the CEO and co-founder of digital-telepathy, [a user-experience design company](#) passionate about creating products, like [SlideDeck](#), [Hellobar](#), and [Impress](#), that make the Web more intuitive and compelling.



About Josh Byers

I'm a front end developer for CopyBlogger Media.

My Life: husband, father, Broncos, Coke Zero, Goldfish Crackers, Jesus, Starbucks, the NBA and AMC TV shows. Follow Me at [Twitter](#) and [Google+](#) and check out [my blog](#).

Grow Your List

- Opt In form on home page, sidebar & below each post
- Build an Email Auto responder
- Respond to each comment
- RSS Feeds – Google Feedburner
- Request referrals



About Gina Nieves

Gina Nieves is an expert at getting increased sales through websites. Since founding MarkNet Group, she has overseen the design of 500 websites and \$30 million in sales. She writes about how to increase sales through your website. You can follow her at Google+ or Twitter.

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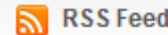


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- Connect with other bloggers
- Webinars & Telesummits
- Social Media & Bookmarking
- Leverage the power of YouTube

Optimize for Search Engines

- When possible, optimize the title for search engines
- Add tags
- SEO – Title tags, meta description, and images
- Internal links – link to other posts
- Google Loves WordPress

Direct Income Methods

- Contextual Advertising – AdSense
- BlogAds
- RSS Ads
- Sponsorship posts
- Affiliate Programs

Re-purposing Content

- Turn a dozen or so posts into a PDF that you can then post on Scribd.com and Docstoc.com.
- Turn a series of posts into a slide share presentation.
- Submit your how-to posts to sites like eHow.
- Create a video of a series of posts and then upload to the top video sites like Vimeo and YouTube.

Metrics

- Track your traffic sources
- Measure conversions for each traffic source
- Measure success of guest posts
- Which posts get more opt ins
- A/B Split Testing

Blogging Checklist

- Select Topics
- Set up your WordPress site
- Start blogging
- Promote your blog
- Look for guest blogging opportunities

WordPress

- All web hosting companies have 1-click install
- A lot of available resources
- You can purchase excellent premium themes
- Free Plugins to serve your needs
- Google loves WordPress
- It can be just a blog or an entire site with a blog
- For ecommerce, integrate it seamlessly
- See my Getting Started With WordPress Video

WordPress Plugins & Services

- Google Sitemaps XML – for SEO
- All In One SEO Pack
- SurveyMonkey or KissInsights – Survey your readers
- Feedburner Feedsmith – for RSS Feeds
- Floating Social – for Social Media Sharing
- WP Super Cache or W3Total Cache
- Email Tool Integration- MailChimp, Aweber, etc.
- OnlyWire – Publish everywhere