

DOUBLE YOUR TRAFFIC IN 30 DAYS



Are you ready to build an engaged audience and double your traffic in **30 days**?

BLOG AUDIENCE *formula*

Hey!

I'm Addi Ganley, the owner of Simply Blogging Along, which is my online space where I share about blogging, business and how to balance it all with your everyday life.

This cheatsheet will walk you through each task that you can do for the next 30 days to increase your traffic and build a loyal audience. People will not find your content by accident.

You need to take the time to properly promote it and build a relationship with your readers. Every point of contact will have an effect on how they view your brand.

I built my first blog, Frugal Fanatic, to over 600K+ readers a month. If you want to take your blog to the next level and create a community of like-minded people then you need to do the work by building an intentional platform.

You will see a brief explanation of the tasks you need to do over the next 30 days. I have also created a calendar format so that you can cross off each task per day. This will help to keep you on track.

Enjoy the cheatsheet!

xo,

Addi

1. **Create a high value opt-in** - One of the best ways to increase your traffic is by focusing on your email list. It is the core of your blog, so you want to come up with a meaningful and relevant incentive for people to want to opt into your list.
2. **Add your opt-in to several different places** - To increase your subscribers you want to have your sign-up clearly placed on your blog in numerous areas. Try putting it into your header, links within a post to sign-up, at the bottom of a post, in your sidebar, or even use a pop-up.
3. **Interlink** - Add relevant links to old posts to keep people on your site longer. Find out your top 10 highest traffic posts and edit those posts by linking to other relevant content on your blog. {While your in there update any old images}
4. **Guest Post** - Reach out to two blog's within your niche about guest posting on their site. This will help you to get in front of a new audience.
5. **Write Pillar Content** - If you do not already have pillar posts on your blog now is the time to create some awesome content. Take the time to write valuable posts that your audience will want to share. These posts need to be lengthy and provide value to your reader.
6. **Create a social media strategy** - Figure out a strategy that works for you. What social platform does your audience use most? Map out a strategy for how many times you will post and what types of content you will share with your readers on each platform.
7. **Network** - Take the time to network with other bloggers. Participate in a collaborative project or blog series.
8. **Content Upgrades** - Add content upgrades to two of your highest traffic posts. Always try to think of different ways that you can help your reader.
9. **Commenting** - Take the time to leave meaningful comments on other blogs within your niche.
10. **Promote old content** - Check out your analytics and promote some of your old posts that do well with your audience.
11. **Reach out to influencers** - A great way to increase your traffic is by reaching out to influencers in your niche and letting them know that you included them in a blog post. For example, if you mention something awesome about them email to tell him/her about it. They may end up helping you promote it!

12. **Repurpose old content** - Do you have any old posts that your audience loved? Repurpose it!
This does not mean you have to go back and edit the post. Figure out new ways to supplement it. {ie. add a video}
13. **Find your tribe** - If you have not already found a mastermind group now is the time to do it!
Find other bloggers you can connect with.
14. **Instagram series** - Try new ways to gain traction to your blog. Host an Instagram series and drive those readers to your site.
15. **Share icons** - Make sure you have share icons on your blog. You want it to be as easy as possible for your audience to share your posts.
16. **Add a 'Pin It' plugin to your blog** - Having a pin it button when someone hovers over your images will encourage them to pin it.
17. **Giveaways** - Try hosting a giveaway to help increase your email list. You want the prize to be specific so that you are targeting the right audience.
18. **Assessment** - Take the time to assess what is and is not working on your blog. Where are you getting the most traffic? Focus your time on what is working to help boost your traffic.
19. **Organization & Routine** - One thing that has helped me to take my blog to the next level is by planning and organizing. Having a set schedule and being consistent with my work has led me to stay on track. Take the time to get organized and create a daily routine of blogging tasks.
20. **Pinterest** - Pinterest has been a game changer for me. It is a great way to increase your traffic. When I first started focusing on Pinterest I went from 10K pageviews a month to over 100K pageviews a month. Here are some strategies to consider: create a pinning routine, use a scheduler, when you are pinning your own images make sure you are only creating pinnable images that are vertical and have a compelling description.
21. **Target Keywords** - Take some time to figure out what keywords you can target and start to work those into your content. Optimize any old posts.
22. **Email newsletter** - Your email list is extremely important so you want to have a plan. Figure out: how often will you email them, what kind of value will you provide, what will make them want to keep reading more?

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Create a high value opt-in	Add opt-in to several different places on your blog	Interlink old content	Reach out to 2 blogs within your niche to guest post	Write pillar content
Create a social media strategy	Network & Collaborate	Add content upgrades to 2 posts	Comment on 5 blogs in your niche	Promote old content
Repurpose old content	Create a Pinterest strategy	Write pillar content	Find your tribe	Update old content and promote
Target keywords	Reach out to influencers who you mention in your content	Try hosting a giveaway	Instagram series	Add share icons or buttons to your blog
Add a pin-it button plugin	Comment on other blogs	Email newsletter strategy	Assess what is and is not working	Organize & create a schedule or daily routine
Write pillar content	Add content upgrades to 2 posts	Promote top 10 highest traffic posts	Comment on other blogs	Guest post