



Author Blogging: Where's the Traffic?

Joel Friedlander

www.TheBookDesigner.com



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Blogging is:

Fun

Social

Interactive

Engaging

Required

\$Rewarding

and everybody's doing it, so. . .



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What's the problem?

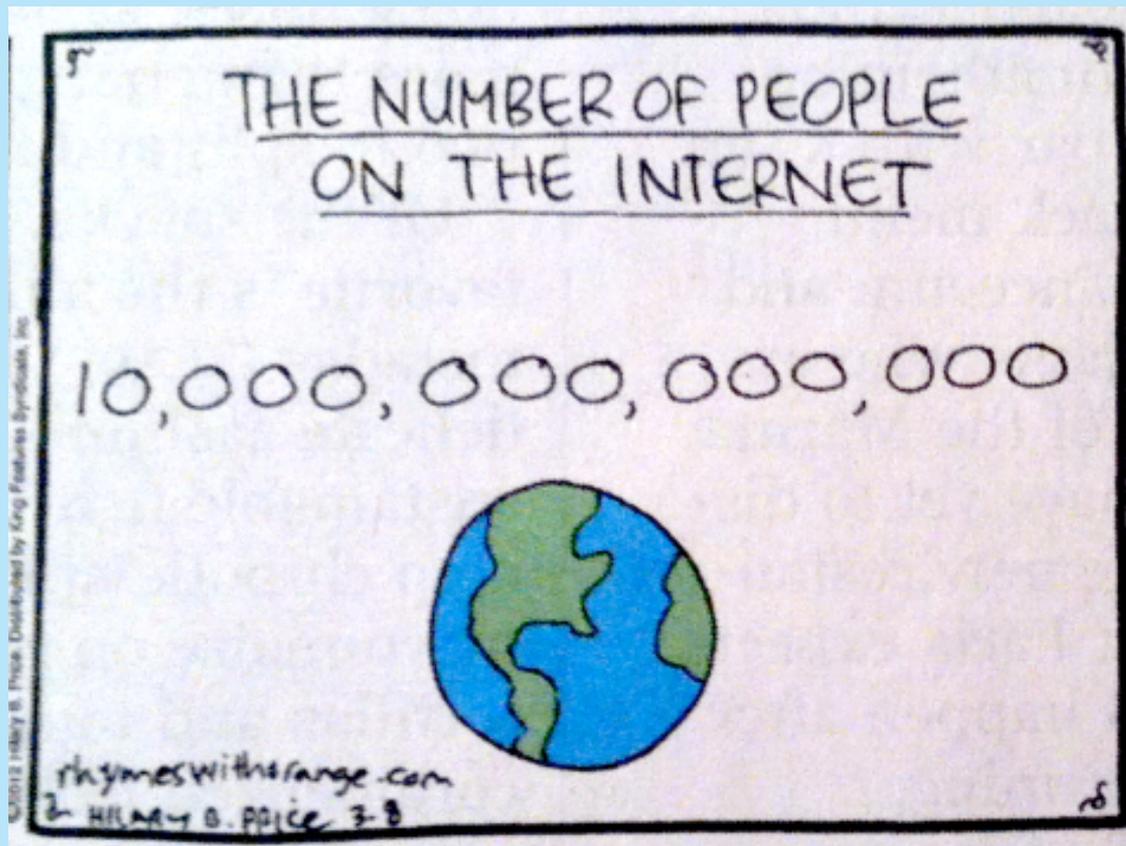


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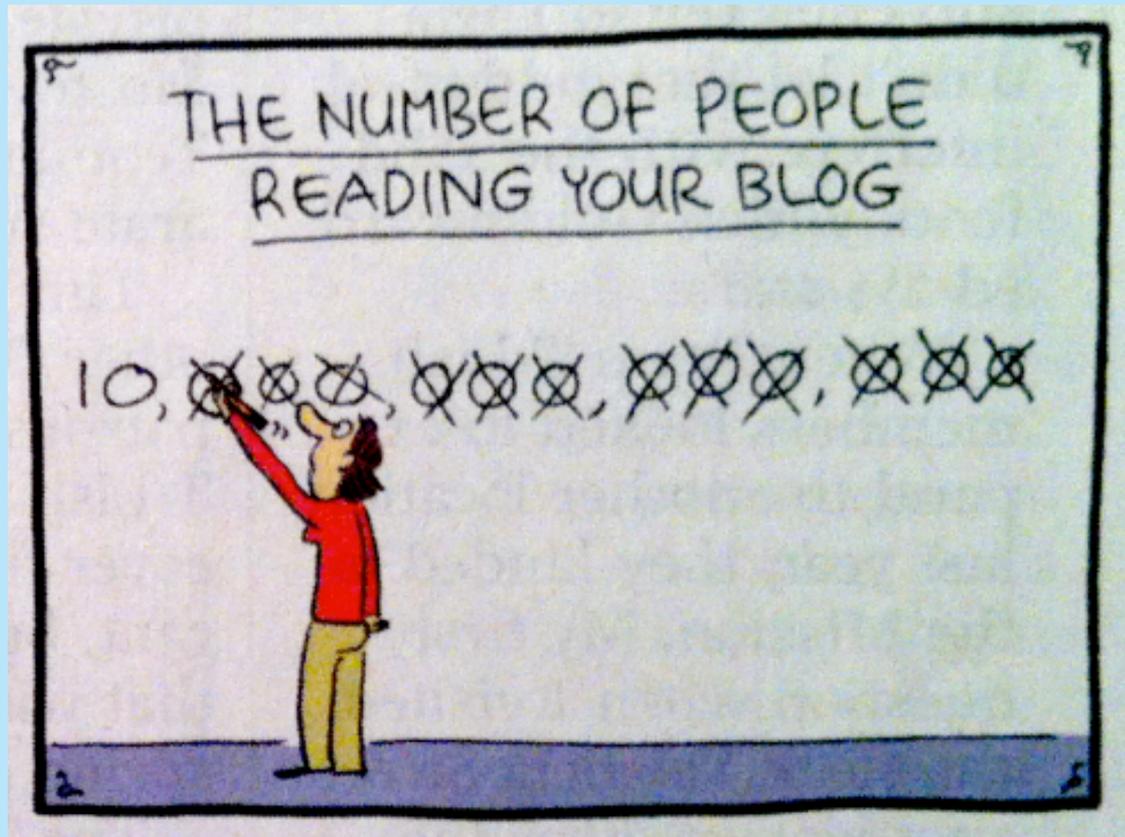
- ✓ **You keep on writing, but is anybody reading?**
- ✓ **Your articles are great but they're on Google page "forgetaboutit"?**
- ✓ **No matter what you do it seems like nobody's paying attention?**
- ✓ **Your total earnings as an affiliate can't buy you a cup of coffee?**





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Rhymes With Orange Hilary B. Price



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Your blog needs traffic



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Lots of people

**engaging
reading
commenting
paying attention
reposting your articles**

open to what you have to offer



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Understanding why a blog attracts **Readers**

Leads to ways you can
make your blog into a
Non-Stop Traffic Machine



Agenda:

- **Talk for about 45 minutes**
- **Explain 3 ideas you can take with you**
- **15 minute Q&A at the end**



**So let's look at how
blogs attract readers**



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1.

Irresistible content



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2.

Search Magnetism



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3.

Networking for Success



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1.

Irresistible content



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Irresistible content

1. Solves real problems

**2. Unique, engaging,
memorable**

3. Great headlines



1. Solves real problems

How-to articles

327,386

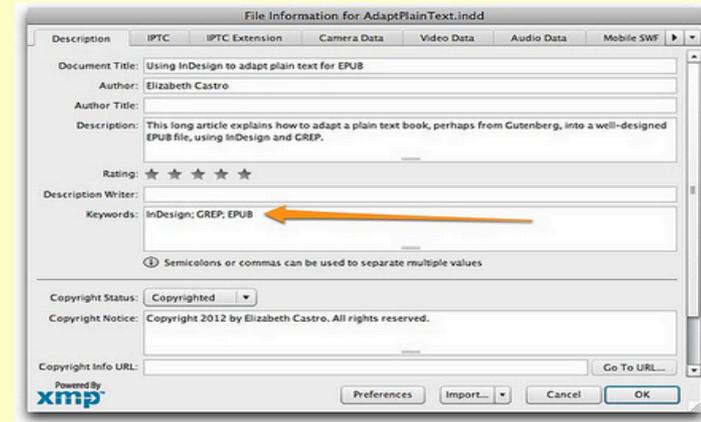
PIGS, GOURDS, AND WIKIS

BRINGING NEW MEANING TO THE PHRASE "WIKI FARM"
(A BLOG ABOUT SMALL-SCALE FARMING, WHOLE-SCALE CRAFTING, AND AS MANY GEEKY COLLABORATIVE WEB TOOLS, TIPS, AND IDEAS AS I CAN FIT IN.)

MONDAY, FEBRUARY 27, 2012

Metadata in iBooks, iBookstore, iTunes Producer, InDesign, and Amazon

I got an email today asking how to set the subject keywords for an ebook in InDesign. That part is relatively easy. You choose File > File Info, and add the desired keywords to the Keywords field, separating each keyword from the next with a comma or semicolon:



But what happens when InDesign exports to EPUB? I'm happy to report that it does exactly what it should and converts those keywords into `dc:subject` elements in the OPF file:

```
<dc:title>Using InDesign to adapt plain text for EPUB</dc:title>  
<dc:creator>Elizabeth Castro</dc:creator>  
<dc:subject>InDesign</dc:subject>  
<dc:subject>GREP</dc:subject>  
<dc:subject>EPUB</dc:subject>  
<dc:description>This long article explains how to adapt a plain  
text book, perhaps from Gutenberg, into a well-designed EPUB file, using  
InDesign and GREP. It shows how to remove extra lines breaks and spaces,  
and how to convert plain text formatting like underscores and carats into
```



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1. Solves real problems

Reviews

62,850

Paul Stamatiou

Mini Review: Jawbone Jambox Bluetooth Speaker

02 Mar 2012

Over the past two weeks of traveling I have been using the [Jawbone Jambox wireless bluetooth](#) speaker extensively. I have concluded that it is quite possible the best thing ever created for frequent travelers¹. Great for filling up your hotel room with sound² or your playing your favorite beats while showering before that big meeting.



The Jambox playing music via bluetooth from my MacBook Air at the Downtown Atlanta Marriott (3/10 Stammys) — though I usually have it play from my iPhone.



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1. Solves real problems

Tutorials

3,017

copyblogger

by Sonia Simone · 67 Comments

The Three Essentials of Breakthrough Content Marketing



This is an installment in the [Content Marketing 101](#) series.



Your business needs help, fast. Your site isn't getting the traffic you need. You aren't converting that traffic to sales. The tactics you used to rely on aren't working. And the lousy economy means you won't be able to even give up in disgust and just keep (or go get) a

day job.

You want to find your own [village of loyal customers](#), but you can't seem to capture their attention. And when you do get it, you aren't closing as many sales as you need to.

You need to know what works today to find customers and persuade them to buy. And the answer to that question is content marketing.

But it takes more than "content is king" to work in this tricky environment. You need to focus your attention on these three key elements to make content marketing work for you.

Give your readers a cookie

What's the smartest way to train a puppy to sit on command? Give him a cookie and a nice pat on the head every time he does what you want.

Enough cookies and enough pats on the head and he starts to think that sitting on command was his idea. He likes you, he trusts you, and he sits when you say sit because it's in his best interest to



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2. Unique, engaging, memorable

5,307

THE BLOG OF **TIM FERRISS**
EXPERIMENTS IN LIFESTYLE DESIGN

How to Lose 20 lbs. of Fat in 30 Days... Without Doing Any Exercise

4,962 Comments

Written by [Tim Ferriss](#)

Topics: [Physical Performance](#), [The 4-Hour Body](#),
[Uncategorized](#)

 Like 9k

Fat Loss via Better Science and Simplicity

It is possible to lose 20 lbs. of bodyfat in 30 days by optimizing any of three factors: exercise, diet, or drug/supplement regimen. I've seen the elite implementation of all three in working with professional athletes. In this post, we'll explore what I refer to as the "slow-carb diet".

In the last six weeks, I have cut from about 180 lbs. to 165 lbs., while adding about 10 lbs. of muscle, which means I've lost about 25 lbs. of fat. This is the only diet besides the rather extreme [Cyclical Ketogenic Diet \(CKD\)](#) that has produced veins across my abdomen, which is the last place I lose fat (damn you, Scandinavian genetics). Here are the four simple rules I followed...

Rule #1: Avoid "white" carbohydrates

Avoid any carbohydrate that is — or can be — white. The following foods are thus prohibited, except for within 1.5 hours of finishing a resistance-training workout of at least 20 minutes in length: bread, rice, cereal, potatoes, pasta, and fried food with breading. If you avoid eating anything white, you'll be safe.



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2. Unique, engaging, memorable

Why I gave away my company to charity

2009-12-04

Two friends were at a party held at the mansion of a billionaire. One said, "Wow! Look at this place! This guy has everything!" The other said, "Yes, but **I have something he'll never have: enough.**"

When I [decided to sell my company](#) in 2008, I already had enough.

I live simply. I hate waste and excess. I have a good apartment, a good laptop, and a few other basics. But the less I own, the happier I am. The lack of possessions gives me the priceless freedom to live anywhere anytime.

Having too much money can be harmful. It throws off perspective. It makes people do stupid things like buy "extra" cars or houses they don't use - or upgrade to first class for "only" \$10,000 so they can be a little more comfortable for a few hours.

So **I didn't need or even want the money from the sale of the company.** I just wanted to make sure I had enough for a simple comfortable life. **The rest should go to music education**, since that's what made [such a difference](#) in my life.

So I found a great way to do this. **I created a [charitable trust](#)** called the "Independent Musicians Charitable Remainder Unitrust." When I die, **all of its assets will go to music education.** But while I'm alive, it pays out 5% of its value per year to me.

(Note: 5% is the [minimum allowed by law](#). It's still too much. I would have preferred 1%, but oh well. I'm free to use it to start new businesses to help people, or whatever.)

A few months before the sale, **I transferred the ownership of CD Baby and HostBaby, all the intellectual property like trademarks and software, into the trust.**

57,819



[Derek Sivers](#)

1275. [Jeff Libert \(2012-03-03\) #](#)

As of this date has "the trust" made ANY charitable gifts or grants to musicians?



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2. Unique, engaging, memorable

MONDAY, FEBRUARY 27, 2012

fried egg sandwich with bacon and blue cheese



Due to a delightful clerical error (a scheduled babysitter when we forgot Alex would be home from work), I got to have a weekday lunch with my husband on President's Day. In a *restaurant*. With *linens* on the table and no sippy cups in a two-table radius! Oh, and maybe something petite, bubbly and pink in a glass. I admit nothing. But man, sometimes I think everyone should have kids just so they can get 80 times the joy out of excursions that would have been ordinary in another era. I am joking, of course. You should have kids because you detest sleeping past 6 a.m. Whoops, there I go again. It must be the pink bubbly.



12,956

smitten kitchen



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3. Great Headlines

by Jonathan Morrow · 406 Comments

On Dying, Mothers, and Fighting for Your Ideas

8 Ways to Collect Enough Blog Post Ideas for the Next 100 Years

January 11, 2011 by [Judy Dunn](#) in [Blogging Tips](#)

24 Comments

Plagiarism vs. Copyright Infringement: Do You Know the Difference?

by KRISTEN KING on MAY 8, 2007



2.

Search Magnetism



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Search magnetism

- 1. How's Your Keyword know-how?**
- 2. Optimize Your Posts**
- 3. What's the matter with linkbait?**



1. How's Your Keyword know-how?

Search terms (1)		Local Monthly Searches
<input type="checkbox"/>	Keyword	
<input type="checkbox"/>	☆ bake pizza	33,100
Keyword ideas (100)		Local Monthly Searches
<input type="checkbox"/>	Keyword	
<input type="checkbox"/>	☆ take n bake pizza	1,900
<input type="checkbox"/>	☆ baking pizza	49,500
<input type="checkbox"/>	☆ bake at home pizza	2,900
<input type="checkbox"/>	☆ how to bake a pizza	33,100
<input type="checkbox"/>	☆ take and bake pizza	6,600
<input type="checkbox"/>	☆ take and bake pizza franchises	22
<input type="checkbox"/>	☆ how to bake pizza dough	2,900
<input type="checkbox"/>	☆ take & bake pizza	6,600
<input type="checkbox"/>	☆ pizza recipe	450,000
<input type="checkbox"/>	☆ how to make pizza at home	9,900
<input type="checkbox"/>	☆ how to bake pizza in oven	2,900

50% more searches



1. How's Your Keyword know-how?



...wants to **self-publish a book**, you'll come to
...ou also design your own book?

...tion is another question that might help answer
...ay for an author to design her own book, and

keywords as anchor text



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2. Optimize Your Posts

Scribe Content Optimizer

Content Score	Primary Keywords
82%	book design authors

- ✔ Title Tag Ready
- ✔ Meta Description Ready
- ✔ Content Ready

Evaluations left: **296** for March 2012

[Review](#) [Analyze](#)



3. What's the Matter with Linkbait?

5 Favorite Fonts for Interior Book Design

{ 27 TRACKBACKS }

Interior Book Design with Sample Designs for Christopher Finlan's Not A Fire Exit — The Book Designer
Self Publishers Need Typesetting, Not Word Processing — The Book Designer
3 Great Typeface Combinations You Can Use in Your Book — The Book Designer
Podcast: Book Design With Joel Friedlander | The Creative Penn
Project Focus: Dancing on the River by Mark Susnow — The Book Designer
Making the Most of Your Book's Title Page : Selling Books
Twitted by CPatrickSchulze
The Big Book of Font Combinations by Douglas Bonneville — The Book Designer
Top 10 Most Popular Posts of the First Year at The Book Designer — The Book Designer
Interior Book Design for the Dirt Poor and Graphically Challenged | BloodWrites
Cover Page Design for the Dirt Poor and Graphically Challenged | BloodWrites
7 Things You Can Do Today to Improve Your Book Design — The Book Designer
Little Details in Books: Do You Notice Them? | Jennette Marie Powell
Book Page Design | Book Layout
I hate to say it, but first impressions ARE important... | Colin Marks' Blog
Book Design: Who's the Top Dog? — The Book Designer
5 Favorite Fonts for Interior Book Design — The Book Designer
"The Book Designer" – blog about book design
7 Blog Terbaik Kategori Menulis Fiksi & Menerbitkan Buku
Art Books Publisher » Blog Archiv » Making the Most of Your Book's Title Page
Pen and MarketInternal Fonts - Pen and Market
Picking Fonts for Your Self-Published Book — The Book Designer
5 fuentes en las que podés confiar | Publicar es simple
Secrets of Blog Posts that Get Tons of Comments | The Passive Voice
Top Links to Fonts for Your Self-Published Book — The Book Designer



3.

Networking for Success



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Networking for success

1. Guest posting for traffic

2. Events and product launches drive traffic



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1. Guest Posting for Traffic



WORLD'S STRONGEST LIBRARIAN

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Time To Get Dumb Again – Guest Post Marathon #2: Bring it on

by JOSH HANAGARNE on APRIL 11, 2011

A while back ago, I did a guest post marathon in which I quite foolishly wrote 42 guests posts in seven weeks. It was a lot of fun and a lot of work. Lots of typing and lots of great connections made.

Because I am, how you say...not so smart, I've decided to do it again. This is your chance to get free content for your blog, and for me to sink my clammy tentacles even further into the Web's tender underbelly.

If you would like me to write a guest blog for you

1. **Contact me** and include "guest post marathon 2" in the subject line
2. Send me your blog's url so I can check it out-I won't be posting anywhere that I find anything illegal, spammy, or shady-seeming

THIS MONTH'S BOOK CLUB
SELECTION, NEWS ABOUT MY OWN
WRITING

Name:

Email:

SUBSCRIBE – IT'S GOOD FOR YOU



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2. Events and book launches drive traffic

→ Tour for "Virtual Book Tour Magic" is December 1-13



The virtual book tour for my new *Virtual Book Tour Magic* book is December 1-13. To make sure you don't miss any tour stops, **subscribe to the tour feed** by [email](#) or RSS [feed reader](#) and you'll get notice of each article posted during the tour.

Book Tour Special: Order *Virtual Book Tour Magic* by December 12 and you'll get an invitation to an exclusive book tour Q&A session with Dana on December 15.

Here's a list of the tour stops:

Thursday, December 1

[What Authors Need to Know About Virtual Book Tours](#), hosted by Joel Friedlander, The Book Designer

Congratulations to novelist Melissa K. Norris for winning a free copy *Virtual Book Tour Magic!*

Friday, December 2

[Top 15 Reasons to Do a Virtual Book Tour](#), hosted by John Kremer, Book Marketing Bestsellers

[Review of *Virtual Book Tour Magic*](#) by Sue Collier, Self-Publishing Resources

Monday, December 5

[How to Plan a Successful Virtual Book Tour](#), hosted by Nick Daws, Nick Daws Writing Blog

[Review of *Virtual Book Tour Magic*](#) by Joel Friedlander, The Book Designer

Tuesday, December 6

[How to Create Terrific Content for Your Virtual Book Tour](#), hosted on the BookBuzr blog

[Review of *Virtual Book Tour Magic*](#) by Jan Bear, Market Your Book

Wednesday, December 7

[Should You Hire Someone to Organize Your Virtual Book Tour?](#), hosted by Carolyn Howard-Johnson, Sharing with Writers

Thursday, December 8

[How to Find the Best Venues for Your Virtual Book Tour](#), hosted by Sue Collier, Self-Publishing Resources

Friday, December 9

[Top 10 Ways to Promote Your Virtual Book Tour](#), hosted by Roger C. Parker, Published and Profitable

Monday, December 12

[Review of *Virtual Book Tour Magic*](#) by Nick Daws, Nick Daws Writing Blog

Monday, December 13

[Virtual Book Tour FAQ for Authors](#), hosted by Judith Briles at AuthorU

Learn more about [Virtual Book Tour Magic](#) and order your copy today!



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1.

**Irresistible content is
the **foundation** for all
blog traffic**



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2.

**Search Magnetism brings
traffic with **keywords**
and **optimization****



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3.

Networking for Success
means becoming part of the
community in your niche and
leveraging guest articles and
book launches for traffic



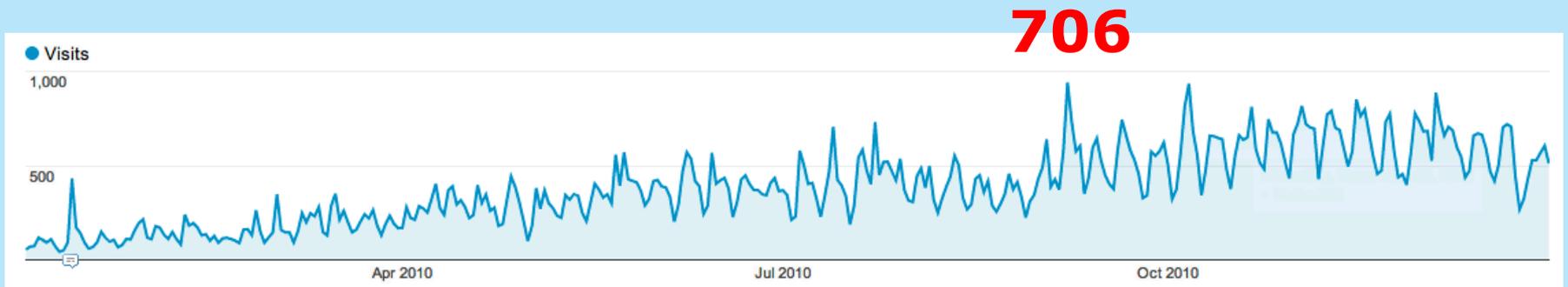
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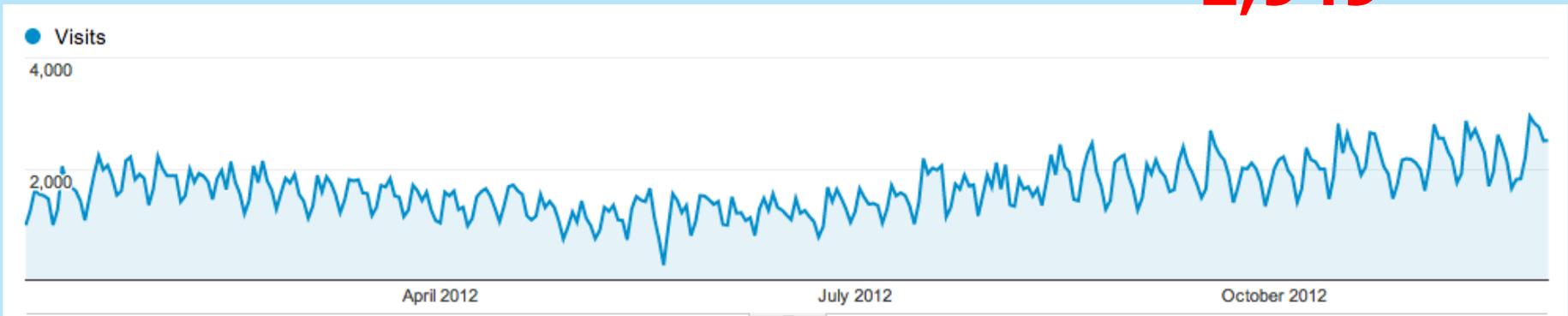


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2,949



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53,211 people visited this site



Visits: 69,644



Unique Visitors: 53,211



Pageviews: 125,405



Pages / Visit: 1.80



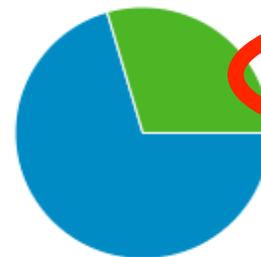
Avg. Visit Duration: 00:02:18



Bounce Rate: 70.48%



% New Visits: 70.43%



■ 70.48% New Visitor

49,084 Visits

■ 29.52% Returning Visitor

20,560 Visits



Going “Outside the Book”

- **Building a sustainable business**
- **Connecting to different populations, not just book buyers**
- **It all begins with traffic...**



THE BOOK DESIGNER

practical advice to help build better books



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TRAINING COURSES

Learn how authors become successful self-publishers

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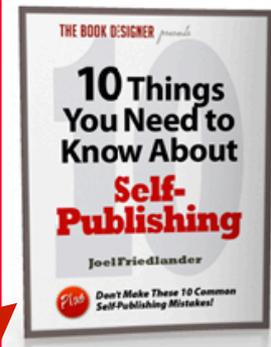
eBook Formatting Tips for Print Book Authors

by JOEL FRIEDLANDER on APRIL 10, 2013 · 14 COMMENTS

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[EMAIL A FRIEND](#)

FREE Guide to get you started



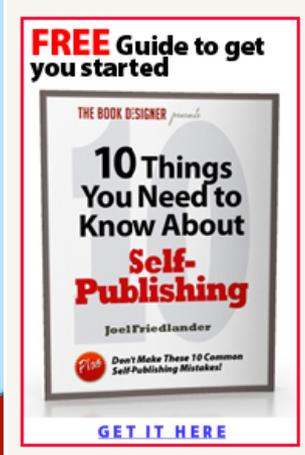
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Opportunities

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