

## Bootcamp Day 2 Dao Of Blogging And Getting Traffic

### The “Why To”

“How To” constantly changes as technology advances and previous “how to” methods become saturated with too many users of that method.

“Why To” will outlast the “how to” because you understand the motivating forces that create the ways “how to” do your marketing.

***A Principle Is A Universal Law  
As To Why Things Happen.***

### Visualizing A Web Site

An individual site is like a lost island alone in the ocean. If you want anyone to get to it you will be the only one building the bridges, roads, harbors for the boats and flight patterns and airports for the planes.

These pathways for traffic on the internet are the links that go to your site from other sites on the internet. The links can take several forms.

Just like people like to travel to islands by different referred means of travel, they will come to your site by different varieties of links.

***The more ways you provide to find your site, the more traffic you will generate to your site.***

People move to isolated islands because they don't want to be found and want to live a life of quiet privacy away from the craziness of main land cities.



**Your Site Without Traffic**



**Your Site With Traffic**

*This is the exact opposite of what you want to happen to your site.*

So you become the sole person who needs to build all of the traffic to your site so that you are not an isolated island.

By using a site that already has thousands of links pointing to the site and the highways and flight patterns to drive traffic to it, you are no longer burdened with the being the only one responsible for creating the traffic.

An “Authority Site” is a site with multiple users all working collectively to bring traffic to the site. Youtube is an excellent example of an Authority Site. Millions of users create “content” on their channel that gets shared and commented on which drives more traffic to their individual profile on the site.



They get links to their videos from social media sites, from other videos, and by placing the video in a blog post or article. Youtube videos rank well, not just because they are owned by Google, but because of the huge amounts of community interaction and links going to the videos.

### “Bridges” To Your Site

The links that point back to your site.

**Articles** – Links from articles posted on directories. These can also be links coming from other blog posts or forums.

**Video** – Create a video and post it to Youtube or to Facebook and link it back to your blog post.

**Pictures** – Upload photos to Facebook or photo sharing sites such as Flickr and link them back to your posts. Also, your pictures that share in your posts will rank on Google and link back to your post.

**Social Media** – Sharing on social sites such as Twitter, StumbleUpon, Facebook, LinkedIn etc. There are many you’ve probably never even heard of.

### Authority Links

The more “Authority” the link has that is pointing to your site, the better.

Would you rather drive over a large strong bridge such as the Golden Gate bridge, or use a tight rope? Most likely, you wouldn’t even see the tight rope.

Also, the larger bridge will bring more traffic on a consistent basis whereas a tight rope will only allow one person at a time.

Same goes for links pointing to your site.

Links that come from large, reputable sites, are seen and used to get to your site rather than the lesser known links. Links with authority also bring more people to your site, smaller links may bring one person a day if you are lucky.



*Authority sites are determined by how many links and traffic they have.*

Facebook is a massive authority site that can provide huge amounts of traffic to your site, because they already have their own traffic to send to you.

### *How Does This Apply To Blogging Daily?*

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#### **BLOGGING DAILY PROVIDES NATURAL, ORGANIC TRAFFIC.**

Natural traffic is created by creating good content that people want to go to on their own.

Unnatural content can also bring in traffic but it is short-lived and once shut off, it's gone.

Natural traffic has viral sustainability when your blog posts have good content and are created consistently.

### *How Many Days Should You Blog Daily?*

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#### **90 DAYS STRAIGHT, MINIMUM.**

Towards the end of the 3<sup>rd</sup> month of the Empower Network officially being online, the traffic to the site jumped by 300% within a week.

It can be proven again and again that 90 days of consistent content creation will generate massive amounts of traffic.

### *What Attracts Traffic?*

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#### **GOOD CONTENT = TRAFFIC**

View the top sites of the internet by visiting [Alexa.com](http://Alexa.com)

**Google** – Information

**Facebook** – Socialize

**Youtube** – Entertainment

**Yahoo** – Social & Information

*Entertaining and engaging your traffic socially will beat out handing over facts every single time.*

## How Do You Create Good Content?

### LEARN. CONSTANTLY LEARN.

Listen to the audio interviews with Empower Network leaders to tap into their knowledge and understand their communication styles and discover just why they are the top income earners so that you can do and be the same.

## The “How To”

### POSTING TO YOUR EMPOWER NETWORK BLOG

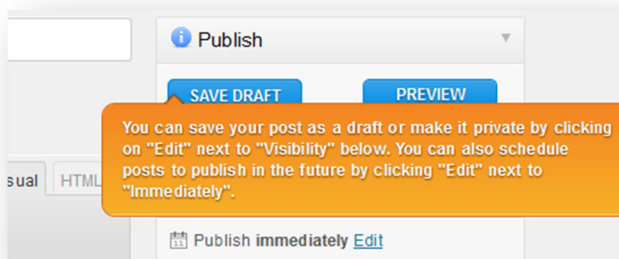
Begin by logging into your Empower Network back office.

Once you are in your Empower Network back office click on the Big Green Button.

**Click on “New Post”**

*You are now ready to begin creating your new post.*

If you are ever unsure of what a feature does, hover over the blue question mark and an orange text box will appear with a description of that feature.



### **Enter A Title**

Your title should make your reader want to click on the post to know more.

Ask a question or make a strange and bold statement to raise their curiosity.

**For example: [The Dao Of Blogging](#)**

Not everyone knows what “Dao” means, and those that do may not know what blogging is. It will make them curious.

**Login & Start Blogging**



## Enter The Body Of Your Post

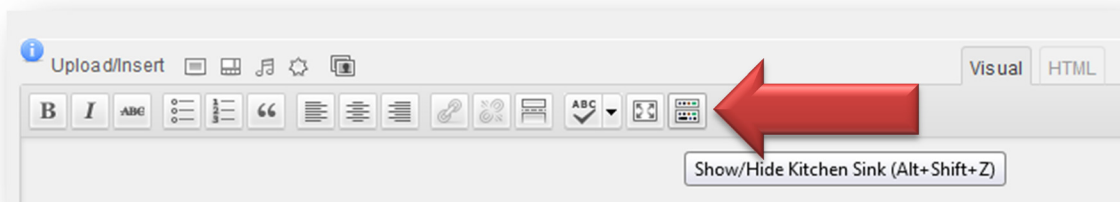
It is recommended that you write your post in a Word document and save it as a back up. Once you have formatted the post you may want to copy and paste the HTML version of it and save it as well. The internet can be finicky and if you lose your connection or a site times out, your work can be lost.

### FORMATTING YOUR POST

#### Text Formatting

In the “Visual” tab you can edit your blog post just like you would edit an email or a Word document.

By default Wordpress hides some of the options. If this is your first time logging in it will look like this:



Open up the 2<sup>nd</sup> row of editing tool buttons by clicking on the button at the end that shows rows of dots. It will say “Show/Hide Kitchen Sink” when you hover over it.

It will now look like this:

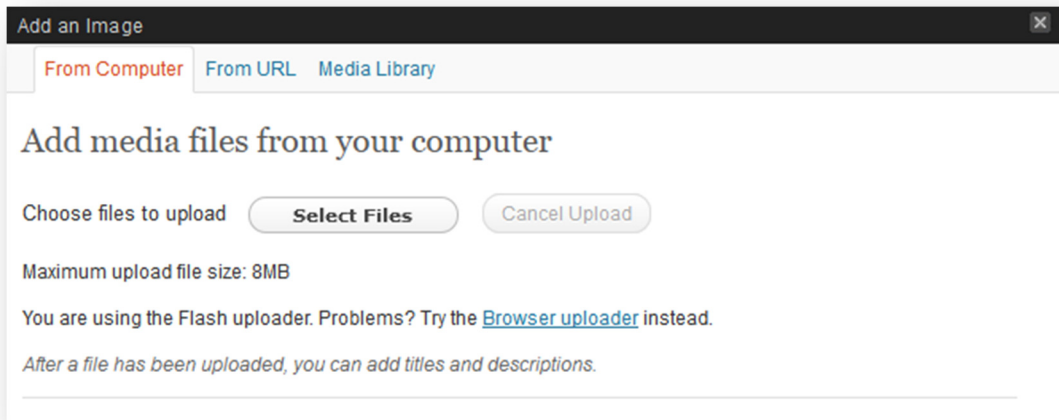


#### Picture Formatting

Insert a picture by clicking the first icon next to Upload/Insert right above the text editing options.

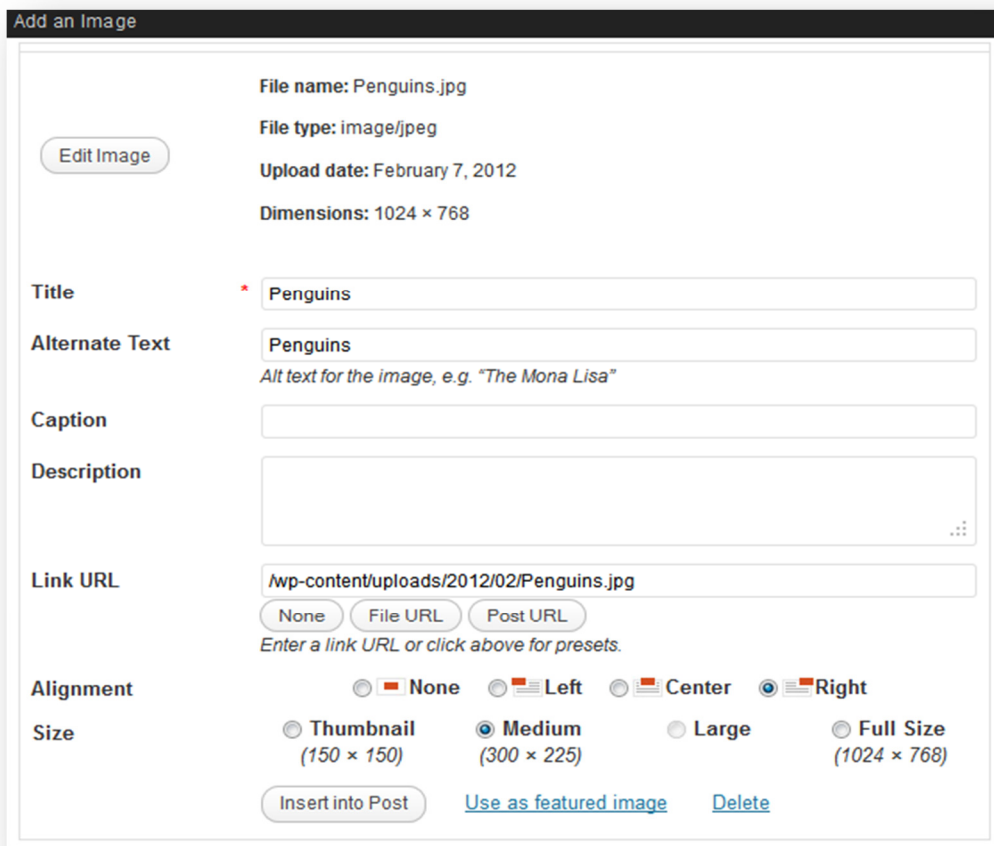


It will bring up a screen like this:



Click on "Select Files" to upload a picture directly from your computer.

Once you have selected the picture you want to upload you will see a new set of options like this:



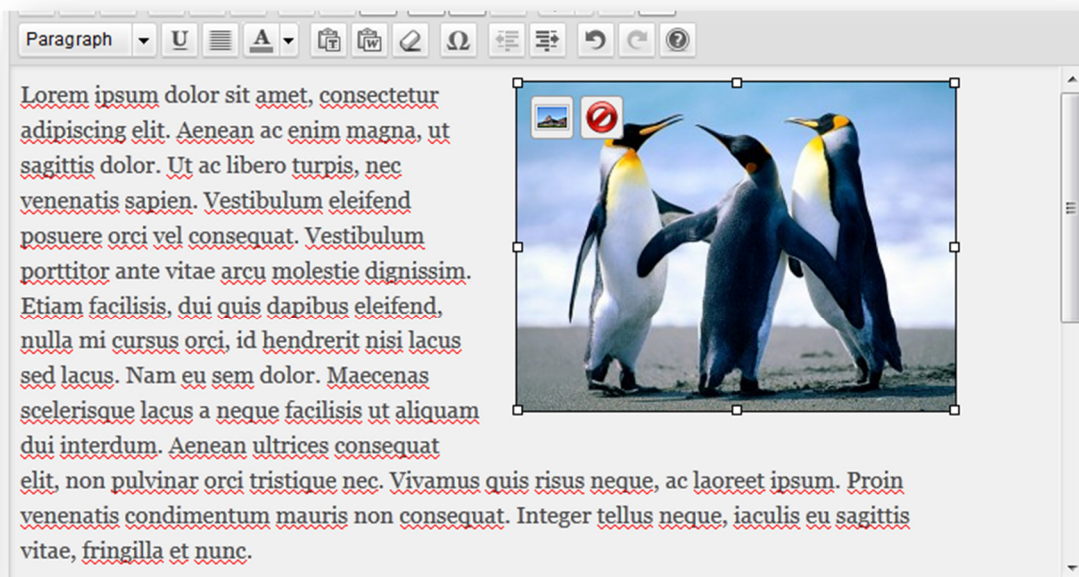
Always be sure to also fill in the field called “Alternate Text” it can be the same as the picture title if you wish. Keep both the Title and the Alternate Text relevant to your post. (More on this is covered in the 15K Formula training on how to use SEO on your pictures.)

A caption and description are optional.

Choose how you want your picture to be aligned with your text and whether you want to picture to be thumbnail size or full size, or in between. You can always drag and resize the picture once it is inserted.

When you are finished click on “Insert into Post”.

This is what your picture would look like if it were right aligned:



If you decide that you would like to change the size of the photo you can click on it and then drag the white squares that appear around the edges.

You can also change which side the photo is aligned on by clicking on the picture, and then clicking on the button in the upper left of the picture that looks like this:



Once you have finished making any corrections to your picture click on the “Update” button.

If you want to just remove the picture click on the button with the red circle with a line through it.



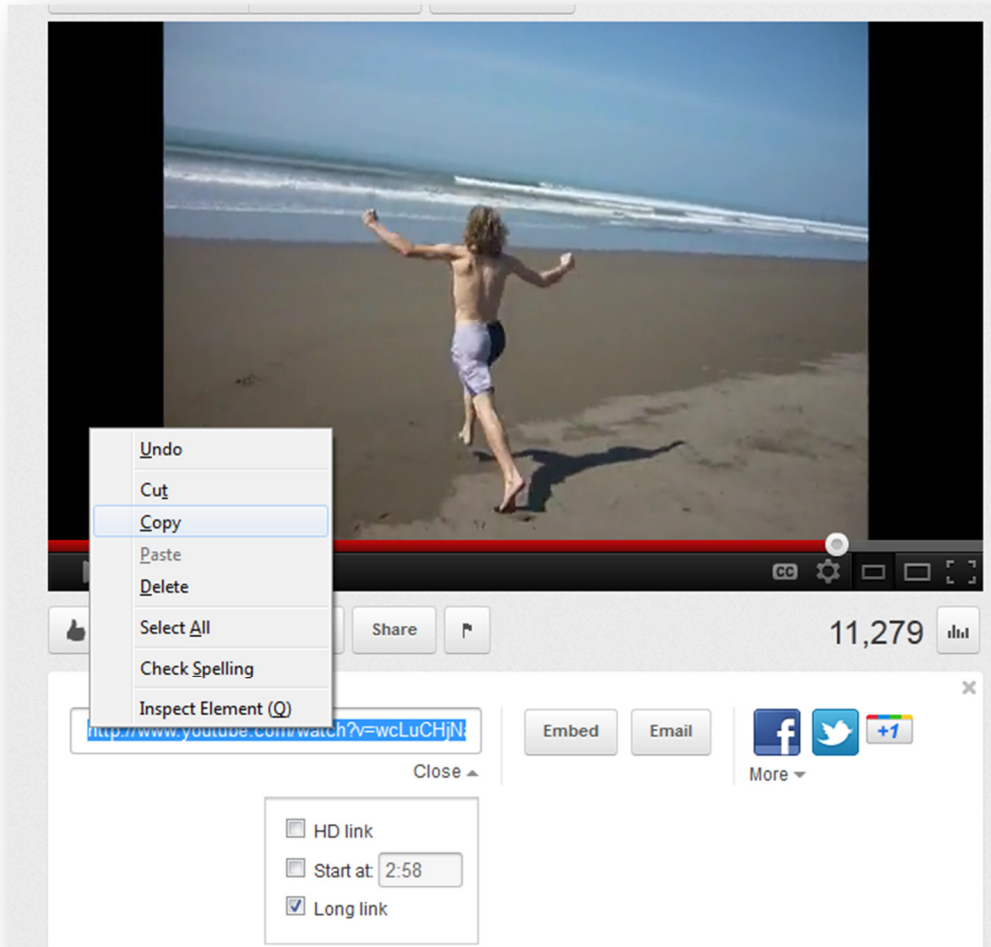
## Video Formatting

Empower Network was created for simplicity for those who do not know web design or HTML. Inserting video has been extremely simplified for those who are new to blogging.

Here are the simple instructions for how to insert a video.

Locate the video you want to insert on Youtube.

Get the “Long Link” to the video like this:



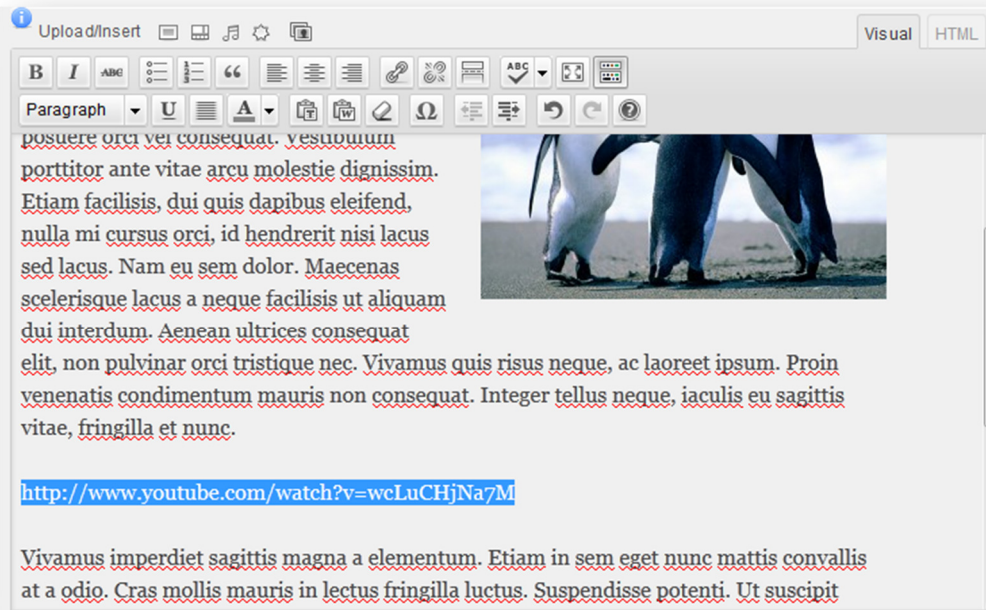
Click on the “Share” button.

Right below the link that appears under the buttons click on “Options”

Select the box next to “Long Link” and the link in the box will change to the long link. Right click and “copy” the link.



Paste the link into the body of your blog post where you want the video to appear.



Paste only the link, and only into the Visual tab.

Creating Tags

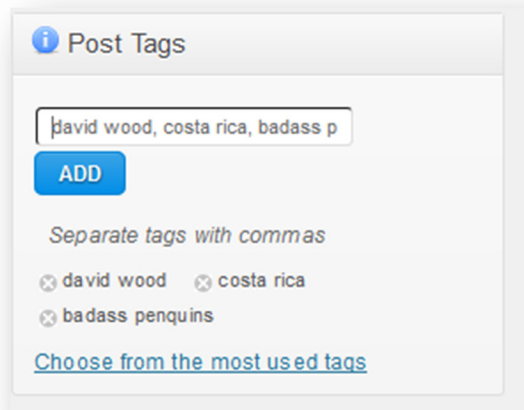
Final step before publishing.

Create a few short tags for what your post is about. Excessive keywords will actually hurt your post.

For this (somewhat silly) example you can see the keywords: david wood, costa rica, badass penguins

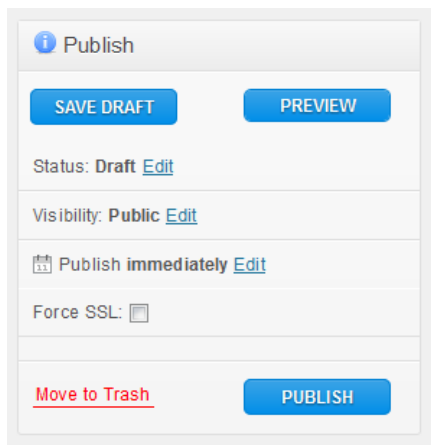
Place a comma ( , ) between each of your keywords.

Then click the “Add” button and they will appear below the “Add” button as shown here:

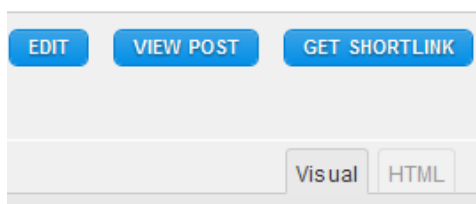


## Your post is now finished.

Click on “Publish” on the right hand side.



Then click on “View Post” at the top just below the title to view your new post.



*Continue Blogging Daily... The next day of the Bootcamp will cover the Mystical Magical Key of getting massive amount of natural traffic to your site that keeps coming back for more of your content.*

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## DAILY ACTIVITIES

Commit and spend more time focusing on “why” things happen rather than “how” they happen so that you unlock your creativity and make your own way of “how to”.

Blog Daily and continue with your blogging challenge.

Dedicate yourself to constant learning. Spend 1 hour a day listening to Inner Circle audios. Learn something new and then blog about it.

Watch the first 3 videos of the 15K Formula on the psychology of content marketing, social syndication and SEO basics.

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