



7 TIPS FOR USING YOUR BLOG TO INCREASE TRAFFIC LEADS AND SALES

Growing your blog requires more than just good content; you have to follow a strategy to grow your platform. Here are seven ways to increase traffic to your blog to generate more leads and sales.



1. Invest in proper keyword research

With Google currently accounting for 85.55% of the search engine market¹ and using more than 200 factors in their algorithm for ranking websites², proper keyword research is an essential part of any SEO strategy. By identifying the keywords your audience is searching for, you can tailor your content and marketing strategy around these subjects to drive more traffic.

2. Promote your blog content on social media

Social media is a powerful platform for business owners and entrepreneurs to promote their blog content. Research shows more than 3.6 billion people were using social media worldwide in 2020, with that number expected to increase to 4.41 billion by 2025.³



3. Include video content on your blog

With video content expected to account for more than 82% of all consumer internet traffic in 2022⁴, it's clear that video is a powerful way to generate interest, build trust, and increase sales. Some of the most powerful forms of video content include educational/how-to videos, event videos, and explainer/tutorials.



4. Optimize your blog for ease of accessibility

You can increase your reach and build a larger audience by optimizing your blog content for accessibility. With more than one billion people (approximately 15% of the world's population⁵) living with some form of disability, it's essential to ensure that your content is easily accessible to everyone.



5. Interact with your audience in the comments

When you respond to comments, you build relationships with your readers and show them that you care about their opinions. Studies show that 57% of people will increase their spending with brands they feel connected to, and another 76% will choose to buy from such brands over competitors.⁶



6. Personalize your blog to your audience

One of the most overlooked ways to increase your blog's reach is to personalize your content to your audience. With 85% of customers feeling like they are not receiving value from brands they engage with⁷, it's essential to provide your audience with content specifically tailored to their needs and to avoid being generic.



7. Include a CTA at the end of each blog

Every good piece of content needs to include a call-to-action (CTA) at the end to ensure that your audience knows what to do next. The right CTA can increase your conversions, with research showing that a personalized CTA has the power to convert leads 202% better than your basic CTA.⁸



Get more tips for optimizing your brand's blog with help from the BBB®

In today's digital age, a blog is one of the most powerful ways to reach consumers. By incorporating the seven tips outlined above, you can optimize your blog content to increase your reach and build a larger audience. As a result, you will have more opportunities to generate sales.

For more great tips on creating a website that generates leads and converts, check out [BBB.org](https://www.bbb.org).

1 - <https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/>

2 - <https://backlinko.com/google-ranking-factors>

3 - <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

4 - https://www.cisco.com/c/dam/m/en_us/solutions/service-provider/vni-forecast-highlights/pdf/Global_Device_Growth_Traffic_Profiles.pdf

5 - <https://www.who.int/en/news-room/fact-sheets/detail/disability-and-health>

6 - <https://sproutsocial.com/insights/data/social-media-connection/>

7 - <https://www.gartner.com/en/documents/4002809>

8 - <https://blog.hubspot.com/marketing/personalized-calls-to-action-convert-better-data>