



**This Is Your Life Podcast**  
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Michael Hyatt

**Michele Cushatt:** Welcome to *This Is Your Life* with Michael Hyatt, where our goal is to help you win at work and succeed at life. My name is Michele Cushatt. I'm your cohost today, and I'm sitting in the studio with Michael Hyatt. Hey there, Michael!

**Michael Hyatt:** Hey, Michele! How are you?

**Michele:** I'm doing well. How about you?

**Michael:** I'm doing great!

**Michele:** Good to hear it! Listen to all of that enthusiasm!

**Michael:** I'm being energetic.

**Michele:** Well, I have a confession. I haven't written my blog post for this week yet, and I know I'm going to get flack from you for that, but...

**Michael:** Well, no. I'm not going to shame you. I'm not.

**Michele:** At least not publically here where hundreds of thousands of people watch? Thank you for that. I appreciate that.

**Michael:** No, no, no.

**Michele:** Blogging has been something you have talked about, blogged about, and spoken professionally about for so long. So many of your listeners, readers, and viewers have their own blogs, but the fact that you blog something doesn't mean anybody is actually reading it, right?

**Michael:** As it turns out, that's right. Yeah.

**Michele:** Unfortunately. There's nothing worse than spending hours and hours crafting a fabulous blog post and nobody seeing it.

**Michael:** Well, I know firsthand what this is like, because it took me four years of blogging (from 2004 until 2008) before I attracted more than 1,000 readers a month. That first year, I had about 100 readers a month. Honestly, a lot of those were my mom and me refreshing the screen.

**Michele:** Your mom coming 1,000 times?

**Michael:** Yeah. Well, and me refreshing to see if I had any new comments.

**Michele:** Yeah.

**Michael:** But then I doubled the next year and roughly doubled the next year. Finally, in the fourth year, I got up to about 1,000 (a little under 1,000) readers a month. But then there was an inflection point that next year. What we really want to talk about in this episode is how to get to the inflection point faster so you can realize the blog traffic that gets your message the attention it deserves.

**Michele:** Because not everybody wants to wait 4-8 years to see that growth in traffic.

**Michael:** No.

**Michele:** And there are ways to boost your blog traffic so you can see results almost immediately.

**Michael:** Well, if I had known then what we're going to share now, I could have easily done it in half of the time. I probably could have done it in a quarter of the time, but I didn't know that. I was experimenting. Blogging was young, and nobody really knew it.

**Michele:** Well, that's good news for us. It's bad for you, but you know...

**Michael:** I'm happy to be the guinea pig.

**Michele:** It's good news for us. Now before we start talking about these 10 ways to boost your blog traffic, I do want to take a minute and just talk about how blogging has changed and just get your perspective. Some people say blogging is dead and it's not as viable anymore. However, in your book *Platform: Get Noticed in a Noisy World*, you called your blog your home base.

**Michael:** Yes.

**Michele:** I mean, it's really like Grand Central Station for everything you do. Do you still believe that's true?

**Michael:** Absolutely. I believe that more than ever before because there are a lot of people who are out there on Facebook or LinkedIn and are writing long articles that would normally be considered blog posts, but here's the deal. I liken it to building a house on a rented lot.

**Michele:** Okay.

**Michael:** If LinkedIn goes away or Facebook changes its terms of service or something...

**Michele:** Its algorithms, or... Yeah.

**Michael:** Your content, your followers... All of that could go away. So I want to build my home on my own lot.

**Michele:** Because then you're in control of it.

**Michael:** Yeah. That's right. Your home base is a piece of digital property you own and control.

**Michele:** All right. You still think blogging is viable. People are still reading blogs. People are still getting their content online like that.

**Michael:** Totally. Absolutely. There are people who say blogging is dead. They don't know what they're talking about. Blogging is not dead. It's still very viable. Now that doesn't mean there are not other things that are equally viable. I really believe (duh) in podcasting, right?

**Michele:** I'm very happy to hear that, but yes.

**Michael:** Podcasting is a powerful medium too, but the cool thing about it is that if you want to, you can be your very own media channel, right?

**Michele:** Uh-huh.

**Michael:** You can have all of these different ways to connect with your audience, whether through a blog, a podcast, a video channel on YouTube, or whatever. It's totally possible.

**Michele:** So you're almost, in a way, creating a menu where people can connect with you in multiple places, but the actual menu itself is the blog where people have one place to go to get access to you from multiple venues.

**Michael:** That's right. It's the one Grand Central Station, as you said before. For me, blogging is important because it's the place where I hammer out my ideas. It's a place where I connect with my audience, a place where I get their feedback. It improves my content. Every blog post eventually finds its way into a book, a podcast, a Periscope session...

**Michele:** Or a course.

**Michael:** Or a course or membership site. But everything begins on the blog for me.

**Michele:** All right. Good to hear, especially since I need to write a blog post tonight.

**Michael:** Indeed you do.

**Michele:** Okay. Let's get started. We're talking about *10 different ways to boost your blog traffic right away* so you can see some more traction, some more results right there on your home base. What is the first way to do that?

**Michael:** Okay. Well, let me just give you the premise behind this first. That is that you can't buy enough Facebook ads or enough promotions to promote your blog. It's just not economical. What that means is that if you really want to succeed, you're dependent on other people's sharing your content.

That leads me to the first way, which is to *write content worth sharing*. It has to resonate in the heart of your audience. They have to read it and go, "Oh, that's good." Their natural impulse has to be to share it on Twitter, Facebook, LinkedIn, or whatever their social media strategy of choice is. But that comes back to the content, and that's the thing you're 100 percent in control of.

**Michele:** Absolutely.

**Michael:** You may not be in control of a lot of things, but you're in control of the quality of the content, so I think that's where you have to focus more than anywhere else. For example... Apple computers. Did you know I like Apple?

**Michele:** Oh, really? I had no idea.

**Michael:** Yeah. Shocking, I know. Yeah, I love Apple for so many reasons. I just love the way they engineer their devices. My Apple Watch, my iPad, and all of that...

**Michele:** I knew you were going to point out your Apple Watch.

**Michael:** But get this. They spend (last time I checked) less than 2 percent of their entire revenue on their advertising budget. They spend very, very little on advertising. You know why?

**Michele:** They don't have to.

**Michael:** Because people like me who get no commission for promoting this stuff... Hello.

**Michele:** Talk about it all the time.

**Michael:** I talk about it all the time.

**Michele:** Yes.

**Michael:** To the point that I'm annoying about it. They're creating products worth sharing, and as a blogger, you have to think the same way. I have to create content so good that people will pay for it and just be shocked. They're wowed. They're willing to share it with other people.

**Michele:** You know, I run into this all the time as I coach speakers. Speakers want to spend so much time on the packaging, how they put it together on the outside, but not on developing great content, great messages. I'm telling them all the time, "It doesn't matter how polished you are, what a fabulous outfit you have, or what cool props you have if you don't have content that means something to those who are listening."

**Michael:** It reminds me of a metaphor I once heard. You've probably heard this too. A pig with a tuxedo on is still a pig.

**Michele:** Yes. Exactly.

**Michael:** You can try to spruce up the packaging, but if the core content is not there, it's not really going to matter.

**Michele:** Well, I've seen that on blogs. They spend thousands of dollars on a great designer, they set up this beautiful blog with great pictures and everything else, and their blog posts are terrible.

**Michael:** See?

**Michele:** It doesn't matter how pretty it is if you don't have content worth sharing.

**Michael:** They think the magic is in the design. I love design. I love beautiful blogs. I think my blog is beautiful. I didn't design it; my designer, Brandon Triola, did. But that's only secondary.

**Michele:** Yes.

**Michael:** It's the packaging. The content has to be there. If I opened Apple's latest gadget in their amazing packaging, and it was beautiful but the device didn't work, it wouldn't take long before the company failed. So it has to be there in the product itself.

**Michele:** All right. We really could talk about that one point right there...

**Michael:** We could.

**Michele:** If you leave with nothing else, that's a really good way to boost your blog traffic.

**Michael:** It's the whole first section in my book *Platform: Get Noticed in a Noisy World*: to create *wow*. That's all that's about.

**Michele:** Exactly. Okay, create content worth sharing. What is the second way to boost your blog traffic this week?

**Michael:** The second way to is to *adhere to a consistent schedule*.

**Michele:** Excuse me.

**Michael:** I know. People ask me all the time, Michele, "How often should I write? What's the magic number? Is it five times a week? Is it seven days a week? Is it three days a week? What do I need to do?" My answer to that is this. "Consistency is far more important than frequency, so I don't care if you blog once a week or three times a week. Your frequency, your schedule, is an implicit covenant with your readers."

**Michele:** Yes. So true.

**Michael:** They're showing up with the expectation that you're going to show up, and if you want to build trust, which is a condition to selling... Whether you're selling an actual product or just selling your ideas, trust is a necessity. One way you build trust, among many other things, is by showing up on a consistent basis. So don't overcommit on this.

It's very easy to get excited about blogging and go, "I'm going to blog three times a week," but if you've never done that before, you need to set the schedule for the times when you're really

busy. What's the amount you can do in a really busy week? Get consistent at a lower level before you dial it up. Get consistent on doing one blog post a week (I do think that's the minimum) before you dial that up to two or even three. I blogged as often as seven days a week.

**Michele:** I remember that.

**Michael:** For about a year, I did it seven days a week just to see if I could do it. By the way, I wasn't a full-time blogger. This was when I was the CEO of Thomas Nelson. It was just a great way for me to process what I was experiencing, regurgitate it, and all of that. I went from seven to five, and that was a little bit scary.

But what I found was it did nothing for my blog traffic. Then I wondered if I could go from five to three, and I did that, and my traffic dipped about 20 percent for two weeks. Then it went right back up, and I got all of these e-mails from people saying, "Thank you for blogging less. I couldn't keep up, and I felt guilty."

**Michele:** Oh. Nice. That's interesting.

**Michael:** Yeah. So it's kind of like you want to have what Tim Ferriss calls the *minimum effective dose*. Have you heard of that concept?

**Michele:** Mm-hmm.

**Michael:** The idea is that if you want to boil water, you don't need to turn the temperature up to 213 degrees, because it boils at 212 degrees, okay?

**Michele:** That's enough.

**Michael:** That's the minimum effective dose. If you get it up to 400 degrees, you're just wasting energy. So for me and most people I know, three times a week is probably as much as you need to do it unless it's an unusual site like Mashable or Huffington Post, where they have lots of bloggers and lots of posts every day.

**Michele:** For me (I'm at a different season of life), once a week is really ideal.

**Michael:** Yeah. That's great.

**Michele:** My traffic has tripled this year, which is great. That is something I can stick with.

**Michael:** That's good.

**Michele:** That works for me, so for those who are listening, if that's you, that is okay too.

**Michael:** Yep. Start with the minimum, and then dial it up as you get consistent.

**Michele:** All right. Adhere to a consistent schedule. What is the third way to boost your blog traffic?

**Michael:** Okay. This is really basic. I continue to see this. I mean, I can't believe people don't do this, but *get a domain name*.

**Michele:** I know. This is very basic, but I see it all the time.

**Michael:** Oh, I do too. In other words, if it were michelecushatt.wordpress.com, that wouldn't be what we're talking about. That's a dead giveaway that you're an amateur, that you don't take your own blogging seriously. You don't work seriously, and you don't really have your own identity, you know? So you're just kind of leasing space.

**Michele:** Again, we're talking about buying real estate that's yours.

**Michael:** Yeah. It's cheap.

**Michele:** It's so cheap.

**Michael:** Go to [godaddy.com](http://godaddy.com) or one of the other domain registrants and buy a domain. Yes, your name is probably already taken. Here we are in 2015 as we're recording this. Your name is probably already taken, but that's okay. You can get a variant of it. It could be realmichelecushatt.com or some variant of that.

**Michele:** Uh-huh. I've seen that.

**Michael:** It's fine. Or you could even get a .tv extension. We have a lot of extensions now, so...

**Michele:** Absolutely. For those who aren't familiar with the prices, it's usually somewhere between \$5 and \$10 a year.

**Michael:** Yeah.

**Michele:** I mean, it's very cheap.

**Michael:** Very reasonable.

**Michele:** Okay. So get your own domain name. What's the fourth?

**Michael:** *Include your blog address everywhere.* You know, make sure you're doing your best to promote your blog name. Now let me just give you an example. If you're on a podcast, you're invited to be on a podcast or a TV show, or you're writing for a magazine or another blog, use it there. That's all I care about. I don't care if people find my Facebook page or my Twitter. If I can get them to my blog, they'll discover everything else, okay?

**Michele:** Yes. They'll find everything else. That's the one piece of information you leave everywhere.

**Michael:** It's the one piece. Another little hint: you don't need to say [www.michelecushatt.com](http://www.michelecushatt.com). That's just noise. If you just enter "michelecushatt" into any modern browser, you don't have to put the "www" and all of that. Don't use that.

**Michele:** Okay.

**Michael:** That really irritates me. I don't know why.

**Michele:** Good to know.

**Michael:** It's just excess noise.

**Michele:** Okay. Good. Make sure you include your blog address everywhere. The fifth way to boost your blog traffic is...?

**Michael:** *Make it easy to subscribe.* This is the holy grail of blogging.

**Michele:** *Dun-dun-dun.*

**Michael:** *Dun-dun-dun.* What you want more than anything else is gobs of e-mail subscribers.

**Michele:** Okay.

**Michael:** You want access to somebody's inbox. That's like the last piece of property anybody has where they can selectively decide who gets access to that.

**Michele:** Mm-hmm. It's permission.

**Michael:** It's permission.

**Michele:** When you get their e-mail address, they've given you permission.

**Michael:** That's right. At the very least, have a form on your blog (preferably in the upper right-hand corner) where people can sign up for updates if nothing else, okay? All you need is the first name and e-mail address. It doesn't need to be more complicated than that. Do not ask for more information than that.

**Michele:** Okay.

**Michael:** Now if you're in the real estate business or the retail business and you need their zipcode or some other information... There are exceptions to this. But here's what I know for sure: the more information you ask for, the more it diminishes your conversion rate. So if people have to give you too much information, they just bail out. They just go, "No."

**Michele:** It's so true. It's too much commitment.

**Michael:** That's right.

**Michele:** "You need my last name too? Too much commitment."

**Michael:** That's exactly right. You need the first name so you can personalize the e-mail, right? And you need their e-mail address. So at the very least, put it up there. I didn't have that for years. I can't believe it, but I didn't have it for years. Now to go one step further, once you've done that, create an amazing, magnetic e-mail opt-in, something people get in exchange for forking over their e-mail addresses. It does not have to be an e-book. Now I used to think it had to be.

**Michele:** But it can be something very small.

**Michael:** It can be something very small. It can be a cheat sheet, okay?

**Michele:** Or a printable. There are a lot of bloggers I know who just have a one-page printable that includes quotes, family activities, or whatever it may be.

**Michael:** Yep. Infographics... A guide, a white paper, a series of videos that you may be repurposing because you've done them before... I think you can often take a blog post or a series of blog posts that have really performed well for you, repackage those into an e-book, and you're good to go.

**Michele:** Okay.

**Michael:** But you have to put beautiful packaging around it.

**Michele:** Yes.

**Michael:** Hire a designer or somebody at a company like 99designs at the very least, and get a cover designed so it has dimension and looks real and valuable.

**Michele:** And so the people who are opting in feel like they really have received something of substance.

**Michael:** Right. Exactly.

**Michele:** All right. We are talking today about 10 ways to boost your blog traffic. These ways Michael is giving you today can make a significant difference right away. So far, we've given you five. We have five more. Stick with us. We'll be right back.

*If you're like most members of my audience, you're committed to winning at work and succeeding in life, but the truth is you struggle with finding enough time to do it all. That's exactly why I wrote my new e-book, *Shave 10 Hours Off Your Workweek: 4 Proven Strategies for Creating More Margin for the Things That Matter Most*. You can't buy *Shave 10 Hours Off Your Workweek*, but you can get it for free by subscribing to my free email newsletter.*

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**Michele:** Today we're talking about 10 ways you can boost your blog traffic right now today. So far, we've covered five of those. The first is to write content worth sharing. We really cannot emphasize this first way enough. It's absolutely critical that you are writing content people want to read. If you don't do that, nothing else we say at this point matters. Second, adhere to a consistent schedule.

Third, get your own domain name. This is your piece of property you need to own. Fourth, include your blog address everywhere so people know where to find you. Fifth, make it easy

to subscribe. We still have five more to go. I want to make sure we don't run out of time for all of these, so let's dive right into the sixth one. What's the sixth way to boost your blog traffic?

**Michael:** The sixth one is to *optimize your post for SEO*. Now before your eyes glaze over, Michele...

**Michele:** I just about disappeared.

**Michael:** Yeah. You may have heard of SEO. It means *search engine optimization*. There's a way to populate your posts so the search engines can catalogue them appropriately and boost your rankings on Google so that when somebody searches for a topic you've written about, your blog post is hopefully appearing on the first or second page of results. Very rarely do people go beyond that. I mean, honestly, I rarely go beyond the first page of results.

**Michele:** Yeah. I don't either.

**Michael:** Right? So you want to give your posts every chance you can. I would recommend a WordPress plugin. By the way, if you're not blogging in WordPress, you need to be. I think that is the Cadillac, the granddaddy, of serious bloggers. The good news is the software is actually free.

**Michele:** It's free. It's easy to use. Even someone like me can get it done.

**Michael:** It's easy, and you can use different themes on it to dress it up in different ways. There's a plugin. This is the thing I love about WordPress. You can add to the extensibility of the software itself with these plugins. They're easy to install. It usually takes a couple of clicks. One of them is called All in One SEO, okay?

**Michele:** Yes. I have that one.

**Michael:** In All in One SEO, you will basically give it a keyword. What's the keyword? If you had to boil your post down to one word, what's it really about? I wrote about the Apple Watch the other day, so I put two words, actually: *Apple Watch*. Duh. Google wants to know what word to really look for and how to index it. In addition to that, it will score whether or not you have that word, for example, in the headline (where you need to have it).

It will check how many times it appears in the post, which is important. Then it has the title of the post that you're going to use for SEO purposes, how it's going to look on Google when it comes up. I always add my name to the end of that. I give the name of the post title and then a space, a hyphen, another space, and then my name.

I want that to be on Google as well. Then I add a short description. I can't remember the number of characters. It may be 160 characters, but Google won't display more than that. All in One SEO actually calculates how long your description is. So you want to fill that out for every post. It's a little bit of work. It takes me about two minutes.

**Michele:** I was going to ask how much time you usually spend.

**Michael:** Usually about two minutes.

**Michele:** You have a lot of experience with that. For somebody who has never used All in One SEO... How much time should they block for that?

**Michael:** Two minutes. I mean, seriously, it's stupid easy to use.

**Michele:** Okay.

**Michael:** You don't need to do more than that.

**Michele:** You know what's really funny? There are some of us who feel very intimidated by even the thought of it. I know that it's so easy for some, but there are many people who... That just seems so far out of reach of what they can do.

**Michael:** Well, listen. If you can fill in a fill-in-the-blank form, you can use All in One SEO, because it just basically puts three blank fields there, and you fill in those fields, and you're done.

**Michele:** You just populate them. Okay.

**Michael:** I'm going to tell you that today, probably 80 percent of my traffic on any given day comes from people searching on Google for the topics of old posts.

**Michele:** Okay. Yes. So it's working for you.

**Michael:** It's working. Absolutely.

**Michele:** Even when it's old content, which is good. We want our content to work for us for more than just one day.

**Michael:** We do.

**Michele:** Okay. Optimize your post for SEO. What's the seventh way to boost your blog traffic?

**Michael:** *Utilize social media.* Now that you have a home base, which is your blog, you can use your social media outposts, which are kind of like your embassies, to go out and point people back to the blog posts. The first thing I do every morning... My blog post gets posted on Monday, then my podcast gets posted on Wednesday, and then another blog post gets posted on Friday. Those post at 5:00 in the morning.

Then at 6:00 a.m., I start hitting it on social media. So there will be the first Twitter announcement that the post is live. There will be a LinkedIn announcement. Facebook goes live at about 9:00 a.m. Then we repeat in the afternoon and then again in the evening. Use social media to direct people back to the post. That's kind of the whole purpose of social media.

**Michele:** You know, I don't remember when we talked about this, but it had to be in season 2 or season 3. We talked about how often to post that to social media. I used to think I was doing it too often. Actually, you challenged that and said that I wasn't doing it often enough, that because people aren't on there all the time, we miss certain people.

**Michael:** We do.

**Michele:** So posting multiple times makes a difference.

**Michael:** Yeah, so I will typically post on Twitter three times, and I'll post on Facebook twice. More than that on Facebook, and Facebook will penalize you. I'll even see that second post does not have the same reach or the same number of shares because Facebook is seeing it's somewhat duplicate content and is throttling it back.

**Michele:** Okay. Got it. All right. What's the eighth way to boost your blog traffic?

**Michael:** *Engage in the conversation.* One of the great things about a blog post is it's going to generate conversation. Now I used to have a comments area on my blog. For every particular post, there was a section where you could comment. I stopped doing that about a year ago for reasons we probably don't have time to go into here. I was getting a lot of spam. I wanted to go where people were already commenting in the social spaces.

Regardless of whether they comment on your blog or on Facebook or they're talking about it on Twitter, you have to go where the conversation is, and you have to engage in the conversation. If nothing else, it's thanking people for their comments. It's answering their questions. I engage with critics, but the only people I don't engage with are trolls. Those are two different things. Critics are honest people who have a difference in opinion.

**Michele:** They have feedback and a different opinion.

**Michael:** Yeah. A troll is just someone who has the mic and is going to be noisy and try to get attention for themselves.

**Michele:** They're just mean.

**Michael:** I kind of just, you know, forget them.

**Michele:** Yep. That doesn't dignify a conversation at that point.

**Michael:** That's right.

**Michele:** Okay, so engage in the conversation. What's the ninth way to boost your blog traffic?

**Michael:** *Comment on other people's blogs.* Usually when you comment on somebody else's blog, it gives you the opportunity to link back to your own blog, so that's a great way to get traffic. If you give intelligent comments, if you contribute to the conversation and people see that and are impressed with it, a lot of times those people will follow you back to your blog.

So create visibility not just with your own tribe but with the tribes of people who produce content that's similar to yours. It's kind of like, "If you like their content, you'll love my content," but I'm not going to go in there and start panhandling on somebody else's turf. I'm going to go in there and try to make a contribution and add value to that community so people follow me back.

**Michele:** Now what about those people who comment on other people's blogs and are always sharing their links to their sites again and again? "Well, if you like this, you need to read my article here." Is that okay or not?

**Michael:** I'm not sure what you mean. Say it again.

**Michele:** Let's say somebody visits my blog and reads a post I wrote. In the comments section, they are pretty regularly posting links back to their blog. Rather than just leaving a comment, they're actually putting in the hyperlink to a blog post they wrote or an article they wrote.

**Michael:** I'd say that if they're doing it occasionally, like one-off, because they're really trying to be helpful, I think that's fine. I've done that before myself. I think that if they're doing it as a strategy to drain off traffic from my blog to theirs, that is really bad form.

**Michele:** Well, some have it almost in their avatar and their signature so it automatically posts there.

**Michael:** Yeah. I've seen that before too. Sometimes the blog commenting software you use will actually pull in their most recent blog post. It's a way for you as a blog owner to show love to the people who are commenting. But that's very different from my going in and self-promoting. It would be like if I were throwing a party at this house and you came in and started passing out your business cards at my party. It would be like, "Uh, why don't you hit the door?" you know? I just think that's in bad form.

**Michele:** Okay. It goes back to what we've talked about so many times. Who are you serving?

**Michael:** That's right.

**Michele:** If you're really serving yourself, that comes across very, very clearly.

**Michael:** Well, most people don't like self-promotion.

**Michele:** Nope. They don't. It just looks cheesy.

**Michele:** Okay. Let's move on to the final way to boost your blog traffic right away. What is it?

**Michael:** *Write guest posts and have those posts placed on other people's blogs where there might be readers who would enjoy your content as well.* You're generally not going to get paid for that. What you're going to get is a backlink. In other words, in your bio line, they're going to link back to your blog. I think that's a terrific way to build traffic.

Honestly, that's how people like Jeff Goins built such a following so quickly. He was just a maniac about writing all of these different guest posts for people, and he would get the link back to his blog. He's a very good writer, so people would read his writing and go discover him at his blog. That's still, I think, a very effective strategy.

**Michele:** Well, I did the same. I wrote a post on rejection in writing. I don't know if you remember that.

**Michael:** Yeah.

**Michele:** It was probably two years ago, but I still get links back from that.

**Michael:** Really?

**Michele:** Uh-huh.

**Michael:** Great.

**Michele:** It has been a couple of years since then. It was very helpful.

**Michael:** That's a very good strategy.

**Michele:** Okay, today we've covered 10 different ways to boost your blog traffic right away. You can see some true traction from this if you start putting it into practice. Let me recap. The first is to write content worth sharing. We've already talked about that enough. Second, adhere to a consistent schedule. Third, get your own domain name.

Fourth, include your blog address everywhere. Fifth, make it easy to subscribe. Sixth, optimize your posts for SEO. It's much simpler than you think. It only takes a couple of minutes. Seventh, utilize social media. Eighth, engage in the conversation. Ninth, comment on other people's blog posts and content. Tenth, write guest posts for other bloggers.

As we wrap up today's episode, we just want to remind you that this whole blogging process can be complicated and can seem like it takes a long time to get some traction, but do put some of these into practice. Then I would love it if you would come back and let us know how it has worked for you. Do you have any final thoughts today, Michael?

**Michael:** Yeah. I think blogging really matters. I think that if you're committed to getting your ideas into the world... Yes, you should write great posts, but they're also worth promoting. It's worth getting more eyeballs on those posts. That is usually not a function of luck. It's not usually something that just happens. It usually happens little by little, incrementally, as you're intentional about it.

**Michele:** Well, if you've enjoyed today's episode, you can get the show notes as well as an entire transcript of the entire conversation at [michaelhyatt.com](http://michaelhyatt.com). In addition, if you'd rather watch the video than just listen, you can find that video at [michaelhyatt.com](http://michaelhyatt.com) as well. But do me a favor before you go.

Take just a few seconds and head over to iTunes, where you can rate this program. It's so important to us. We're so grateful for you when you take the time to do that. It helps boost our rankings and get this information to as many people as possible, so thank you for doing that. Well, once again, thanks for being with us today.

Until next time, remember: your life, your one and only life, is a gift. Now go make it count.