

Confession of the Blog Traffic King

**“The King of Blog Traffic Finally Comes Clean
About RSS, Blogging, and Social Networking”**

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Kaiser Chiefs Live at Doncaster Dome

February 4, 2007 | In Music News | Comments(0)

Kaiser Chiefs get on Radio 1 at BBC. Tickets were available from their store on Wednesday 31st, but it's all sold out now. The only way you can get a ticket now is by winning one on their online competition

9 Feb - Chris Moyles show, 7-10am
Ahead of the gig Chris and the team catch up with Kaiser Chiefs, live from Keepmoat Stadium home of Doncaster Rovers FC.


12 Feb - Kaiser Chiefs Special with Zane Lowe, 7-10pm
Experience the Doncaster Dome gig, Zane chats with the band about the new album, and we trace the history of the band from toilet venues to the Brits.

Tag:

With Oden On Our Side

January 30, 2007 | In Music News | Comments(0)

Amon Amarth, throughout their illustrious career thus far, has been a band that can simply do no wrong. All of their albums are magnificently enjoyable, and each has shown steady improvement over the previous one - and once again, this five-piece from Sweden have sculpted a record full of memorable melodies and eardrum-shattering brutality.



With Oden On Our Side has to be the band's strongest release to date, and after repeated listens it appears that the drastic improvements noticeable on this album - the songs, and the entire album, in general is set at a faster tempo than all of their previous efforts - have only made it stand out more. A bold step taken by a band that is at the peak of their career.

The album kicks into full speed almost instantly, thanks to the opening track Valhail Awaits Me. In the vein of the songs in the Fate Of Norns album, the song brings a tinge of the signature sound that album possessed - a speedy guitar riff coupled with an equally fast rhythm section. Then, comes the guitar solo...and the solos in this album have to be heard to be believed. They are that good.

With Oden On Our Side has some emotional tracks, inspired by the tragedy and despair that is found in abundance in Viking folklore. The second song of the album Runes To My Memory is a slower and rather tragic affair, and vocalist Johan Hegg does an excellent job in conveying the heartbreaking fate of a warrior who can't escape the grasps of death. The song also benefits from thoughtful lyrics - "When I am dead, lay me in a mound. Raise a stone for all to see, runes carved to my memory" is a line in the chorus of the song, and raises the hairs at the back of my neck every time I listen to it.

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With Oden On Our Side
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All Hail The Blog Traffic King



Yaro Starak is the **Blog Traffic King**

Hailing from Brisbane, Australia, Yaro Starak has come from absolutely nowhere to rise to the top of the blogosphere. He is currently the foremost authority of getting traffic to your blogs.

Yaro is also one of the most established and respected bloggers around.

Not to forget, he's a genuinely nice guy.

Just visiting one of his sites will give you an idea of the amount of knowledge Yaro has acquired, and willingly shares for free:

www.Entrepreneurs-Journey.com
www.SmallBusinessBranding.com

To learn the exact techniques he used to get from 1 to 1,000+ daily readers via RSS, visit www.TheBlogTrafficSchool.com

[Start of audio interview]

GK: Gobala Krishnan

YS: Yaro Starak

0.00 **GK:** Hi, this is Gobala Krishnan from www.EasyBlogTraffic.com and as part of the easyblogtraffic product course, I have on the line with me Mr. Yaro Starak all the way from Australia, and Yaro is going to be sharing some really important points about getting traffic to your blog.

Yaro also has a website, www.TheBlogTrafficSchool.com where he shares a lot of valuable information on how he managed to get from a standing start-up to 1000+ RSS subscribers and even more. So what we're gonna do today is basically get some of Yaro's tips for getting traffic to your blog; we're gonna be discussing about how he writes contents for his blog, and what are the types of tools and

plugins that he uses to get more traffic to his blog – but first, for those of you who don't know Yaro yet, I'm gonna introduce Yaro and perhaps ask Yaro to give a brief history about his blogging career so far. Yaro, can you say hi?

YS: Hi, Gobala, thanks for having me.

GK: It's nice to finally hear your voice again; I've been following your blogit, "entrepreneurs-journey.com", and also smallbusinessbranding.com – not so much smallbusinessbranding, more of entrepreneurs-journey.com – for quite some time now. So I'm really thankful to be able to have this interview with you.

YS: I'm happy to be here. It's always nice to meet a blogger who's also writing in a similar industry as myself.

GK: So could you tell us a little bit more about yourself, how you got started with your own Internet business, and especially – what interests me most is how you got started blogging.

YS: Okay. Well, the short version is I've been online since my university when I studied in business; at that point, I was actually playing more on the Internet than I did reading my textbooks and writing essays and as a result, I started building websites, mostly for hobbies, and things like that; and a couple of years into my studies, I launched an editing and proofreading business for university students, and that business became, and still is, one of my main businesses at the moment.

And I was actually talking to a friend of mine who was also interested in Internet marketing and he'd been studying and reading about this thing called blogging and how it could be good for – at that time, they were talking about *good for search engine ranking*, and it's good for getting traffic from search engines.

This was probably 2004, 2003 – so blogging wasn't really, really big; it was just starting to gather momentum at that point. So I did a little bit of research, I found out about movable type, and Typepad, and Blogger, of course. That's probably the first thing I wanted to find was Blogger, the service by Google – and as far as I could tell, it just looked like a website – as a diary, and it turned by content management system, and I had used content management systems beforehand, so I didn't know what exactly made

blogging special.

However, I was keen to test new things. What I did was I installed a movable-type blog onto my business website, with the intention of using it to bring more traffic and to help that business. What eventually ended up happening is I started to get into blogging so that...I guess the expression and the fun of it all, and I started writing more about my life and how I'd made money on the Internet and entrepreneurship, and those sort of topics, so it wasn't directly related to my editing or proofreading business.

So it didn't really make sense at that point. I actually severed that blog and moved it away from my editing business and made it a stand-alone blog, which eventually became entrepreneurs-journey, which you now see today.

From that point, I know that I just kept blogging and kept letting what I was doing – running my business and making money online, as well as just general things like people do with blogging, like, they write about their lives, and you can find out some reason people find you interesting and keep coming back to read more about what you're doing, so it seems to work; you get traffic, people get entertainment and value, and...that's that, the short background version.

GK: Now, your blog at entrepreneurs-journey.com is also sort of a diary, am I right? It's your diary of your journey in Internet marketing?

4.52 **YS:** That's right. It's – for me, I need to be able to actually enjoy what I'm doing when it comes to blogging, so you know, if I was focused only on the money, I don't think I'd establish as much of an audience as I do have now; you know, you can put affiliate programs and everything, of course, you do; but you're not going to build up much of an audience.

To be honest, I don't like selling products and on every single post I make, either; it's a lot more fun to try and help people and just to talk about your life sometimes.

So I spend some time...whatever comes to my head, really, whatever I'm doing in the moment – if I can actually turn that into a lesson for people, I'll try and write a post that helps, as well as provide them a use for me to

express what I'm doing.

GK: I'm actually quite new to blogging; I've tried to set up my own WordPress blog in 2005, I think, and then I got so frustrated because it was way too technical for me to understand at that point of time, and so I gave up, and then I decided to start blogging again in early 2006, and it wasn't until towards the end of 2006 that I came across your blog entrepreneurs-journey.com, and also several other blogs, including Darren Rowse's Problogger.net

Actually, I found your blog first before I found his. I think I found his blog through yours. So...(laughs)

YS: (cross-talk) It's usually the other way around...

GK: I think, if I'm not mistaken, someone recommended that I go and read your blog, and I found Darren Rowse's blog through yours, so that's how it happened, anyway...but I've been hooked to – the content that you've been pouring out at entrepreneurs-journey.com is simply amazing.

I mean, sometimes I sit and wonder how you can actually come up with all those content, and I think that I'll be having a real tough time even writing one article for my blog and I checked your blog, and you've written like, 5 articles in the past two days, and I was like, "Man! How does he do it?"

YS: It's funny you say that, because I actually look at Darren Rowse's blog, Problogger, and I feel the same way about him, because he'll write 10 posts a day, and I'm like, "How can he maintain that level?" So there's always someone doing more than what you're doing. (Laughter.)

GK: So and then, of course, I got attracted to your Blog Traffic School, which is a product you're coming up with, and one of the key things you mentioned in the newsletters from your Blog Traffic School is how you managed to get 1,000 RSS subscribers who are subscribing to your blog content via RSS feeds. But today, I am looking at your blog, and it's closer towards 2,000...so let's just make it...2,000 it's about...2008.

YS: Right.

GK: So that's one of the things I want to know. Maybe it's too general a question to ask you how you got 1,000 RSS

subscribers, but I'm hoping that maybe you could give us maybe about 3 tips that you use to get to that level of RSS subscribers, because –

YS: RSS? Sure. It's funny, because going back about a year and a half, it was a lot easier to get RSS subscribers that I found than it is now, just because there's a lot more blogs available, so people are a bit more picky with what they choose, in terms of who they subscribe to do, and keep subscribing to, so...and I think when it comes to basics, you need to have certain things in place, like making it very obvious how to subscribe to an RSS feed.

One of the things I did, right back at the beginning, was I didn't myself understand what RSS was, and like most bloggers, they probably start blogging before they start on this and how RSS works.

So as a result, the first thing I do is I learned how to use RSS; I played with a thing called RSS Owl, just this little piece of software to subscribe to RSS feeds; and then I started using Bloglines, and then I also tried Google Reader, and these are all RSS reading tools, so I learned how RSS subscription works, and then what I did was I just sat down and wrote an article in very simple, plain English, teaching my readers my process of how I learned to use RSS.

Now that, because it was such a basic instructional tool, really helped to educate the people who didn't know what RSS was and got them using RSS.

So that was certainly earlier on, one of the first things I did that really helped; as RSS matured and more people were familiar with it, you need to start making a few extra steps, and really, it's just a matter of making sure it's obvious where the RSS subscription options are and not distracting people's attention away from it, either.

So I think it's become a standard practice that you want to have some sort of "prompting" at the end of each article saying, *Did you like this article? If so, please subscribe to my RSS link. Click here.* And that takes them to a page that teaches people how to subscribe to RSS *or* it points directly to your feed.

You can also place your RSS subscription – I know a lot of people use that big Digg orange RSS button and put it above the fold, so put it in the top area of your blog, make it really be obvious and – some people are getting quite stupid and using tremendously huge RSS buttons, but you do need something that people can find very quickly.

I've been very frustrated by some bloggers who seem to hide their RSS feed somewhere in their sidebar, halfway down the screen with a very small icon or a text link, and you're not doing yourself any favors if you're trying to increase your subscribers if you're just hiding it in that regard.

So I think the two steps there – first, educate people who don't know; second, make it very obvious to people how they can subscribe, so show those links. And the other, more obvious way, and the thing that we all have to do as bloggers is to make it worthwhile for people to subscribe – like, what's the reason for them to do so?

And how it all boils back to what value you provide to them, so they check your blog once, read a nice article, and then maybe they don't subscribe then; but then they come back once, read another article; they like to think – *Well, I'm probably gonna wanna read this person's blog everyday, so what I'll do is I'll subscribe to their RSS feed.* So it all works in motion in that regard, and it's an ongoing process.

11.40 **GK:** Do you, uh – do you actually hard-code the instructions into your blog template so that it appears at the bottom of every post?

YS: Couple of ways...when you say "hard code," I actually do have within the WordPress system, it will automatically put the *Do you like this article? If so, please subscribe to my RSS feed*, and that appears automatically at the end of every article I write.

I don't have to do that manually; same with the RSS button – it appears in my sidebar at the top, so that makes – again, it's automatic and I don't have to worry about doing it once it's set up.

And all blogging software should do that; it may be a bit technical for some people, and you may need to find

someone who knows how to play with the templates, but even if you can't, just write every now and then after you write a big article, say, manually type at the end of it, *Did you like this article? If so, please click here to subscribe to my feeds.*

GK: I've read in one of the newsletters I got from your Blog Traffic School that most of your readers are subscribed to your blog – why RSS feeds?

What I'm trying to say is, I think I read something to the effect that – you mentioned that...the amount of RSS subscribers to a blog is usually about **10% of the actual website visitors to the blog**, or something like that. But in your case, most of your RSS subscribers are the actual amount of visits you get to your blog.

YS: Well, this actually keeps changing, and I've been looking around the web and seeing what other people's stats are like, too, and we talked about Darren – Darren's another good example – he's just about broke the 11,000 readers when it comes to RSS stats, but yeah, his actual hits to his website are about 5,000 a day, so you could see in his case, RSS about doubles his readership.

With my other blog – SmallBusinessBranding.com, we only have about 300 people coming visiting the site, but we have about seven to eight hundred RSS feed readers. With entrepreneurs-journey, it sort of remains steady; I always get about 2,000...two, three thousand web visitors and I should say I've got about 1,800 RSS feed readers.

So it really does depend on what type of readership you have; if they don't know what an RSS is, they're not gonna subscribe to an RSS feed, but they might bookmark your blog and keep coming back, and they may be...maybe, retirees who...you know, they have learned to surf the web and know how to bookmark, but you don't really expect them to learn how to do this RSS – well, at least, not a majority of them.

So in that regard, you're probably always going to have more direct visitors than you are RSS readers.

GK: Right. So it really depends on the market that your readers are coming from.

I suppose if your blog is about...let's say, automobiles or something like that...where, as opposed to having market where primarily – other Internet marketers and other bloggers maybe...they may not really subscribe to your RSS feed or even bother to find out what an RSS feed is, but they'll probably bookmark your site on their PC and in their minds, as well.

14.54 **YS:** In which case you need to have all options available, which is why I've always promoted "Bookmark my site," or "Add it to your favorites," as well as "Subscribe to RSS," as well as "Subscribe to an e-mail feed."

You just wanna have **all the options available** for whatever level of reader you might have visiting your site.

GK: Right. So that's the info for RSS subscribers. Now, you mentioned that you need to give them a reason to visit your site, and the reason is, of course, **having good content**.

But in terms of good content, I also read it from your newsletters something about having what you call "**pillar articles**". And why every blogger should have some pillar articles.

Now, I'm just a little bit confused about what pillar articles are, because if I compare my blog with yours, every post in your blog looks like a pillar article to me. (Laughter.)

YS: Yeah, that's kind of deliberate; you want more traffic, you have to write more pillar articles, so...it really does depend on your strategy. I think every blog, at some point, needs to include a pillar article, which really is a "meaty article" – something that teaches something new; it has original ideas, original content; it's not just republishing news or linking to someone else's website; it actually provides content in and of itself. So that's essentially what a pillar article is.

Now, some bloggers – all they would do is write pillar articles, and a great example is **Brian Clark** at CopyBlogger.com.

Now, Brian doesn't write a diary; all he does is put out how-to advice on pillar articles – he calls them "cornerstone content". He writes a series on helping

people to write good copy on the Internet and that does wonders for his traffic, 'cause he's always helping people; you're not talking about...you know, what he had for breakfast, or shop-talking about his life too much. Now, that's worked for Brian 'cause he has a lot of knowledge.

Not everyone has a lot of how-to advice in them; you might be young; you may not have experienced much...maybe you haven't figured out a way to express your knowledge yet; you haven't become a good writer, so you're having trouble writing good pillar content; and you gotta think about how you can help your readers.

And when it comes to what you know, what you can take that what's inside you from your experience and your knowledge, and put it into words on your blog, so from my point of view, it's all about how I've learned to make money on the Internet, as well as any other lessons I've learned from my life.

And that's what I put onto my blog. And thankfully, I can write reasonably well, so I have that advantage.

There are some people who specialize in just breaking news and linking out to other people's blogs, and that can work if you're a crack – really quick at getting news without first putting content out consistently; writing 20 posts a day; and just basically sitting in front of the computer logging 24/7.

I didn't wanna do that; I didn't wanna be someone who has to stay up so he'll be up-to-date with the latest news in my industry; all I wanted to do was write helpful articles now and then and not feel too pressured to do it, but do it often enough that I could establish some sort of audience.

So you know, what I'll do if I get 1 or 2 or 3 pillar articles a week, I'll consider that a good week; but I'm not gonna feel bad if I put out one a week and I don't actually write an entry to my blog every day; I don't want that sort of pressure.

So what I'm saying is, if you are gonna blog, and you don't want it to be your life, but you do wanna get some traffic, you are gonna need to put out there a how-to content – some education, and some real value.

GK: Now speaking about content, is there any specific way that you actually write content for your blog, or you just write whatever comes to your mind? I mean, do you plan ahead for the entire week?

YS: No, I'm not really that structured with what I'm doing...like at the moment, there's a friend of mine, Rick Schefren, who's about to release a coaching program for people. Now, early on this year, I decided I really wanted to promote this extensively from my blog because I've taken part in this coaching program, so I decide that as soon as that program is going to be released, I would devote a lot of time to writing articles that – while they help people, they will also indirectly promote its products, so...I can potentially make some off of the commissions as well.

So I have made a decision to write content, write about this week, and 2 weeks ago, I made a choice to write a series on whether professional blogging is sustainable. Now, I only...I kind of – it's a little bit creative, so it's not that structured; I'll be writing on the fly, you know, I'll get a new idea while I'm writing one article, which will come into another article, so it can be dynamic in that regard.

The only way I guess I do any kind of structure is you wanna make sure there's something meaty coming out now and then; otherwise, you're going to start losing your audience, and people won't be saying the things like you just told me before – you were always amazed at how I could get these ideas, but it really comes from your learning yourself at the same time.

So I've just tested something online – my blog traffic newsletter, to get extra subscribers, where I can now help people how I did that and what my results were, and that happens to be a great article, so experience turns into content in that regard. I've never, ever been stuck for ideas for content. It's the other way around; there's too much to write. It's really a matter of narrowing your focus down.

If you can't say the same about the area you're blogging about, then I don't think you really like it that much.

You're not really interested in writing about it, because if you really care and like something, you have too much

information. So you might wanna consider looking at something else that you really do enjoy and maybe write a blog about that instead in that regard.

21.10

GK: This question is gonna be weird, but do you believe that – there's a saying that "every blog has its day?" Do you believe that every blog eventually covers a topic or an event that sort of gives them a "breakthrough" and brings in more traffic and RSS subscribers in a rush – sort of like a breakthrough day, because why I'm asking this is because I have a friend who has an automobile blog in Malaysia – it's one of the most popular automobile blogs in Malaysia, and his day basically came when he covered a new model of a car – a Malaysian-made car – and he had pictures of this car before people even knew what the name of the car was.

He had all the pictures of the car: inside-out, engines, everywhere – on his blog. So according to him, that was the article that made his blog. But do you think that's –

YS: Right. Did he take those photos himself?

GK: And what is the third C again?

YS: Actually, I think it was given to him by someone; I think he has information where to get it from; so someone actually sent it to him – on a CD with all the pictures inside, before people even knew what it was called.

GK: And you create this curiosity from what? From writing on your blog? From comments on some other people blog? Or Forum?

YS: (Laughs) Very nice.

GK: So that one article actually got him a lot of traffic in Google. You know, when the name was finally announced and people started searching for it, guess what – maybe only his posts with the actual name of the car in it with the pictures as well, so that made him very popular.

But is there such a thing as a certain **breakthrough**, or should we just keep on doing our best and, you know, and the traffic builds slowly?

YS: Yeah, I definitely agree that there can be breakthrough events like that that occur often enough that it's – they tend to really make the foundation for your traffic, but the

way I like to think of it is, it's not really one breakthrough event; it's multiple ones that build up on the groundwork that you've done previously.

Now, your friend, when he released those photographs, probably had spent a bit of time in the previous months already writing articles to his blogs, putting up articles, and so forth. So he had built up some sort of traffic; he had been indexed by Google, so that the searching would even know about its blog in the first place, to send traffic to him.

So if he hadn't done those initial steps, then the breakthrough probably wouldn't have happened. Now this breakthrough has brought in X number of readers, X number of subscribers, so they're now watching his blog on a daily basis.

And when he writes another – maybe, exclusive event like that – what he'll find is he'll get another breakthrough, would be even more significant, because he'll have a larger base of existing traffic to potentially bring in more traffic. So what happens – it's a lot of the case of the rich getting richer; once you get some critical mass attraction going with the blog; each time you do something to grow your traffic, the growth is a little bit more – it's a little bit more exponential.

So I actually experienced...I get almost a case of that – you have exactly...that there was an article...it was about a fella who had made some money with AdSense, and he'd written a report which he released on a forum, a popular forum. And a friend of mine who runs a blog and probably has about 10-20% of the amount of traffic my blog does – he wrote about it, and I read his blog and thought this was a great little case study, and so I linked to it at that forum, too.

So I linked to it and I got a lot of comments, and some links pointing back to my blog, and I got a lot more attention and traffic than he did, because I already had a larger base of people reading my book.

25.14

GK: I see.

YS: And then what happened – Darren Rowse also links to this same forum post citing as found from my blog, and he gets

– got even more comments and links to his blog as a result.

So you can see those three different layers of how established and how much traffic a blog already has, then equates to how much new traffic you get as a result of an event like that happening. So the best advice we can give to anyone is don't be discouraged that someone gets more traffic than someone else, and you will get these breakthrough events as well.

And when they happen, do things to capture that traffic and sort of study why – figure out whether what he did in that regard – in that case – that brought the traffic, so you can replicate it and do it again and again and again. And that really will result in multiple breakthroughs with what you really want to get – really, really big traffic.

GK: Right. It makes sense. Now I don't wanna take up too much of your time, so let's get to the third question – more to what's the technical specifications of your blogging strategy, 'cause when you talk about blogs, everyone talks about plugins and themes and this plugin does this and some other plugin does something else, so what are really are the bare necessities you need in terms of plugins; you're on WordPress – if I'm not mistaken, you're on WordPress, so what type of plugins do you really need that helps you to get better SEO rankings and more visitors to your blog?

YS: Well, the first chance I say, I give people – and this is more important than you might think it is, is actually **get onto WordPress (www.wordpress.org or www.wordpress.com) to start with**, because...there's a lot of people who use Blogger (www.blogger.com) though, which is great for blogging, but we're about to talk about some fantastic plugins and most people who are on Blogger can't have access to them, so you're really missing out on a lot of great free technical things that you can easily install into your blog that provides a lot of extra functionality, and really when it comes to doing anything with your blog, there's basically a plugin for it out there.

So very rarely do I not find some sort of plugin solution to do anything. But to look at what – just kinda pull out what I've got installed at the moment on entrepreneurs-journey, I know the first plugin I always recommend from a search

engine optimization point of view is **Optimal Title** (<http://www.elasticdog.com/2004/09/optimal-title>) , which is a very simple plugin that moves your title from the first few words, as in my blog is called "Entrepreneurs-Journey.com", and normally when you use the default installation of WordPress, that phrase would be in the title of every single page on my blog, but I actually want it to be on the right side, after the name of each individual article, so each article is unique; so that's what Optimal Title does, it moves the actual title of your blog from the far left side to the right side, after the name of each article.

So...and that's pretty important from a search engine point of view. You want to have the name of your article come up in search engines, not your blog, 'cause it's a lot more better-matching of the search query if you do it that way, so Optimal Title – if you do a Google search for that, you should find it; that's the main SEO plug.

The book I'm about to release is exactly on search engine optimization for bloggers, and in there, I do talk a lot about WordPress in particular. There's a few plugins, but there's one in particular that is a bit of a secret, so I'm giving away a bit of information here, Gobala, so you can't go telling so many people about it, but – and it's surprising that more people don't use it. I'm sure you know about **tags**.

Everyone – there was a bit of a craze, probably about 6 months to a year ago – about tagging, ping, and **Technorati tags**, **del.icio.us tags**, and a lot of people went around installing a tag plugin to try and capitalize on some of that traffic.

Now, I did exactly the same thing; I went and looked for a Technorati and del.icio.us plugin I can install on my blog to make use of that tag traffic. And I did, I installed it, and I did something just on a whim – I auto-switched on **internal tagging**, which basically creates tags you can click, which do almost like **keyword searches** on your content within your blog; so I had that, as well as the Technorati tags going, and what I found was the Technorati tags barely did anything.

So I've actually switched them off since then, so I just

found them pretty much useless, and I found the internal tagging though having an interesting effect on my search results, and because when you create a tag, you create a keyword, it's very, very specific in terms of the content it refers to, so – if the search engine likes it a lot.

So I did some Google searches for some of the recent articles that I've written; I noticed my tag pages – now it's a bit hard for me to explain this over audio, you really need to see how it works; if you go to my blog, you can see the internal tags at the end of each of my articles, but those internal tags are just – are showing up in very high places in search results because of my – my blog has a lot of high authority, and because that's a very specific keyword.

So, combining those two things – you need to have a blog with high authority, which can take a while, but also the tagging – you can get so many good search results and really plan for specific search results because you create tags to target certain keywords.

And to do that is what's called "**Ultimate Tag Warrior**" (<http://www.neato.co.nz/manyfaces/wordpress-plugins/ultimate-tag-warrior>) which is a plugin by Christine Davis, and it's another free plugin...it's very complex; it's one of the hardest plugins I've had to install, but once you get it going, it's got some good instructions now, and I think most people who know how to install plugins should –

Note from Gobala: If you find the info above too technical, I'm sure there's someone willing to help you out at my forum: <http://forum.easywordpress.com> or you can get the Wordpress AdSense System: <http://adsense.easywordpress.com>

22.42

GK: Yeah...I think she's on Version 3.0 or something now, which is pretty simple – a single file installed. It used to be three separate files.

YS: Right. So if you're not using internal tags, my vote now is: Forget about Technorati tags, forget about any other tagging, except for internal tags, and then go to work – raising your blog's authority in the search engines so you

can really benefit from those internal tags.

GK: So basically, every internal tag that you create in your blog creates a separate page with the tag name in the URL and every post in that page is somehow related to what you have tagged it...

Note from Gobala: Clarification on the above – when you use internal tagging, you create new “keyword-based” pages that contain any post on your blog tagged with that keyword.

YS: That's correct. So in the book I've written, I do a bit more explanation on that, and I'm taking a Camtasia presentation, like a video presentaiton, as well, because it can be a bit hard to get your head around it if you're new to search engines and optimizations, so...

GK: Right. I will let you save the best for your – theblogtrafficschool.com, which, by the way – when is it gonna launch?

YS: (Cross-talk) The book is finished, and I got a lot of people who – I've had these questions thrown at me now for probably last 12 months, because I announced it over a year ago – the book, which is not the final product, but it's a book on search engine optimization, is done.

It's being edited at the moment, and I'm also working on the system to deliver it – I'm using what's called "butterfly marketing," so those two variables need to come together and needs to be tested and it will be released.

It's definitely within the next month or two, but I don't like to stick to anything too concrete because you'll never know, these things take longer than you expect sometimes, so...

GK: Yeah, in fact, I've asked you a couple of times.

YS: Yeah (laughs). You're just gonna have to wait. I'm really building some huge anticipation here; that's all there is to it.

GK: So basically, you say that, uh – forget about tagging directly to Technorati and start using internal tags – it creates a whole lot of new pages for your blog with the keywords – with your tag keywords in it, and which – provided that your blog has already some kind of authority

and links pointing into your blog will actually show up in search engines for some such terms that you probably never expected to show up in Google, for example.

YS: That's right. If you do a search for – it's hard to say – sometimes, you do a search you'll see Technorati how up in a high position in the ranking page; what they're actually ranking is the tag page within Technorati.

GK: Mm-hm.

YS: Technorati's obviously got a lot of authority, so that's a good indication of how powerful tagging is.

Now if you can raise your own blog's authority, you can gain that benefit, and because not many people do it yet, and also because you're probably blogging in a specific niche, you're very likely going to dominate that...that tag keyword by doing that.

GK: Alright. Are there any other plugins? I think – I observed as you put on your blog sometime back – I can't find it anymore, but you did mention about a certain plugin that actually displays results based on what the user's typed into the search engine.

YS: You mean telling you what people are...when they're landing in a page...?

GK: Um, for example, if let's say I typed in "home business" in Google, and your page is No. 2, and I clicked on it, and the first thing I see on your blog is, "Hi! You searched for *home business*, and here are the posts related to *home business*."

35.06 **YS:** Well, actually, I've since tested that and then decided to switch it off; it's called a **Landing Sites** (<http://theundersigned.net/2006/06/landing-sites-11/>)

Uhh...you do a search for it. Initially, I wanted to see how good it was. I thought it – it made a lot of sense.

What you wanna do is, when someone does a search and then it comes to your site as a result of a result in a search engine, that you also display any other possible options from your blog that may help them find an answer to their question.

What I noticed –I mean, you could try it, it's up to you

whether you think it's good for your blog – I had it on there for a few months; I switched it off, because what I didn't like was, generally, I found the first result that they were searching for was the right result, and then having that, "Hello, welcome..." plus the box of alternative options, might actually confuse people and give them an extra layer of searching when what they really wanted was just to be taken straight to the article.

So I just removed that – that barrier of communication, just 'cause I thought it was a bit too confusing, but you know, in some circumstances, it will be better; in some circumstances, it might be a little bit more confusing, so it's up to you to decide whether that's a good plugin to use for your blog or not.

GK: What is it called again? Landing sites?

YS: Yeah, that was by.. I got version 1.3. I had that installed, and maybe an updated version, but Landing Sites is the name of the plugin.

GK: Alright. Is there any other plugins that you use that's...worth mentioning?

YS: Yeah, let's see what I got here. Most of them are not traffic-specific, to be honest – I've got "**Subscribe to comment**" (<http://www.scriptygoddess.com/archives/2004/06/03/wp-subscribe-to-comments/>) which is obviously (cross-talk)...

GK: I have that, too.

YS: Let's see...you know, everyone uses Google Sitemaps...uh, got that installed as well – the Google Sitemap plugin.

Again, because my blog has so much authority, I don't consider the Site Map crucial; if you're a new blogger, using Google Sitemaps is certainly something that can help you get into search engines, but really, all it takes is a couple of links from some other blogs; you've probably done enough to get into the indexes.

That's pretty much all I got that specifically traffic-related; there are definitely a lot of other comments as to our different things, but I've got some social bookmarking plugins, like the del.icio.us bookmark this plugin's got.

You know, more and more I find, if people use these things like social bookmarking tools, they'll do that because they know how to do it, anyway, they don't need a prompting on the site. I'm trying to reduce the amount of clutter I have on my pages so I either test something – if I think it actually does enough to warrant providing that extra information, I'll leave it there, but more often than not, I'll take it off, 'cause I just want the reader to read the content – that's what you really want the people to do. So the less you can distract them from that, the better.

GK: The subscribe-to-comments plugin that you mentioned is really, really very useful. I'm having like, uh...you know, conversation's going on long after I have forgotten about a post, and there are still conversations going on between two different people without my involvement at all, and they just keep on posting, you know – it's like a forum, so –

YS: Yes, beautiful – and you get all that content put through your blog as well, so you're helping your search rankings.

GK: Yeah. Right. So we've taken up a lot of your time now – before we're through with this interview, I wanna ask you: *What is your advice to newbie bloggers – those who just got started blogging? What are probably the **3 most important things** that you can do to get started correctly, and what are the **3 mistakes to avoid?***

YS: I think the 3 good things you **can** do – what you wanna do as you just start, and this is for people who have switched on their blogs, but they haven't actually written anything – they need to write something.

But what's really important here is the process of **promoting your blog versus filling it with content**, and it needs to come in the right order. You could fill your blog with content and then also have, maybe queued up some new content which is then going to come out on a regular basis for the next days, weeks, months.

'Cause what you don't wanna do is go out there and tell people your new blog is there, you've written this great article, and then they come and read the great article and then you just don't write again for another 2 or 3 days, so when you get one of those traffic – I call them "spikes" – you called it a "breakthrough" previously in the

discussion...?

When that happens, you need to really latch on to that traffic and keep them coming back by providing more value. So when you get a breakthrough, it's a case of then putting out more content – the next day or the next hour, something like, that so maybe your blog doesn't look like it's a one-hit wonder or something like that.

So the real tip there is to be prepared to always be writing content and queue it up in advance – write articles; do an entire series; write it on the weekend or during your off time; and then queue it up to go out on Monday, Tuesday, and Wednesday, Thursday, Friday or something like that, so that it's there and you will always have content.

40.25

GK: And as you mentioned before, if you can't find any ideas on what to write, or if you find it difficult to write – probably you've got the wrong topic...

YS: That's right. If it's a struggle to think about ideas, then turn to what you actually enjoy and write about that instead, if you are determined to be a blogger, or as when I'm finding as a more – uh, better solution sometimes is – someone else to write for you.

But that's a whole different kettle of fish. So we won't go there for now.

Outside of that...the content's the most important thing; the next is your technical thing and some of these can be a bit difficult for people to deal with if you're not technically inclined, you know, basic things like trackbacks; installing those plugins we mentioned; if you're not capable of doing that, just find someone...take those 4 or 5 plugins that you know are really crucial, have someone install them all at once for you, and this way you can be confident from Day One, knowing that Optimal Title's installed; subscriber comments is installed and it's working, have someone test it for you; 'cause what you wanna do is you wanna have the framework of your blog working to the best of its ability as this content is building up so that you're not wasting any of your traffic leverage points in the future when your blog does start to take off.

(Note from Gobala: If you want technical guides on Wordpress, go to (1) the forum at

<http://forum.easywordpress.com> (2) my ebook at <http://adsense.easywordpress.com>)

You know, you gotta get the content part right, but you can just make it that much easier on yourself if you also leverage the technology that's available. Any of these plugins; in WordPress; you know, just being able to track back another person's blog is an amazing tool that you wanna make use of whenever you can.

So try and get yourself familiar with those things and make use of them, and I think...well, the third thing, which is becoming more and more important nowadays, is to go out there and actually meet some other bloggers and when I say "meet," I mean "virtually" – so through e-mail, through Skype, or through Instant Messenger – something like that. And just start to spread your sphere of awareness into your industry and other people's right now.

Now here's a great example – I'm a blogger who writes about Internet business; Gobala also has a blog and writes about Internet business; we're making a connection on this call; we've had some e-mails before; we sometimes share each other's products or something like that, but we know what each other's doing, and because of that, we're in our sphere of awareness, and we monitor each other's blogs.

Now one of the best ways in the future, once your blog gets going to get traffic, is going to come from other bloggers who will send a link to your blog when they like something you've done. And this generally happens easier and a lot more naturally when that person knows who you are.

So because I know Gobala, I'm more likely to link to maybe the next article of his that really – I think is interesting for my audience as well. That only comes about as a relationship has been established, so...and you need to think about how you're gonna do that and really nurture relationships and add more friends, and keep building network contacts.

GK: And I found MyBlogLog.com that come to be very useful with regards to establishing relationships with other bloggers; of course, there are a lot of people there who would just – you know, send you silly messages and add

you as a friend, basically whoring themselves on mybloglog. But you can find a lot of really serious bloggers out there and make a connection with them through mybloglog.com.

YS: Right. Yeah; mybloglog has really become a – quite a – very popular at-the-moment tool; every blogger is using it, so...yeah, that's a pretty neat way to connect with people.

So in terms of three "bad" things, or mistakes you wanna avoid, I think I mentioned one already, that if you do get a big traffic breakthrough, leverage it; keep putting that traffic – **don't stop writing** and rest on your achievements, 'cause that's – actually, when you sit back and relax, that's when you kick into high gear, so don't make that mistake.

Um...I think I've made some mistakes in the past with **how I've titled my articles**, which is again a topic that we can do an entire call on, but I remember, a while back, someone released a video – I think it was John Reese – on how he was making half a million dollars with what he was calling "virtual real estate", which were just AdSense sites.

And I posted an entry into my blog about it, and another blogger posted an entry into his blog about it, and he used a title that was a lot more compelling; interesting; and brought in – as a result – 3,000 new visitors, a lot of links, and a bunch of traffic, and I got very, very little, because I hadn't used a very compelling title, and I think I said, "Watch this video," or something like that.

And he said, "Learn how John Reese makes half a million dollars in...you know, 6 months," or something like that. So just something as simple as how to structure a title, and it's amazing how important a title is can really make a difference.

So if you're not necessarily all familiar with how to write good titles yet, definitely – if you can, go out there and read the bloggers who are getting a lot of traffic and see what it is.

Obviously, the "How-to" title is one of the ones that very often works great. So you can use that as often as you can

and get some results.

Any other mistakes...when I think back over the years, I think one of the mistakes I've made in the previous few months is probably **not continuing networking** as well – as I just said, you need to make contact with new bloggers; I'm finding myself maybe caught stuck with the same people; I know there are people who have a lot of traffic, and it's good to know that we talked about Darren Rowse – a lot high-profile bloggers, but I'm not having lately been expanding outside of my circle.

So it's important not to get too – what I call "insular" in your blogging, and not leak out to other people's blogs, and not attract other people and not talk about what's going on in the Internet and staying too insular and only talking about *you and your life*, and really – you won't bring any attention, or new attention, if you don't first give some other people attention.

So in that case, it's just a matter of making sure you **send out some links to other people** who are doing good work as well so they will, in the future, return the favor and send some links to you when you're doing good work and treat your people in that way.

46.55

GK: Now, I've noticed that some bloggers make it very, very difficult for people to comment on their blogs – you know, you have to register and you have to put a Captcha, and even then, after that, it goes into moderation, so...is that probably one of the mistakes people make? Should they encourage people to comment on their blogs and make it very easy for them?

YS: Yeah...you know, comments is a tricky thing at the moment... I'm getting inundated with spam, and I've got Akismet plugin I know that is helping a lot; and I've added another mass comment plugin again to reduce the spam, and...now there's a few other plugins that will do it for you, but...I found – it's weird.

Some people are just starting off; they have no comments whatsoever, and they ask how do I encourage more comments. And the answer I can give to that is, *well, ask your readers a question and encourage them to comment.*

When someone does leave a comment, make sure you

comment back as quickly as you can, and maybe ask them a question so that you can continue that comment stream coming through. The simple fact is, you have some audience; you're not likely going to get a lot of comments anyway, but the fact is how many people there know you exist, so you can't use...when there's nothing there to be used.

What you can do is...we just said something about RSS feeds and how we encourage people to subscribe at the end of each article. And maybe if you can find a way to also, at the end of each article, say, "Did you like this article? Talk about your experience just by leaving a comment," or something like that, then you can get into more in-depth psychology and really use some sort of triggers that – you know, things like "controversy".

If you take a very one-sided approach to something, usually, the people disagree with you and will be vocal and leave comments. So it's not often they – a comfortable way to go about it...you could be borderline...saying political comments or things like that, and you'll get people who are not on the same persuasion as you very vocally arguing and it can become a heated discussion.

So you know, that's another way to get comments. But then the moment you get popular – and this is what I've experienced – if the search engines get to know about your blog, then so do the spammers, so...suddenly, you're getting day-to-day – I wake up to about... Akismet blocks about 300 spams per day, of which there might be one or two of them that are real; and I also moderate a lot of the newer people who comment for the first time, so from a commenter perspective, it's frustrating because their comment doesn't go online straightaway, but the alternative is to have 1 in 10 comments be good; the other 9 are spam, so you can't have that as an outcome.

So unfortunately, until we figure out a way to combat spam, it's hard to find a balance between encouraging comments and also blocking spam.

49.50

GK: Right. We have actually a couple of bloggers over here in Malaysia, who are right now being sued by media companies just for comments that other people leave on their blog, which, I agree – when a blog is popular like

yours, or like the blog which I can't really mention – maybe you get...I don't know, 30 to about 200 comments per post, so it's probably a bit difficult.

YS: Yeah, I know some of the most popular blogs, like Steve Pavlina's have switched off comments altogether just because it became too much a distraction for him; when you get 200 comments for every entry you make.

And every person's asking you a question, and you can't go back and answer all those questions, it just becomes overwhelming, so you become a victim of your own success in that regard, plus you've got legal issues you just talked about, like are you responsible for people being slanderous to companies when they leave comments on your blog? What happens then? So it's all new territory that's just being formalized and getting laws structured, and so forth.

GK: Right. Thanks...thank you so much, Yaro – you shared a lot in this interview and I'm very, very sure there's a lot more we can get from you; unfortunately, time's running out, so for those who wanna get more of Yaro's greatness, you can go to his... (laughs) you can probably go and sign up for his **Blog Traffic School** (www.TheBlogTrafficSchool.com) – currently, it's just a newsletter; you can opt-in and you can subscribe, and when his course is ready, I strongly recommend you get it, if you're serious about getting your blog traffic – if you're serious about increasing your blog traffic.

This interview will be part of <http://www.EasyBlogTraffic.com>, which is my own product, and I'm giving away master resell rights to the product. But you also probably want to go to the theblogtrafficschool.com and subscribe to Yaro's newsletter and...I don't know, either read whatever content you can get – I've been getting tons of content. In fact, I have to admit that I've never really read all of them, and still...it has helped me a lot.

YS: That's a bit of a problem there, having information overload... (laughter)

GK: Yeah, because I get really, really good content reading the article itself, and by the time you know, before I can even really digest one, and then there's another, so what I do is

I just save it all into a folder, and when I have time, I go back and have a look at it, and you'd be surprised how much you can learn when you have a clear mind and not much things to bother you. So Yaro's website, again, is theblogtrafficschool.com, so thank you to Yaro Starak from Australia – from Brisbane, Australia – who, right now, happens to be in his aunt's place in Canada.

YS: Right. And that's an excuse for the accent as well. So I just – for anyone who's having trouble remembering – I know my blog is entrepreneurs-journey; lots of people have trouble spelling the word, "entrepreneur" so I just tell people to **Google my name, which is Yaro. Y-A-R-O.** The easiest way to find all my websites.

GK: Right. Google Yaro and you'll be able to go to Entrepreneurs-Journey.com, which, by the way, I strongly suggest that you subscribe to these RSS feeds at least in entrepreneurs-journey.com, and smallbusinessbranding.com – is there any other blogs that we should know about, or are those two...

YS: Uh, those are the only ones that are into Internet marketing and Internet business. Yeah.

GK: Alright. Okay, so thanks, Yaro, again for this wonderful interview; we got a lot of new things here to really digest and so thank you very much.

YS: Thank you, Gobala.

[End of audio interview]

Recommended Resources

1. **[Dominate Niche Marketing](http://www.easywordpress.com/ebt/winniche)** – Patric Chan and Stephen Pierce discuss how to research, enter and dominate any niche market easily (www.easywordpress.com/ebt/winniche)
2. **[Video Blogging Secrets](http://www.easywordpress.com/ebt/videoblogging)** - Create tons of new content for the internet and make insane profits as a video blogger no matter what niche you are in. (www.easywordpress.com/ebt/videoblogging)
3. **[Build A Niche Store](http://www.easywordpress.com/ebt/nichestore)** - Add An eBay(R) Affiliate Store To Your Website Or Blog And Make More Money. (www.easywordpress.com/ebt/nichestore)
4. **[Blogging Big](http://www.easywordpress.com/ebt/bloggingbig)** – Discover how you can hire bloggers, and create your own multi-million-dollar blog network easily. (www.easywordpress.com/ebt/bloggingbig)
5. **[Instant Site Comments](http://www.easywordpress.com/ebt/sitecomments)** - Allow Your Visitors To Leave Comments On Your Static Articles. It's Blog Comments For Your Non-blog Sites! (www.easywordpress.com/ebt/sitecomments)
6. **[Keyword Elite](http://www.easywordpress.com/ebt/keywordelite)** – Master Internet marketing with this best-selling keyword research tool! (www.easywordpress.com/ebt/keywordelite)