



The 20-Minute Blogger Why Build Your Blog?

Microcourse Guide

Why Build Your Blog?

Basic principle: People go online for information. Your blog can provide it.

Ways readers find your blog

1. Direct traffic
2. Inbound links
3. Organic search

How building posts builds traffic

1. Posts build immediate traffic
2. Posts build your long-term search traffic
3. Posts build internal views
4. Posts build your email list
5. Posts build you credibility as an authority
6. Posts build content you can repurpose

Key takeaway: More posts, more reach.

Exercise: I want to build my blog in order to ...

- Sell more products and services
- Sell affiliate products and service
- Educate readers
- Build awareness
- Build a following

Now go build your blog!

For more information:

Word Wise at Nonprofit Copywriter
www.nonproficopywriter.com



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