

# 10 expert blogging tips to boost your success this year



Do you want to boost traffic to your blog, increase engagement on your posts, or use your platform to generate leads? Sometimes all you need to do is make a few small tweaks to your blogging strategy. The trick is figuring out what tweaks will let you win big. And that's where the blogging experts, people who have cracked the code to success, come in.

Check out these 10 expert blogging tips to boost your blogging success this year:

## 1. Love your existing readers – Darren Rowse, ProBlogger

A lot of people get so caught up in attracting new readers to their blog that they forget all about the followers they've already got. That's why Rowse's expert blogging tip is to [love your existing readers](#). Yes, it's absolutely important to build your tribe. But don't neglect the people who have already made a commitment to you. Show them some love by publishing content that makes their lives better.

## 2. Write catchy headlines – David Kerpen, Likeable Local

A headline isn't the be-all and end-all of a blog post. But that doesn't mean that you should slap your blog post headlines together at the last minute. Most people will decide whether to click on your post based on your headline. So if your headline sounds dull or doesn't fit what your audience is looking for, they won't waste their time trying to read your post. That's why Kerpen's expert blogging tip is to [write catchy headlines](#).



Don't know how? Use these [9 free tools to craft headlines your audience can't resist](#).

### 3. Don't be afraid to show your personality – Selena Soo, S2-Groupe

There's a reason why Soo's expert blogging tip is to [inject some personality into your posts](#): It's not enough to provide value in your posts. You need to build a connection with your reader. And what better way to build a connection than by writing like a human being instead of like a faceless corporation. (Duh!) You don't need to blog about your deepest, darkest secrets. But sharing a challenge you've faced or an experience you've had can do wonders to help your audience connect with you.

### 4. Focus on building an epic call-to-action – Nate Kontny, Draft

Calls-to-action aren't just for encouraging people to take action on a website. They're also critical to include on a blog. That's why Kontny's expert blogging tip is to [include epic calls-to-action in your posts and on your platform](#). Instead of making people guess what they should do after reading your posts, tell them! Encourage them to join your email list, sign up for a webinar, or read a related post.

### 5. Be consistent – Neil Patel, KISSmetrics

This expert blogging tip from Patel may seem obvious, but it's an easy one to miss. When clients ask us how frequently their brand should blog, we say, "As often as you can while consistently publishing valuable content." In other words, don't publish 5 times a week if you can't maintain that frequency and provide content that's going to help your audience. Come up with a [blog writing schedule](#) that works for you and [stick to it](#). Your readers will trust you more if they know what they can expect from you.

### 6. Give it time – Rand Fishkin, Moz

It can be easy to blog for a few weeks, see that you're not getting anywhere with it, and then give up in frustration. But that's the wrong way to go. Why? Because blogging isn't a strategy that produces immediate results. You need to build up a solid base of content and a tribe. And guess what? That takes time! In fact, when Fishkin's wife launched a blog in 2009, it took 2.5 years before her blog took off. That's why Fishkin's expert blogging tip is to [give blogging some time](#).

### 7. Create evergreen content – Graham Charlton, Econsultancy

Charlton's expert blogging tip will help you boost your blogging game without having to put in more time. What's the secret? [Build evergreen content](#). Evergreen content is content that doesn't have a limited shelf life. It's the how-to posts, infographics, and ebooks that will still be relevant in 6 months, a year, or even a few years. The benefit of evergreen content is that it continues to attract traffic to your blog long after you initially publish it.

## 8. Build your email list – Kristi Hines, writer and professional blogger

We've mentioned this expert blogging tip [before](#), but it's one that's definitely worth repeating. If you're blogging and you haven't started to [build your email list](#), you need to get on this now! When you have an email list, you have a direct, personal, and highly flexible way to communicate with your audience. And that's not all. Because people on your email list have had to actively join your list, you know that they're already more committed to your brand than the average person. Hello, conversions!

## 9. Invest in guest blogging – Michael Alexis, writer and lawyer

This expert blogging tip is a bit more time consuming, but it's one that many experts swear by. Guest posting involves [publishing posts on other blogs in your niche](#). It certainly takes a lot of work to put original posts together for other platforms. But guest blogging provides an amazing opportunity to get [direct access to a new audience](#) who may love what you have to share. It can also help you build your credibility as an expert in your field.

## 10. Keep testing – Linda Bolg, SocialBro

Not every strategy works for every blog. And even if something worked for you in the past, it might not be working for you today. That's why Bolg's expert blogging tip is to [test, test, and test](#). Test different blog post headlines, calls-to-action, and posting times to see what works best for your blog. Because there's no magic, one-size-fits-all formula for a successful blog, testing is the best tool you have to hone your blogging strategy.

### Use these expert blogging tips to skyrocket your success

Blogging success doesn't come overnight. You've got to be willing to invest the time and energy into developing a solid blogging strategy, testing different pieces of it, and seeing it through even when it doesn't produce immediate results. But if you use these expert blogging tips and hold yourself accountable to implementing them, there's a good chance you'll find yourself on the road to success.

**Want to boost traffic to your blog without relying solely on Google search results and SEO? Check out our recent post on [how to increase blog traffic without Google](#).**

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