How Can You Improve Conversion from Blogs?

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Blogging is one of the most important parts of search engine optimization process. If done correctly, it will help not only improve traffic, but also increase conversion. Most of the internet marketers are now trying their hands on blogging to attract more visitors to their sites. But monitoring your blogâ€™s success is equally important to identify whether your blogs are bringing you the amount of traffic and profit that you expect. Here are some tips that you can implement in your blogs to increase traffic and conversions:

Make it relevant and include call to actions

If you are writing blogs for lead generation and conversion, â€œcall to actionâ€• should be on the top of your priority list. Also try to provide most relevant and useful information in your blog content. Make sure every blog you write should carry a call to action in it. This is very important to have at least one call to action. This way you can encourage readers to take necessary actions. Try to be interesting and entertaining so that you can engage more readers. The more user centric content you will provide the more chances of lead generation you will have. If readers are interested in what you have to offer you can easily convince them to make acquisitions.

Update call to actions in existing blogs

You can always reuse your most popular blog content. All you need is, to update them with the latest changes. Also update them with relevant call to actions. As these are your most popular blogs and have been successfully converting your target audience. Google Analytics will help you know your most popular blogs. You can include existing offers in them and republish them.

Keep on testing

There are so many things that you need to keep testing to identify which one works great for you. Is your call to action is complicated? Are you using complex/technical language which is hard to understand? Are you using a simple layout for your blogs? You need to constantly test your blogsâ€™ overall performance. With Google Analytics you can find out what needs to be changed and what do readers expect from you.

Optimize blog content

You can also optimize your blog content to increase your online presence. Include anchor text in some of the relevant links. These links will take readers to your eBook or your homepage for detailed information. You can increase conversions and encourage readers to go and visit your site.

Create an email database

You can provide a fill in form and register users for email updates. This way you will get a huge email database. You can use it drive traffic to your site whenever you have discounts or offers on your products. It will also help you bring back your existing customers to your website. Itâ€™s important that you include an email opt-in form in your blog post.

Blogging is one of most effective methods to drive traffic and increase conversions. Most of the internet marketers post relevant blogs about their exciting offers, or the new products that they have launched recently. It helps you get lots of backlinks from qualified sources. It helps you increase

your search engine rankings. For details please visit our internet marketing section at http://www.kpmrs.com

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