

# Traffic Acquisition & Lead Generation through Blogging

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# Why You Shouldn't Blog?

- Lack of Time
- Not enough interesting topics
- Fear of Criticism
- Competitors & Spammers
- Not Normal for My Business (Finance)
- Who Will Read It?
- I'm not Convinced It'll Help My Business...

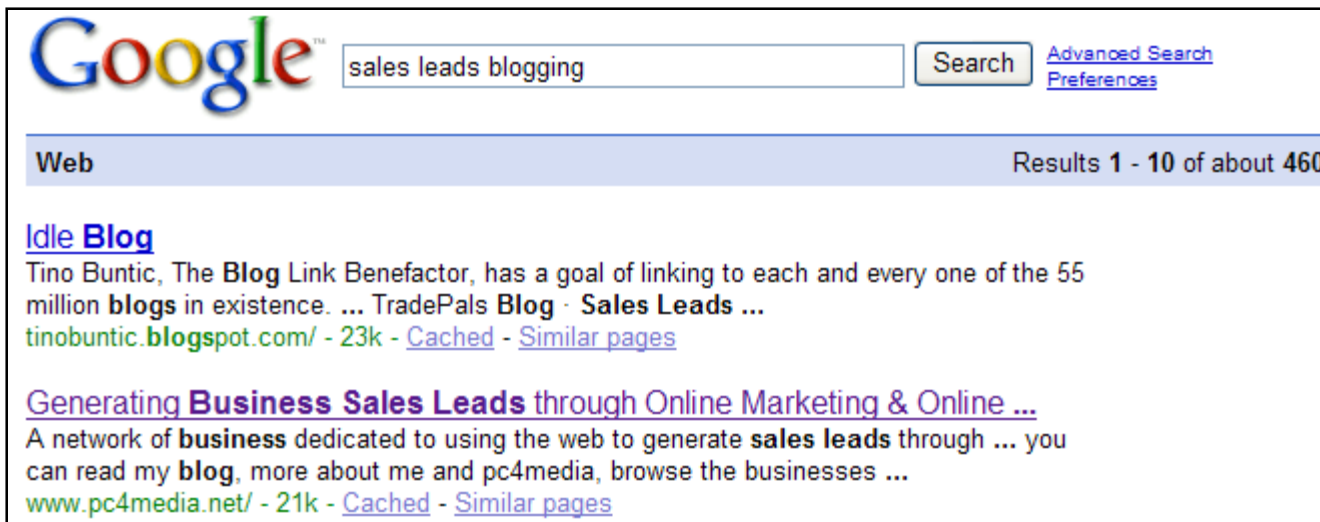
# Why You Should Blog...

1. Search Engine Optimization (SEO) Machine
2. Host a Conversation
3. Promote Yourself & Network Online
4. Nurture Relationships & Capture Leads.....



# Blog as SEO Machine

1. Keywords in Right Places
2. Target Multiple Keywords w/ One Page
3. Link Magnet



The image shows a screenshot of a Google search results page. At the top left is the Google logo. To its right is a search input field containing the text "sales leads blogging". Further right is a "Search" button and two links: "Advanced Search" and "Preferences". Below the search bar is a blue horizontal bar with the word "Web" on the left and "Results 1 - 10 of about 460" on the right. The first search result is titled "Idle Blog" in blue. The snippet below it reads: "Tino Buntic, The **Blog** Link Benefactor, has a goal of linking to each and every one of the 55 million **blogs** in existence. ... TradePals **Blog** - **Sales Leads** ... tinobuntic.blogspot.com/ - 23k - [Cached](#) - [Similar pages](#)". The second search result is titled "Generating **Business Sales Leads** through Online Marketing & Online ..." in blue. Its snippet reads: "A network of **business** dedicated to using the web to generate **sales leads** through ... you can read my **blog**, more about me and pc4media, browse the businesses ... www.pc4media.net/ - 21k - [Cached](#) - [Similar pages](#)".



# BLOG as Networking Central

1. Promote Your Thought Leadership
2. Guide Prospects to You
3. Establish Credibility



**Peter Caputa**

Internet for Small Businesses,  
Lead Generation, Event  
Promotion, Online Networking  
[see all my answers](#)

In order of what should be done first in order to maximize lead generation volume

Drive Traffic to Your Site:

1. Keyword Research.
2. On Page Search Engine Optimization
3. Off Page Search Engine Optimization (Link Building)
4. Blogging and Engaging in the Blogosphere
5. Engaging in Social Media

Capture Leads on Your Site. Put forms on your site that require people to share contact information in order to...

1. Download White Papers/Reports
2. Request a Complimentary Analysis of whatever you fix.
3. Register for a Webinar/Download a Recorded Webinar
4. Be creative with offers.

Measure what traffic acquisition and lead capture methods work. Do more of what works. Tweak what's not working.

You can do this for a few hundred bucks a month.


Links:

- <http://blog.hubspot.com/blog/tabid/6307/bid/4179/Search-Engine-Optimization...>
- <http://blog.hubspot.com/blog/tabid/6307/bid/4226/7-Website-Redesign-Tips.as...>
- <http://blog.hubspot.com/blog/tabid/6307/bid/4217/Generating-a-Steady-Flow-o...>

# BLOG as Lead Nurturer

- Educate & Engage Prospects
- Calls to Action Placed Prominently
- Attract them in through SEO, blogging, Social Media. Then, give them reasons to share their contact information and express their “interest” to learn more.

**Sales Recruiting White Paper**



Click [here](#) to Download Dave Kurlan's breakthrough White Paper on [The Modern Science of Salesperson Selection](#). Dave's years of research, development, process, application, and client successes are very apparent in this study. This will change your [sales recruiting process](#) forever!

basketball players are encouraged to quit the team in a disciplinary move, team members yell, "they were our top two scorers last year!" *Coach Carter*, in the movie by the same name, says, "then we'll have new top scorers this year!"

If you were to interview the salespeople who are impacted by the behavior of your top producers, you would learn that they would be quite happy to see your Maverick depart. It's not like they thought they could outsell him...and guess what will happen to their sales when they finally believe that they can become the top producers!

Bye.

**Sales Recruiting White Paper - The Modern Science of**

To receive a copy of this paper, please provide the information and click Receive Document. You will with a link to the document. [Click To Read/Write](#)

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The Modern Science of Salesperson Selection

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Title

Company

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# Contact Information

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