Powerful Traffic Generating Blog Post Ideas Tactics Revealed

BLOGGING

STATISTICS FOR 2018

WHY YOUR BUSINESS SHOULD BE BLOGGING

97% more inbound links

Companies who blog receive **97%** more inbound links to their website

434% more index pages

Websites that blog typically have **434%** more indexed pages

3.5x

Companies that published **16+** blog posts per month got almost **3.5X** more traffic than companies that published **0-4** monthly posts

3x

B2B companies that blogged **11+** times per month had almost **3X** more traffic than those blogging **0-1** times per month

4x

B2C companies that blogged **11+** times per month got more than **4X** as many leads than those that blog only **4-5** times per month

4.5x

Companies that published **16+** blog posts per month got about **4.5X** more leads than companies that published **0-4** monthly posts

42%

In 2017,
42% of Fortune500 companies
had a public blog

53%

53% of marketers say
blog content creation
is their top inbound marketing priority

WHY COMPOUNDING BLOG POSTS ARE IMPORTANT

1 in 10 blog posts

are compounding, meaning organic search increases their traffic over time

75% of HubSpot's blog views and **90%** of blog leads come
from old posts

=

Over its lifetime, one compounding blog post creates as much traffic
as six decaying posts

HOW TO WRITE A BLOG POST

titles with
6-13 words
attract the highest and most consistent amount of traffic

Articles with images, actually get **94%**
more total views

SOURCE:

[1] https://blog.hubspot.com/marketing/business-blogging-in-2015
[2] https://blog.hubspot.com/blog/tabid/6307/bid/5014/Study-Shows-Business-Blogging-Leads-to-55-More-Website-Visitors.aspx
[3] https://blog.hubspot.com/marketing/blogging-frequency-benchmarks
[4] http://www.umassd.edu/cmr/socialmediaresearch/2017fortune500/#d.en.963986
[5] http://www.stateofinbound.com
[6] https://research.hubspot.com/compounding-blog-posts-what-they-are-and-why-they-matter
[7] https://blog.hubspot.com/marketing/blog-lead-generation-analysis
[8] https://blog.hubspot.com/marketing/hubspot-blog-compounding-posts
[9] http://jeffbullas.com/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic

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Powerful Traffic Generating Blog Post Ideas Tactics Revealed

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We Followed This Up In Step Nine (Step Twelve continued)
database version control
Big Fish Audio – Modern Funk Funk Pop Construction Kits
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How to Stop Your Computer Killing You!
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