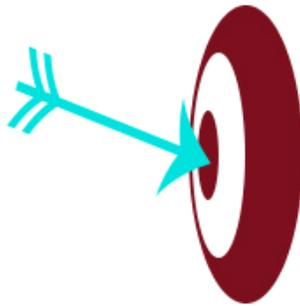


Bye-Bye Bounce Rate

(making post titles clickable, content professional, setting up Wordpress, and other edits that will KEEP READERS READING your blog!)



This eBook is meant only for information purposes only. I recommend a few products below via affiliate links. That means I earn a small commission when you sign up (thank you for supporting my efforts, you make this possible). I fully trust everything I recommend and only recommend products I currently use. My readers are very important to me, and I'd never risk any of you over an affiliate commission.

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Quick definition from Google:

Bounce rate is the percentage of single page visits your blog gets. A *bounce* is when someone leaves your blog or website after only seeing one page. I show a couple pictures below on how I reduce bounce rate and keep visitors on my blog.

Thank you for signing up at Dear Blogger. This eBook will help you turn ordinary content into **irresistible** copy, and all by making the slightest modifications. You'll turn casual readers into loyal followers who eagerly await your next post.

It's not magic, it's good blogging.

A quick message, please read for your blog:

The tips I explain here will yield the **best results** on a Wordpress.org self-hosted blog. Wordpress is what the most profitable, recognized bloggers use, and I included an easy setup guide at the end of this eBook.

The reason you **may want to do this now**, is because HostGator has offered DearBlogger two **premium coupon codes** along with this eBook release. Nice of them, huh? The codes are “byebyegator” and “watchoutbelow”. Plug them in during your purchase and see which gives the best discount! Email me with any setup questions: greg@dearblogger.org

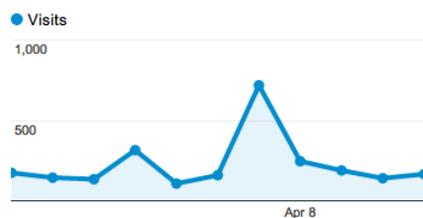
Introduction

The blogosphere is full of great writers. Nowadays it's so saturated, that you have to possess real **confidence and swagger** just to break through. And once you're through, you've gotta know *how to present that writing to intrigue readers and keep them coming back*.

That's where this eBook comes in.

A major reason I created Dear Blogger was to help people really take their blogs to the next level and maintain a successful blog. It's something everyone deserves if they've put in the time. Now, if you're a skeptical reader like me, **you'll want some proof** before reading. I don't blame you.

Here are two screenshots from Google Analytics (get it now if you don't have). These stats are from my College Wikipedia blog, Honest College. I've put in arrows where you should focus your attention.



4,325 people visited this site



7,020 people visited this site



The left screenshot (before) is from April 1st to May 1st, 2012.

The right screenshot (after) is from the very past month. That's from July 14th to August 13th, 2012. **The time span between the two screenshots is 136 days or about 4 months.**

First, of course, look at **Bounce Rate**. 71% bounce rate means 71% of readers see one post, then leave. 1.10% bounce rate, on the other hand, means lots of people are digging into the content, reading further, engaging themselves. Most successful blogs operate at bounce rate around 20%, making my numbers unheard of! Something great was happening in my content, and my blog was growing *fast* because of it. My Pageviews showed it too. They *more than doubled*.

How I got these great numbers is what I'm about to show you in the next 5 chapters. And the fact that it happened in about 4 months? That's a **hint at how quickly** you can improve your blog with the right techniques. By the way, here are the two files if you think I tampered with them: [before](#) and [after](#)

Four months of work, what was I up to?

HonestCollege.com had been my main project for about 2 years. Maybe you'd even heard of it. I had been seeing steady gains, and steady declines - the usual dismal stats bloggers kinda grow used to. But in the past 136 days, that's from April 1st to August 14th (the day I am currently writing this), *things had changed*. I wasn't doing anything special.

If you're looking for a magic trick to blow your stats sky high, I don't have it.

What I was doing was logging in each morning, and making **slight changes** to my links, my post font, my images, my *tone*, my post titles, and other parts of my blog I had really not spent much time on at all before.

How you might be blogging

You probably spend ample time writing your posts. You plan them, edit, reedit, and perfect your points. I do too. If you're reading this eBook, you oughta know this though: how your posts look is about 10 times more important than what they contain.

Things like font, titles, links, paragraph size, line-height, tone, and more are all things you'll learn how to improve in this eBook. If you think you can improve on any of these things (you can, trust me) then grab a large coffee and let's dig in.



Image source: [flickr](#)

How to use this eBook sitting in front of you

You can skip around! -- **I've actually written this eBook so that each section can stand alone.** You're welcome to start at chapter 3, then hit chapter 5, then read chapter 1, then hit the finale.

I'd obviously prefer if you read the whole thing ;) I've saved my best points for the end so you have something extra delicious to look forward to, but how you read it is totally up to you.

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End of the eBook: [Wordpress blog setup](#)

Chapter 1:

Post font – Making content easy to consume



Image credit: [flickr](#)

Post font can send your readers running for the hills. At times I read major publications, sites with more visitors than they deserve, and wonder if the editor is blind. Do they expect a reader to willingly digest a huge chunk of text? That's like expecting your dog to open the cupboard and take his medicine all on his own.

Your choices are really Georgia, Verdana, and Arial, at 11px or 12px, and [extensive studies have been](#) done on fonts readers prefer. Don't be taken aback that I'm using "px" instead of "pt." We are talking web after all, not your high school papers.

I opt for Georgia at a whopping 15px in my blog posts, which you may find weird. My browser renders 12px a bit too small, so I amp it up a bit. I of course make sure it looks okay in other browsers.

Don't get crazy with font. As they say, less is more. Don't use too many colors, and avoid red. Red titles and links are commonly viewed as spammy. If you want users to click on something, make it a friendly blue or green links, but I'll cover links more in chapter 5.

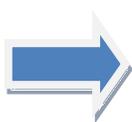
Another thing you need to know about is *line height*. In styling, what we're discussing, line height is the amount of space allowed for each individual line of text to inhabit. If you have font size 10px and line height 40px, you're going to have a ton of white space. You want a reasonable amount, and I use 26px for line height. So 15px font, 26 px line height. Go see what it looks like quickly on a Dear Blogger post.

>The effect:

This helps readers digest your content. People like reading quickly, and if they see a big chunk of 20 lines of text, they're just not going to read it, unless you're a NYTimes best-selling author.

To throw one more term out, “leading” is what you call the white space. It's the difference between your line height and your font size, so my leading is 11 px. Interesting huh? That's 5.5px of leading (white space) that sandwich my lines of font.

Congrats, you already know more about recommended font styles than 90% of bloggers out there.



Jump to the [end of the eBook](#) to get Wordpress setup. For a limited time with this eBook release, HostGator has offered us two **premium coupons** you can use on your hosting: **“byebygator”** and **“watchoutbelow”**. Use them wisely!

Chapter 2:

Talking about yourself



Image [source](#)

This is going to sound silly, but you need to talk about yourself in your blog posts. People need to be reminded that it's you doing the writing, not a **robot**. It's YOU they're relating to, YOU they trust when they keep coming back to your blog.

I've had a lot of my followers ask me why their posts don't get attention when they know they are producing good, unique information. I respond by asking them if they think they're a **credible source of information**, and if they've proved it to their readers. It's not enough anymore to just write great information.

There are lots of ways to do this. Obviously, you can include statements like “I'm going to show you how to do this in this post because I've tried it out successfully and it lead to 10,000 more subscribers.” But that's just the start.

You should reference how readers think of you, and interact with you. Some bloggers write, “I'm going to write this post because I've received so many emails asking me how to do this.”

Another way is writing “This post is something I've been meaning to write for months, but I've been so busy with other consulting projects that I can only now sit down and write it.”

>The effect:

Writing about yourself in this way boosts your credibility on the subject and makes people want to hear what you have to say. It also adds some hype around whats next. People will be more likely to keep on reading.

Sure, it takes a bit more work to write about how you're going to talk about something because every wants you too, or because you've got a degree in it, than just sitting down and writing the darn information. But you'll be glad you took this extra step. Your writing **will get shared more**, and the attention will be worth it.

Here's a pretty ridiculous technique I used. My first blog was called Honest College, and focused on original college advice.

In order to get some traction, some form of credibility, I looked for **sponsors**. I actually got a few, one of which was Honest Tea! What an awesome connection for my site. I literally emailed the founders, Seth and Barry, and asked for a box of their tea to write about. **It came within a month.**

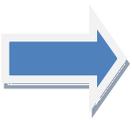
I won't bore you with a story of me drinking the tea. What I will tell you I how I took this good fortune further. I wrote posts on how to get your blog sponsored, and bragged about how I was hooked up with Honest Tea. As a new blogger, it's so important to exaggerate your current position, to dress for the job you want. As I wrote about my connection with Honest Tea I sucked in more sponsors who believed my writing was worth something if Honest Tea wanted me to write about them.

>**The effect:**

More sponsors! More free products and a bit of starting revenue. Sponsors generate sponsors.

And, hyyaa! You now know how to go about getting blog sponsors and leveraging them to get even more. What does the wise man ask the genie for? More wishes.

Think you're ready to use Chapter 2's strategy? You should have your own Wordpress.org blog setup first with hosting. Easy setup at the end of this eBook.



Think you're ready to use Chapter 2's strategy? Get Wordpress setup first at the [end of the eBook](#). Use my **premium coupons** during setup: “**byebyegator**” for 25% off, or “**watchoutbelow**” for \$9.94 off.

Bonus Chapter 2.1: Building an Email List



Image source: [flickr](#)

Talking yourself up is what I covered in the last chapter. It's the first step in building up your voice, which in turn will help you get **loyal email subscribers**.

As a beginning blogger, you may not be concerned with building your email list. It sounds boring and challenging, and where do you begin?

Let me tell you right now: It's the email list that defines your blog's success long term. You should start building them as soon as possible.

Email subscribers are crucial to your blog's success because they will ultimately make you profitable. They're the people you can pitch a new product offer too, the people who will share and comment on your posts, and the people who *really listen* to you.

You need a way of gathering and tracking subscribers. The tool I'm currently using is [Aweber](#). In case you're not familiar, Aweber is what a lot of leading blog giants use to gather email subscribers and add subscribe forms to their sidebars and blog posts. They're everywhere, on sidebars, in post footers, in your inbox already. *I'd consider Aweber the Gmail of email marketing.*

How it works.

- ✓ Sign up for [Aweber](#) and enter the basic information
- ✓ Design an account where emails will come from. It's recommended you use an email from YOUR business or blog. I use greg@dearblogger.org. Very personal.
- ✓ Set up a confirmation message. That's what people see when they put their email in and hit "SUBMIT."
- ✓ Set up a welcome page. You just put in a link in Aweber, and the link must go to some page on your blog you want as a landing page.
- ✓ Generate a form using the Form Builder. This thing is sick! Changes made in Form Builder will instantly show up on your blog.
- ✓ Paste the form code in your sidebar widget, or directly into your blog post or page.
- ✓ That's it.

Take note, you do pay a bit when you sign up for [your own Aweber account](#). The cost is \$1 for the first month, and \$19 for each subsequent month. The upside, is Aweber is a very exciting **profit generating** tool.

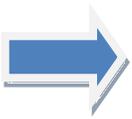
Let's say you sign up for [Aweber](#) and in 1 month, get 25 subscribers. Reasonable enough. You send them an offer for a product for which you are an affiliate. Each sale gets you, say, \$20. To be safe, we're using a relatively low affiliate commission.

If 1/25 of your email subscribers buy the product, you've already covered your Aweber cost. Anyone else who buys your product is **raw profit for you**. If you get more than 25 subscribers, say 100, and still maintain your conversion rate of 1/25 or 4%, then you're in

business. The fun really comes from crafting, and testing out, messages that work with your subscribers.

Email marketing in general lets you generate an income stream from *outside of* your blog, and Aweber helps do this, generating more income as your blog continues to grow.

This is something you'll eventually want to take part in with your blog. The biggest names in blogging do it and *do it well*. Whether you sign up and get started now or later on is, of course, up to you.



Think you're ready to use Chapter 2.1's strategy? Get Wordpress setup first at the [end of the eBook](#). Use my premium coupons during setup: "byebyegator" for **25% off**, or "watchoutbelow" for **\$9.94 off**.

Chapter 3: Pre-sells

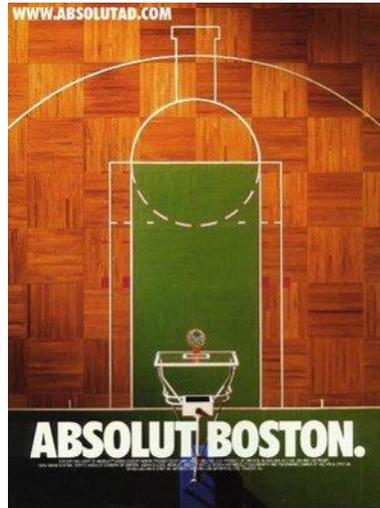


Image [credit](#)

In marketing, a pre-sell is when you introduce your customer to product before they are prompted to purchase it. Pre-sells **prime** a customer on the benefits of a product. They increase conversion rates when the customer finally has the option to buy.

There's this tiny garment store in Istanbul where my folks live. Every time we walk in, the little man up front rushes to get my pops and I a cappuccino. The value of that drink must be under a dollar, but every time, we leave with at least a new shirt in hand.

Ads in magazines are another example. You don't purchase the car, or the bottle of vodka, from the magazine, but when you're in the store and you've seen all those great ads, you're more likely to shell out the money for the products you've seen.

In blogging, you can pre-sell the reader on *just about anything*. For starters, you should pre-sell your audience on your explanations, and build up some excitement before you *finally* reveal your knowledge on a topic. Use questions. Say your post is on “how to setup blog hosting.” Instead of just jumping into why HostGator is a good vendor of blog hosting, relate to your users first, and prime them a bit.

This isn't rocket science. It's just like mentioning to your mom how *good* Olive Garden sounds in the afternoon, before asking her if she'll take you there for dinner later on.

Example 1: Play to your audience's feelings

This sentence works well: Ready to take the leap that all successful bloggers take? Then it might be time to consider moving to self-hosting with HostGator.

Example 2: Be understanding of their feelings

This sentence also works: As a new blogger, I was scared of terms like “self-hosting.” Now that I've finally made the leap to self-hosting my blog with HostGator, I could never go back.

>The effect:

A reader who feels you understand them and have gone through the process is already pre-sold. **Combine** this effect with the fact they probably came to your article actively looking for advice on blog hosting, and *now you're talking conversions*. On the other hand, a confused reader who feels their being pressured or just bombarded with information is halfway out the door.

Asking questions is a great way to relate to your readers, **but don't be excessive**. Don't load on the questions and seem like an infomercial salesman. You're not Billy Mays – you're not going to satisfy someone every need with a caulking device.

What you are going to do is get your readers excited for whatever explanations you're giving them.

Another thing you can pre-sell is your blog subscription option. 90% of bloggers just slap a form with some generic line like “subscribe to my updates” in their sidebar and hope for subscribers. *Not effective. Not the best you can do.*

You've gotta introduce your readers to the benefits of opting in and subscribing, *then* give them the option. People hate just giving out their email, but they do it every day when they feel they need something. People shell out their email in sign-up forms *more so today* than they ever have before.

If you're using [Aweber forms](#) like I recommended above, pre-selling your subscribers is easy. You can throw a message or an image above the subscribe/sign-up/submit bar to let folks know what they're getting in return for dishing out their silly Gmail address.

[Aweber](#) is an extremely personable way to get subscribers, and being personable is what it's all about in this game.

>The effect:

Pre-selling your subscribers generates more conversions. This is a proven fact in blogging and online marketing. People enjoy subscribing to *people*, not corporations, and pre-selling is a way to gain trust and spark interest.

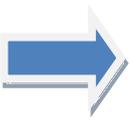
A final technique is one I currently use on Dear Blogger: Head over to the plugin page for What Would Seth Godin Do. Get it, it's a great free plugin.

WWSGD lets you put little message above your posts. *Any message*. The default message is “If you're new here, you may want to subscribe to my RSS feed. Thanks for visiting!”

But you can do better.

Write something like, “Enjoying this post? This blog contains much more. Head over here to find out why you'll enjoy my free updates.” Then, link “here” to a page you created **specifically designed to convince** readers to subscribe.

You've just pre-sold your reader on the option of joining your community and the benefits they could be enjoying. A side note: I find the word *subscribe* doesn't work too well. Not exactly sure why.



Think you're ready to use Chapter 3's strategy? You'd be wise to get your own Wordpress.org blog setup first. Easy setup at the [end of the eBook](#).

Chapter 4: Skimmable headers



Image source: [flickr](#)

Your information has to be organized clearly to keep reader engaged in your posts. Headers really help. Again, same point as with the fonts, be simple.

I tried to learn skateboarding at the early age of 10. I was awful, regularly knocking things over in my living room as I learned “pop-shuvits.” But I regularly put myself in boarding stores, and in front of magazines. The surrounding presence of skateboarding forced me to dig deeper, and soon I could actually kickflip.

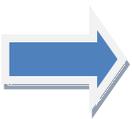
I recommend using two different types of headers: one colored and larger, and one solid black and bold. The Blog Tyrant is a blogger who really uses headers well. Check out his ProBlogger guest post on [reasons people leave your blog](#) for a great example of header use. Look out for the little arrows, those help too.

Note: Blog Tyrant writes a lot of good stuff on keeping people on your blog too, browse his other stuff for sure. He specializes on attracting email followers, because it’s loyal email followers that make or break a blog’s success long term, as I mentioned above.

To implement your headers, create an outline first, just like you used to do back in middleschool. Don't just dive into writing, as much as you want to, because that will result in a cluttered post. Instead, lay out 4-5 major sections with 3-4 major points in each one. Then decide what nice colors and shapes you'd like to use for highlighting each section.

>The effect:

Having clean, descriptive, engaging headers tells the reader you know what you're talking about. This is another subtle way of getting them to stick around and keep reading. If you like skimming, chances are your reader does too, and headers make this easy for them.



Want the cheapest possible Wordpress setup? Visit the [end of the eBook](#) and use coupon codes “byebyegator” or “watchoutbelow” before they expire!

Chapter 5: What you've been waiting for



Image [source](#)

The single most important feature of your blog is something you probably spend the least time on. It's what will keep users clicking on and on, reading post after post, and coming back for more.

It's what makes me share your posts on Facebook with all my friends.

Can you guess what this might be? It's your blog post titles.

A well-crafted title makes the difference between a reader and a goner. Especially when the first page the user sees is your homepage. Even if the users first enters through a Google search and sees a post, if your sidebar is filled with boringly titled related posts, you can say adios to your potential fan.

So how do you write good post titles? Well, I'd start by first checking out the Blog Tyrant's blog for some examples. He has it down well. Then, if you'd like to talk strategy for getting readers combined with strategy for helping SEO, let me begin my friends.

How it works.

A good post title must do at least one of three things (preferably 2, or all 3)

- ✓ **Challenge** the readers current beliefs
- ✓ **Relate** to something the reader already knows about
- ✓ **Explain** briefly the post content

If your titles aren't doing any of these three things, then read on. Or, maybe just go start changing them right now because they are not helping you at the moment.

You want readers to feel a bit of emotion when they see a post title. Maybe you've heard this before? Challenging their beliefs gets the emotional juices flowing. It sparks **interest**.

The Blog Tyrant has guest posts on ProBlogger.net. ProBlogger is the industry standard for blogging tips, and how to improve your blog. Getting guest posts on it is like qualifying for Wimbledon. You have a HUGE chance to wow readers and get more fans.

Real life examples:

- 1) How to Make Your Blog Addictive Like World of Warcraft (see post [here](#))
- 2) Why Your Blog is Not Going to Make Your Rich (see post [here](#))

Now, sorry to focus on Blog Tyrant so much. But blogging is firstly about helping others, and **secondly**, about realizing what others are doing well. It's also useful to hone in on one successful writer and their techniques, rather than send you off to a whole smorgasbord of sources.

The first example relates and explains brilliantly. Several million people already play WoW and if you haven't played, you've probably heard of it. I'd read that post just to find out how the heck he can relate these two things.

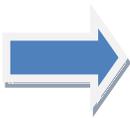
The second example challenges, it really challenges. It shoots a Dear Blogger arrow right into the heart of your money making operation, and tells you that **you might fail**. Because it challenges, you feel compelled to read on and see if what he's saying is true. It's kinda like back in fourth grade how you liked the girl who was a bit mean and put you down. She challenged you, and your lil self liked that.

It also explains; obviously the post will talk about blog monetization. **That's something we can all do better at**, that makes the post even more worthy of your time.

The comments show the proof. People are intrigued, even heated.

Can you make your blog post titles like this? Sure can, just put a bit more time into them. Now that you know what you're trying to do: *relate, challenge, and explain*, it should be a bit easier.

Do NOT spend hours on a post, then decide you're done and slap some half-assed titled on it. You're shooting yourself directly, and painfully, in the foot.



Chapter 5 was great huh? These strategies will do best on your own Wordpress.org blog. See the [end of the eBook](#) for setup.

That's all for the chapters in this eBook. **What's next?** Well, I'll be writing another eBook down the road on *advanced blog post style* that you'll want to keep your eyes out for. In the meanwhile, head over to www.DearBlogger.org and drop a comment to tell me what you thought of this eBook. To the future!

But wait, there's more!

How to Easily Setup Wordpress.org with Hosting

(end of the eBook, remember your **premium coupon codes!**)



Alright, so you're finally ready to enter Wordpress. If you are ready to leave beginning blogging behind and **level-up to intermediate** (where profitable blogging really begins) then this step is a must. And despite what you've heard, it's really quite easy!

You've picked a good time to begin, because as I mentioned above, you can use the exclusive discount coupons between HostGator and DearBlogger. It's **“byebygator” for a whopping 25% off hosting/domain**. Or, if you have a smaller order, try using “watchoutbelow.” If you were worried about the costs, you can worry a bit less. Note: replace any current HostGator coupon with this code (examples of current codes: SUMMER, FALL)

For fun, here are some examples of Wordpress.org hosted blogs that do very well. These are a few of my favorites who I've been following since day 1.

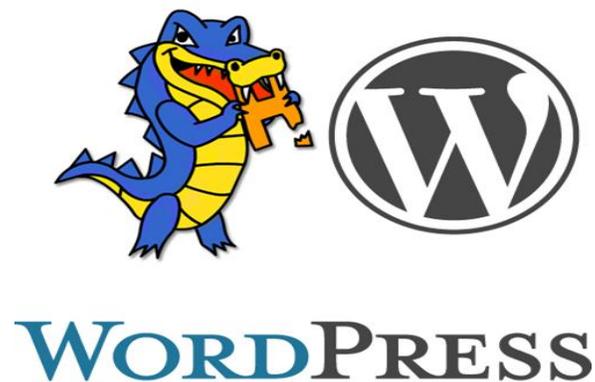
[TechCrunch](#)

[ProBlogger.net](#)

[ViperChill](#)

Then again, you could remain on a free blogging application, telling yourself that you really don't need hosting, don't need your own .com, etc. etc. etc. and let other bloggers surpass you. They probably wouldn't mind that. But I would, because my goal is to help your blogging efforts.

Let's begin, and get this over with in about an hour. Make sure 1 hour is set away for this, and literally turn off other distractions. Welcome to the real world of bloggers. It's a bit scary, but you'll fit right in soon.



We're going to be using **HostGator to setup a Wordpress.org** blog. From here on out I'll just write Wordpress and you should know I mean Wordpress.org. HostGator is a great choice for beginners and advanced bloggers alike. It is where I host all my blog projects, and as of early 2012, they reported hosting over **8 million domains**. This setup guide is actually all you need to finally get hosting and/or a domain and begin blogging like a pro. If you're like me (and hundreds of thousands of other bloggers) you'll be glad you did this.

First off, a couple questions:

Did you already buy a domain name?

If you did, you'll need to let HostGator know during sign up. It's easy, don't worry. If you bought a domain from GoDaddy already, see how to point your domain to HostGator [here](#) *after* you get hosting.

If you don't have a domain, HostGator can get you one during setup. Just input what you'd like and they'll tell you if it's available. Not have a domain yet makes setup **super easy**.

If you already have a Wordpress.com blog, not to worry, I've covered that transfer in detail [here](#).

Secondly....

Do you prefer learning through video, or through writing?

If you like video, head over to my HD YouTube video on Wordpress setup and HostGator. It's 7 minutes long and explains:

- Getting your domain name
- Setting up cheap hosting package
- Installing Wordpress
- Writing your first post

Watch my video and get setup [here](#).

If you prefer manual instructions, read the DearBlogger post on setting up Wordpress.

That post is [here](#).

The **most important thing to remember**, regardless of how you go about getting setup, is to input DearBlogger's exclusive, limited time discount codes and to use the correctly. Just enter "byebyegator" or "watchoutbelow" without typos of course, and watch your price decrease!