

# Top Blogger

The Journey to  
How to Become a Top Influencer



With a Powerful,  
Influential Blog

## **Journey to Top Blogger Cheat Sheet**

If you've read the full ebook, then you should now be ready to begin implementing your strategy to become a top blogger. That means building a site that you're truly passionate about and it means making sure that it has all of the high production values that the very top blogs in your niche have. Oh, and choosing the niche right is important too!

Once everything is set up though, running a top blog becomes a matter of repetition and consistency. That's where this cheat sheet comes in: this will outline all the regular steps you need to take in order to keep your site running and growing.

### **Blog Posts**

Of course, the most important thing you need to do as a blogger is to... blog! That means filling your site with high quality content and also posting consistently enough that your site stays looking active and gives people reason to keep coming back.

A good blog should have new posts at least several times a week. If you're a busy person, then the only way you can realistically accomplish that is to keep your posts somewhat short – to about 800 words. The tricky part is that Google has expressed a liking for longer-form content and this is what many readers like too. So, try and write several posts a week at 800 words long and one or two at 1,500.

### **Social Media**

You need to be regularly posting to social media in order to build a following, to get more likes and shares for your content and to communicate more directly with your followers. Post several times a day to Facebook, Twitter and Instagram. On Instagram, focus on content that makes people inspired, on Twitter entertain with insights into your day and on Facebook share useful and interesting posts.

## **Share**

It's also up to you to share your *own* content. You will do this as often as you can through your own social media channels but you should also focus on posting to online communities on Facebook and Google+, or Reddit and StumbleUpon. One good post here can get you thousands of readers and potentially lots of new subscribers! Just make sure you are an active participant in that community first (otherwise it will just be considered spam) and make sure that your posts are good and that they are relevant.

## **YouTube**

Making YouTube videos can potentially be the rocket fuel missing from your blog business. Make sure you have high quality production values and try to output one video per week if possible.

## **Guest Post and Influencer Marketing**

One of the most important ways to get more attention for your site is to guest post and to use influencer marketing. Try to do 'outreach' at least once a week where you reach out to other big blogs or blogs at a similar level to yours and attempt to get posts published.

Networking in general should also be considered part of the job: go to networking events and tradeshow and generally get your face out there. It's who you know, after all...