

Neil Patel's Guide to Blogging

by NEIL PATEL



About a month ago I broke down my process to [writing popular blog posts](#). In case you missed it, here's how I write a blog post:

1. **Use simple words** – don't try to use fancy vocabulary as it makes blog posts harder to read and understand. As a general rule of thumb, use vocabulary that a 5th grader can understand.
2. **Use the word "you"** – instead of using the word "we" or "them" in your blog posts, use the word "you". By doing this, what I'm doing is trying to make you feel like it's just you and me, as if we were sitting down at a café for a cup of coffee.
3. **Write how-to posts** – people like posts that can teach them something. How-to posts are the perfect way of doing this. My first blog was a top 100 blog on the Internet according to Technorati; I was able to do this because I wrote a lot of how-to posts.
4. **Write detailed posts** – when I first started Quick Sprout my blog posts weren't too detailed and the blog wasn't growing in traffic. Once I started to write more detailed blog posts my traffic started to go through the roof.
5. **Hook your readers** – from using creative headlines to creating a sense of urgency you need to hook your readers if you want them to read your blog posts. One thing I learned from Copyblogger and Problogger is that using stats in your [headlines](#) is a great way to hook readers.
6. **Create a conversation** – if you've noticed, I have a tendency to italicize words within my blog posts and I tend to ask questions at the end. This helps create a conversation with your readers, which will help you get more comments per blog post.
7. **Prove your points** – if you don't use stats to back up your points you'll start to lose credibility with your readers. So start using stats.
8. **Show your authority** – people have tons of options when it comes to reading blogs, *so why should they read yours?* If you can show that you are an authority without bragging it can help you win over readers. Just like how I mentioned I was a Technorati 100 blogger above.
9. **Care about your readers** – the most important aspect of blogging is to care about your readers. Don't just blog for the sake of it, do it because you want to help people out. From responding to people's comments to responding to your readers emails, care about them.

Now that you are up to speed on [how I write blog posts](#), here is my guide to blogging:

Topics are everything

Free Report: "Marketing Secrets of Highly Profitable Online Small Business" + Secret Bonus

This amazing report reveals the secrets no one else is telling you, time-tested and proven strategies that you can use right now to grow your business.



How to Go From Making \$32 an Hour to \$115,000 an Hour

Discover the key elements to drastically increasing how much money to make.



21 Big Marketing Ideas for Small Marketing Budgets

Learn how to market your business online without spending much if any money at all.



How Social Media Affects SEO

Discover how you can use social media and SEO together to skyrocket your traffic.

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Yes, Send Me My Free Report

100% Privacy. I will never spam you!

About Neil Patel



Neil Patel is the co-founder of 2 Internet companies: [Crazy Egg](#) and [KISSmetrics](#). Through his entrepreneurial career Neil has helped large corporations such as Amazon, AOL, GM, HP and Viacom make more money from the web. By the age of

21 not only was Neil named a top 100 blogger by Technorati, but he was also one of the top influencers on the web according to the Wall Street Journal. [Continue reading](#)

A good blog starts with great content. If you aren't writing great content, no one will want to read it.

If you are creative, that's great, because you won't have any issues coming up with good topics to write on. If you aren't creative like me, you can use this process to come up with topic ideas:

- **Step 1:** Go to all of your competitors blogs and look to see which of their blog posts did well on Twitter and Facebook and which ones did not. I typically list out all of the headlines in an Excel spreadsheet and list out how many retweets and Facebook shares each post got.
- **Step 2:** Go to [Tweetmeme](#), browse the topics in your industry and see what is trending well for the last 24 hours as well as the last 7 days.
- **Step 3:** Head to [Google Trends](#) and [Google News](#) to see what's also trending. You can perform a few searches to see what's hot in your industry.

Now that you have a good understanding of what's hot and what's not, you want to come up with similar topic ideas to the hot ones. As these are the topics that people will most likely want to read and share on the web.

Be consistent

Now before you start blogging you need to know one really important fact.

When I first started Quick Sprout I blogged every week. I was very consistent and my traffic was slowly growing over time. But then I got busy and I stopped blogging on a consistent basis, which caused my traffic to stop growing and sometimes even decrease.

If you want to continually grow your blog, you need to learn to blog on a consistent basis. As John Chow states, [a blogger who makes \\$40,000 a month from his blog](#), the most important aspect of blogging is to stay consistent.

Timing is everything

Once you start getting in the swing of writing on a regular basis, you have to start timing your blog posts.

[Dan Zarella surveyed 1400 bloggers](#) to find out when you are most likely to read blog posts. *Do you know what the answer is?* It's during the morning.

So if you are going to publish a blog post do so during the morning as that's when people tend to read them.

And if you are going to pick a day to publish a blog post, Monday and Thursday are the best days according to [Hubspot](#), who analyzed 170,000 blogs.

If you want to publish blog posts during other days or times, that's fine, but you won't get as much traction compared to if you posted it during optimum days/times. One way to solve this is to start scheduling your blog posts like I do.

Time your social promotions

[Based on an infographics by KISSmetrics](#), more than 50% of people who use the social web are based in Eastern Standard Time. So when you are timing your social promotions make sure you use Eastern Standard Time as your default time zone.

Current Hits

All Time

Neil's Favorites

[10 Ways to Get More ReTweets](#)

[How to Create a Company That Can Run without You](#)

[Neil Patel's Guide to Blogging](#)

[7 Marketing Lessons You Can Learn From The Simpsons](#)

[How to Write SEO Friendly Blog Posts with These 13 Questions](#)

[51 Creative Business Cards That Will Make You Look Twice](#)

[American Express Centurion: Once you go black, you never go back](#)

[101 Motivational Business Quotes](#)

[The Entrepreneur's Handbook - 59 Resources For First Time Entrepreneurs](#)

[How to Become Rich](#)

[Business Lesson #1: Pigs Get Fat, Hogs Get Slaughtered!](#)

[The Entrepreneur's Handbook – 59 Resources For First Time Entrepreneurs](#)

[7 Business Mistakes That Nearly Broke Me... Literally](#)

[10 Timeless Business Tips From 10 Millionaires](#)

[Tony Soprano's Top 11 Tips for Success](#)

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Top commenters

Individuals who contribute to Quick Sprout on a regular basis, through commenting, will be rewarded here. When will you be on this list?

[TheWorldOrBust](#) (6)

[Edwin Arenas - Multini...](#) (5)

If you are trying to get the most retweets, 5pm EST is when you should tweet out your blog posts. Because 6% of all of the retweets on Twitter happen during 5pm EST.

On the other hand if you want to get the most traffic from Facebook, promote your blog posts at noon during Saturdays. This is when they get the most Facebook shares.

To get the most traffic from the social web you shouldn't just promote your blog posts on all social sites at the same time. *Make sure you use different promotion times for each social site.*

Time your emails

If you have a blog you should be collecting emails. Whether it's through [Feedburner](#) or [AWeber](#), you want to collect email addresses so you can notify your readers when you have a new blog post.

Just because you are publishing your blog posts during the mornings on Monday and Thursday it doesn't mean you should be sending out emails during those times.

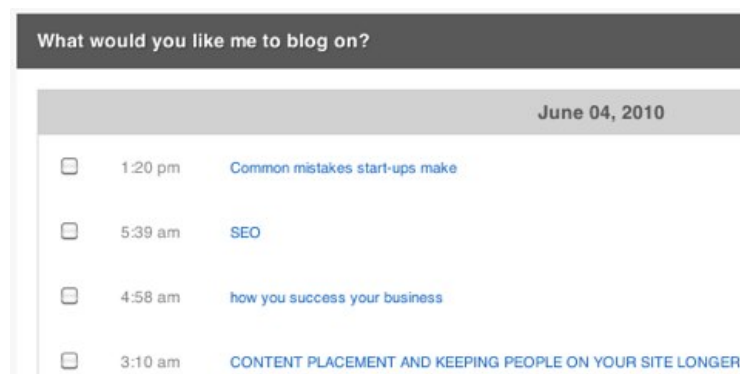
Funny enough, emails have the highest open rates during the weekends. And they have the highest click-through rates at 6am EST. Who would have thought that [people prefer to read emails at 6am on the weekend?](#)

On the same token you have to control how many emails you are sending out because if you send too many you'll notice that you'll get a lot more complaints compared to if you only sent out a few.

Ask your readers

With all of the traffic you have coming from the social web, you should have enough readers where you can do creative things, like [survey them](#). For example, I've surveyed you on numerous occasions on how I can improve Quick Sprout and what topics you want me to blog about.

Here are some of the responses you gave me.



By surveying your readers on a consistent basis you can continually improve your blog. At the end of the day it doesn't matter what you want, *it only matters what your readers want*. So start giving them what they want instead of focusing on what makes you happy.

Conclusion

If you follow everything I mentioned in this blog post you'll have a popular blog that thousands of people will read on a regular basis. It doesn't matter if you are starting from scratch or already have a blog... *follow the rules above and you'll get thousands of visitors to your blog.*

Houses for Sale in Chu... (4)

JohnQ (4)

cheese of the month (3)

orts: [blog.crazyegg.com](#) My Analytics Accounts: [Crazy Egg](#)

Export

Advanced Segments: [All Visits](#)



Just look at the image above, within weeks of starting the Crazy Egg blog, [my business partner](#) and I were able to take it from 0 visitors to 9000 in less than 1 month because *we follow the rules above*.

Do you know of any other tips or tricks to sky rocketing your blog's popularity?

[Tweet](#)



Subscribe via [RSS](#) or Email:

2 trackbacks

How To Brand Your SEO Agency « Webmaster Tools Selection
How To Brand Your SEO Agency | 1 Stop Web Traffic

222 comments... read them below or [add one](#)

SEOcupcake November 14, 2011 at

I really missed an article about blogging from Neil! I usually read them 2 – 3 times at first view. After that it goes straight to my most important bookmarks.

REPLY

Neil Patel November 14, 2011 at

Great, I am glad you find them so useful.

REPLY

SEOcupcake November 14, 2011 at

That is because they are! You are really an authority on blogging and not only that. Honestly, you are a role-model for me on everything you do!

REPLY

Neil Patel November 14, 2011 at

Thanks for the kind words! I really appreciate it.

REPLY

JohnQ November 24, 2011 at

I am always anxious to see when you post new articles. I now that a new article is up there is something interesting and very useful to read.

REPLY

Neil Patel November 27, 2011 at

Great, thanks. I am glad you enjoy it as well as find it useful.

REPLY

Timothy Sykes November 14, 2011 at

Damn now you're gonna make me create the Timothy Sykes rules for blogging since I'm up roughly \$2 million this year so I have to one up you 😊

REPLY

Neil Patel November 14, 2011 at

LOL, you are doing well. \$2 million is a lot of money to make from a blog.

REPLY

Timothy Sykes November 26, 2011 at

It's a lot for an Indian, not a lot for a Jew 😊

REPLY

Neil Patel November 27, 2011 at

You are greedy... but that's why we love you. 😊

REPLY

Payroll Processing in 15 Minutes @ Only Rs. 10 Per Employee

November 14, 2011 at

I am on the verge of starting my own blog and this information could not have come at a more appropriate time. Great Post Again Neil. Thanks !

REPLY

Neil Patel November 14, 2011 at

Happy to hear it. Hopefully my tips have helped. Good luck on starting your blog.

REPLY

Bill Murphy November 14, 2011 at

Talk about a HOW TO POST, Point 3 above, this is a HOW TO on Blogs and well done indeed Neil. I found this quite informative, especially the ideas and links around topics. In small business cash is king, in the blog world the topic is king!

REPLY

Neil Patel November 14, 2011 at

Thank you, it is definitely all about the content. I am happy you found my post informative.

REPLY

Eric - TangoSource November 14, 2011 at

Great post. I think "Ask your readers" is a meta tip that can influence

everything else. Eg: Your rules of thumb on timing should be verified empirically, since timing can vary by audience.

REPLY

Neil Patel November 14, 2011 at

Definitely, you want to engage and make sure you are giving your readers what they want and need. Good point, timing can be affected by your audience. Thanks for sharing your thoughts.

REPLY

vivek November 14, 2011 at

Great post neil I am new to blogging and I am learning everything about from you...Thank your for giving such a useful blog.

REPLY

Neil Patel November 14, 2011 at

Happy to help, please feel free to ask me questions if you need any advice.

REPLY

Ayodeji November 14, 2011 at

Hi Neil,

I really loved this post and the image of your new blog's traffic. I also have a new blog I started recently and I'm not sure what I did, but I noticed I've been getting thousands of visits from StumbleUpon alone and my SEO is still low. 😊 Thanks for the nice article.

Ayodeji

REPLY

Neil Patel November 14, 2011 at

Cool, I will be sure to do more stuff like it in future post. It could be you are writing great content. 😊

REPLY

TheWorldOrBust November 14, 2011 at

I was going to say use Stumble Upon as well. If you put good tags you'll get huge amounts of traffic. Great social media leverage!

REPLY

Neil Patel November 16, 2011 at

Thanks for the tip.

REPLY

Juicing With Rika Susan November 14, 2011 at

Excellent stuff, Neil. This is sure to be a winning recipe. I was surprised to see the point about the timing of e-mails. I would never have guessed that 6am on a weekend would be a good time to send out an e-mail. Now I will know better next time! Thanks.

REPLY

Neil Patel November 14, 2011 at

Funny enough I've tested it and I got better open rates/click throughs.

REPLY

Juicing With Rika Susan November 17, 2011 at

Great to know that you have tested it, Neil. I will try it out and see how it compares to previous open rates. Thanks.

REPLY

Neil Patel November 18, 2011 at

Yep, give it a try and see how it works for you.

REPLY

JohnQ November 27, 2011 at

This is very interesting indeed. I always thought that you can send an e-mail anytime because people will read it the first time they access their email but if I think better many people are opening their e-mail after getting home from work and after a hard working week during the weekends.

REPLY

Neil Patel November 27, 2011 at

Yep, that could very well be true.

REPLY

Frederic Roques November 14, 2011 at

Hi Neil,

Thanks, as I am starting a new blog, it will be very usefull.

It seems very easy but I think it will not be so easy to grow fast.

REPLY

Neil Patel November 14, 2011 at

It may take a while to build up your blog, but as long as you are writing valuable content you will eventually get there. Also you want to make sure you are marketing your blog as well. The more people who know about it, the more quickly it will grow.

REPLY

Travel Babble at its Best! November 14, 2011 at

I have a friend who has a pretty popular blog, and he advised me to work on just putting out quality content with my true "voice" and less "how to" posts at first to build a loyal readership that will actually take me seriously when I start creating posts advising them what to do. Do you think this is a good idea?

REPLY

Neil Patel November 16, 2011 at

It depends on what you are writing about. It is definitely important to build your reader base by writing quality content. If the information you provide helps and motivates your readers then it shouldn't matter what type of articles you decide to write. They will listen to the advice you give as long as it works.

REPLY

Francis Ablola November 14, 2011 at

Neil, great stuff as always. This was is especially timely for me as my team is launching a new project centered around the content of our blog. I've always been curious how you crank out such high quality content that I WANT to read — now I have the guide.

REPLY

Neil Patel November 14, 2011 at

Best of luck with your new project!

We should catchup one of these days.

REPLY

Francis Ablola November 14, 2011 at

Thanks Neil, I agree. It's been way to long.

REPLY

Neil Patel November 14, 2011 at

It has. I also haven't seen your brother in a while as well. Need to catchup with him too.

REPLY

Aarti November 14, 2011 at

Hi Neil,

Interesting article with great points, It's always important to be consistent on your blogging only then you can grow your blog and increase your blog earnings as well.

REPLY

Neil Patel November 14, 2011 at

Yep, you have got it. Consistency is definitely key. If you stay consistent in content and timing you will find your reader base will grow much quicker.

REPLY

JohnQ November 28, 2011 at

You have to be consistent, you have to observe what your readers are interested in and you have to offer them quality content in order to keep them interested in your blog.

REPLY

Neil Patel November 29, 2011 at

Definitely, you have got it. If you do not produce information that is useful to your readers you will loose them.

REPLY

JohnQ December 12, 2011 at

Google also wants websites to offer something valuable on the Internet and this is why like website to grow naturally.

REPLY

Neil Patel December 14, 2011 at

Yep, they try to rank valuable sites higher.

REPLY

Riya November 14, 2011 at

Great points,

I agreed that publishing time of your article is really important, plus you should promote your post on social media for more exposure.

REPLY

Neil Patel November 14, 2011 at

Definitely, good point. Make sure you are avidly using social media to promote your blog. It will give you access to a large amount of potential readers.

REPLY

JohnQ November 29, 2011 at

Yes. Social media is a great way to promote your blog and a lot of business owners are heading towards this direction. There are a lot of people using social media and therefore you have a lot of exposure for your business.

REPLY

Neil Patel December 14, 2011 at

And if you are a business who isn't using social media, you are making a big mistake...

REPLY

Vidya Sury November 14, 2011 at

Ah, a link to this post is going into my resources section on my blog.

I just focus on enjoying posting and while my blog does not rank up there, I do have a fairly close-knit group of folks who seem to love it. 😊 And while I am not being pestered for book deals, (No – wait, I AM working on a few books in the health niche) I do have more clients than I can handle with the kind of work I really love. So I guess I've reached the good old balance.

I blog for the sheer joy of it – and am building the Knowledge-base / Resources section just so I can share all the great stuff I have the privilege of learning from. And you're one of those great resources, Neil. Thank you. V much.

REPLY

Neil Patel November 14, 2011 at

That is great, as long as you and your readers enjoy it that is all that really matters. It sounds like you have got a lot of good things going on then. Keep it up and keep having fun with it. Thanks for the kind words.

REPLY

Travel Babble at its Best! November 14, 2011 at

Well then you can truly enjoy it as a creative writing outlet, kudos!!!

REPLY

Vidya Sury November 17, 2011 at

😊 Blessed to be!

REPLY

Neil Patel November 18, 2011 at

Happy for you. 😊

REPLY

Neil Patel November 27, 2011 at

Yep, sounds great.

REPLY

David | The Growth Company November 14, 2011 at

Wow Timothy Sykes makes \$2million, I stand (sit) in awe.

This is a great post Neil, when I come round to starting a blog I will definitely refer. Bookmark Check!!

David

REPLY

Neil Patel November 14, 2011 at

Yep, Tim is rolling in the dough.

Thanks for reading Quick Sprout David.

REPLY

Johnny November 14, 2011 at

Thanks Neil... It doesn't always occur to me to use the word "You", to help the reader personalize the post... Will keep that in mind...

C U Later!

REPLY

Neil Patel November 14, 2011 at

Yep, it certainly can. Try it out sometime and see if it works for you.

REPLY

Eric Lander November 14, 2011 at

Just had a conversation last week about your posts and how every post is something I end up sharing with business partners over IM. I think that's the hallmark of a kick ass blog (and guy).

Nicely done, Neil.

REPLY

Neil Patel November 14, 2011 at

Thank you, happy to hear you share them. Appreciate it, hope you keep reading and continue finding them useful.

REPLY

MsKatrina November 14, 2011 at

I am not so nearly obsessed with putting facts and figures into excel for examination although I probably should be.

I do thank you for putting days and times as it will make organizing my time that much simpler.

REPLY

Neil Patel November 14, 2011 at

Excel is great. Their Office suite is the reason why I love Microsoft.

REPLY

Salman Ahsan November 14, 2011 at

Basically when I need a solid topic, I check out viperchill and quicksprout 😊 keep being awesome bro..

REPLY

Neil Patel November 14, 2011 at

Thanks for keeping Quick Sprout in mind!

REPLY

Ian Belanger November 14, 2011 at

Hey Neil,

Excellent post! I especially liked the scheduling times. Thanks for those. Who would have thought people would read emails at 6AM on a Saturday, I know I wouldn't. Heck, I'm still in bed then.

I have to write those times down, so I can change my blogging schedule.

Thanks for sharing this Neil and have a good one!

REPLY

Neil Patel November 14, 2011 at

Thank you, glad you liked it. Yep, I have checked it out myself and it really is true. Try it out for yourself and see.

REPLY

Michiel Sikkes November 14, 2011 at

Thank you Neil for the great post. I love your clear and direct but also extensive way of writing your post.

In your post you talk about not being the creative kind and that it helps by looking at way your competitors and sites like Google News have.

I have another piece of advise which really helps me. This is to list a few problems I encountered about the topic I am writing about and teaching the reader how they can solve that problem themselves as well by sharing my experience or providing them with a tool and a how to guide.

Also, your insights about timing and consistently really struck me. I have never thought those things are so important for a blog.

Thanks!

REPLY

Neil Patel November 14, 2011 at

Those are some helpful tips. Thanks you for your additional input.

REPLY

Nicholas Tart November 14, 2011 at

I am very interested in reading, "How You Success Your Business."
Thanks in advance 😊.

REPLY

Neil Patel November 14, 2011 at

I will be sure to consider writing something on that for a future post. Thanks for the suggestion.

REPLY

Trin S. November 14, 2011 at

How about keyword research?

REPLY

Neil Patel November 14, 2011 at

I tend not to do keyword research when writing. I write for humans and not search engines...

REPLY

Travel Babble at its Best! November 14, 2011 at

What I do to get around the keyword issue is to write my post as I normally would, and then go back into it and try and optimize it as best I can for keyworlds. This will keep things fluent and for human beings, but optimized at the same time.

REPLY

Neil Patel November 18, 2011 at

Interesting tactic, thanks for sharing your thoughts on the matter.

REPLY

Eric Siu November 14, 2011 at

Exactly what I was looking for – you never fail to surprise!

REPLY

Neil Patel November 14, 2011 at

Thanks for the blog post idea!

REPLY

Amit Mishra November 14, 2011 at

Hi Neil,

I have been following your blog posts for some time now. I was trying to figure out a way to restart my own blog for almost a year now and didn't had the courage to get the things right even though I write a lot on LinkedIn groups, Quora etc.

Anyways, what your take on the overall look and feel of the blog?

Thanks for sharing..

REPLY

Neil Patel November 15, 2011 at

Hey Amit,

If you email your blog to me at neil@neilpatel.com i'll take a look and give you my feedback.

REPLY

Amit Mishra November 16, 2011 at

Hi Neil,

Thanks for the helping hand

I will certainly going to send it you for your feedback. Still fixed with the look and feel of the same.

REPLY

Neil Patel November 18, 2011 at

Sounds good.

REPLY

Chirag November 14, 2011 at

Nice Post,

Blogging in simple words helps more over we can add info-graphics and charts for better understanding.

REPLY

Neil Patel November 15, 2011 at

Interesting perspective, thanks for string your thoughts on the matter.

REPLY

Susan Jones - Ready Set Startup November 14, 2011 at

Thanks for another great post Neil. You have given us so many practical, do-able points to go away and implement. I have marked this one to come back to and see how many points I can implement on my own blog.

I think your advice about timing is especially important. If you don't do this, social media moves so fast your content can be lost in the tidal wave! 😊

Have retweeted this one and posted on my FB page.

REPLY

Neil Patel November 15, 2011 at

Glad you enjoyed it. I hope you do try them out and they work out for you. Thanks for the retweet and post!

REPLY

Travel Babble at its Best! November 14, 2011 at

Hey Neil,

So you give all the best times and days to list your blog posts to various social media outlets, do you use a specific social media application to schedule and automatically post for you, if so, which one do you use/which is the best free one?

REPLY

Dilanka Wettewa November 14, 2011 at

Hey,

I [think] what Neil does is figure out the best time(s) to put up blog posts based on publicly available data and then use the built in Wordpress feature where you can “post-poner”/ schedule your posts to be automatically published according to the best time(s).

REPLY

Neil Patel November 15, 2011 at

That works too. Thanks for the added advice.

REPLY

Susan Jones - Ready Set Startup November 14, 2011 at

You can also use Hootsuite to schedule posting to all sorts of social media including Wordpress, Twitter and FB.

Love to hear how Neil does it though.

REPLY

Neil Patel November 15, 2011 at

Another good idea, thank you for sharing.

REPLY

Neil Patel November 15, 2011 at

I use sharefeed mostly.

REPLY

Escape the Cubicle! November 20, 2011 at

Thanks everyone!

REPLY

Neil Patel November 23, 2011 at

Hope you found what you needed.

REPLY

Dilanka Wettewa November 14, 2011 at

Hey Neil!

Cool Beans man.

For me personally, the hardest part is : consistency (especially when you throw real life into the mix). John Chow is a beast though – I remember him churning out 5-6 posts per day at time(s). Regarding Timing, I think your post on “What Steve Jobs Taught me About Business” was probably a great example of fantastic timing and relevance.

I have two questions for you though:

- 1.) Did you use any Paid Traffic when Crazy Egg originally launched in addition to following the “rules” ?
- 2.) John chow sometimes recommends that you “hire” writers when you launch your blog if you cannot keep up with consistency – have you ever hired writers for QuickSprout (or any writing / editing help) when you were “in-consistent” with churning out blog posts?

Thanks for the post buddy!

P.S: You should totally buy your nephew that RC drag car man :p

REPLY

Neil Patel November 16, 2011 at

I wish I could give advice on Blogger, but I’ve never really used that platform.

REPLY

Gwyneth Hanssen November 14, 2011 at

Hey Neil,

I also “stalk” your blog every time I make a blog post. 😊 Hope that’s ok with you.

Again, excellent post!

REPLY

Neil Patel November 15, 2011 at

Cool, glad you stop by and read my post.

REPLY

sell textbooks November 14, 2011 at

That’s interesting about that half the people using the social web are in eastern standard time. Why is that I wonder? I, also, notice a lot of activity in that time zone (that’s one of the reasons I began starting my own workday earlier than most).

REPLY

Treavel Babble at its Best! November 15, 2011 at

I would say its because the most popular social media sites were started in the States, and us on the east coast are first to get on the computers in the morning as our Western counterparts are still hitting the hay...

REPLY

sell textbooks November 15, 2011 at

Interesting thought, that’s a good point that those on the east

coast would be first, and then a few hours later, those on the west coast.

REPLY

Neil Patel November 15, 2011 at

Yep, they get a bit of a head start on the day.

REPLY

Neil Patel November 15, 2011 at

Definitely, I would agree.

REPLY

Neil Patel November 15, 2011 at

It is most likely due to the time difference and how it gives them an earlier start on the day.

REPLY

Elna Supnet November 14, 2011 at

Thank you Neil, these tips from your blog is helping a lot, serves as a springboard to most readers and that includes me...Truly, I had a hard time on how to start making a blog, choosing for the right topic makes me crazy..Keep on reading your blogs and taking my time..Again,thank you for these great ideas you shared to us readers..

REPLY

Neil Patel November 15, 2011 at

I am glad you liked it. I hope the advice I give is useful to you.

REPLY

raveen November 14, 2011 at

Its my first seo blog read in ur website and i find it intersting a succes formula for a new blogger to have pageviews!! surely i will try this after writing this comment !! another thing can pls write a post on how to upgrade blog to find viewers and gadgets useful for a blogger etcc??? can u suggest or write on it because many of my friends have made the blog but success isnt cumin for monthsss .

Another question .

As i have ablog named Thecarsmaniac which is about cars and which provides the latest news on cars. i cannot find the perfect category of my site on dmoz directoryy because my site is a news provider on cars and on all types of cars ? help requiredd ??

REPLY

Neil Patel November 16, 2011 at

Don't worry about DMOZ. It's not that important to be listed in it.

REPLY

Web design New York November 14, 2011 at

Personalization in blog is necessary. Second point of using "you" is important one for me. When we stat blog, we want to describe our own expertise in form of content that people believe if we have written it in our own way...

REPLY

Neil Patel November 15, 2011 at

Definitely, personalizing your blog help connect your readers more to what you are writing.

REPLY

Escape the Cubicle November 20, 2011 at

agreed, there are going to be 1000 blogs about in the same realm, so you you have to think what will make yours “unique

REPLY

Neil Patel November 23, 2011 at

Yep, any edge that will help you stand out from the rest will make you that much more successful.

REPLY

Abhinav November 14, 2011 at

Great info not only in your post but in your comments as well Neil esp “I tend not to do keyword research when writing. I write for humans and not search engines”...
Thanks a lot

REPLY

Neil Patel November 15, 2011 at

Thanks, I am happy you think so.

REPLY

goa carnival November 14, 2011 at

Hi Neil,

Each and every thing is on target in this blog post you mentioned very well how me and you should do these all activities step by step if you are really very serious about to make a perfect blog post then we need to do all work for this very carefully like we should keep these things in our mind often. I like point #1 “Use simple words ” and point #9 “Care about your readers ” no doubt in that simplicity is that best policy and we should keep in touch with our readers maximum time and we should give reply of them comments whenever they leave comments on our blog post.

REPLY

Neil Patel November 15, 2011 at

Great, I hope the points are of help to you. I do think it is important to not only keep it simple but to keep in touch as well. Responding to every comment is a great way to stay connected and show appreciation for your readers.

REPLY

Anil Valvi November 14, 2011 at

I truly find this a interesting subject. Never looked over this subject in this way. If you are going to write some more articles relating to this subject or micro blogging, I definitely will return in the near future!

REPLY

Neil Patel November 15, 2011 at

I will be sure to write more content similar to this in future post. I hope you will come back often to check them out.

REPLY

Momekh November 15, 2011 at

This post definitely follows the rules, Neil. Very helpful and something I will be referring back to often, God willing.

Thanks man. 😊

And when are you telling us about your experience/experiments with showing your ads on the network, asking people who have already visited your site to visit again? Very unique approach, this. Tell tell 😊

REPLY

Neil Patel November 27, 2011 at

I will consider doing a blog post on it for the future. Thanks for the suggestion.

REPLY

Web Design Resource November 15, 2011 at

I like the point of wording “YOU” it focus on personal chatting between blogger and users, which gives users a comfort zone. Yes, it is true that proving points in front of users little bit difficult, but it is not impossible for great blogger.

REPLY

Neil Patel November 15, 2011 at

Definitely, personalizing your writing is a great way to get readers to feel comfortable. Nothing is impossible for anyone who works hard and is determined.

REPLY

Web Design Resource November 16, 2011 at

Saying true mate. Working hard with perfect determination makes all work possible.

REPLY

Neil Patel November 18, 2011 at

You have got it.

REPLY

Valer November 15, 2011 at

Neil,
great list and points! I'll recommend it to BlogUpp blogger community.
Thank you

REPLY

Neil Patel November 15, 2011 at

Thanks for sharing it with others. I appreciate it.

REPLY

XuDing November 15, 2011 at

Thanks for the tips Neil.

I am writing one web development tutorial every month, and it already exhausted me. I will use your tips as my motivation to keep doing it.

Thanks again

REPLY

Travel Babble at its Best! November 15, 2011 at

Yea I think tutorials can be very draining, maybe just start throwing some easy posts in there like “picture of the week”, “quote of the week”, “tip of the week”, etc...

REPLY

sell textbooks November 15, 2011 at

I regularly visit a site that posts a new joke (or a brain-teaser riddle) every few days. Even though I go there for a laugh, I end up reading the other stuff too 😊

REPLY

Neil Patel November 15, 2011 at

Sounds good, I always enjoy something funny or puzzling.

REPLY

sell textbooks November 18, 2011 at

A neat thing about jokes, humor, etc. is that they are something that all sorts of people enjoy — no matter how busy people are, or how many important things they have to do, there’s always time to read or hear a funny story.

REPLY

Neil Patel November 27, 2011 at

Yep, definitely. Every likes to laugh. 😊

REPLY

Neil Patel November 15, 2011 at

Thanks for your suggestion. They can be draining, not a bad idea.

REPLY

Neil Patel November 15, 2011 at

Keep up the hard work. It will be worth it in the end.

REPLY

Nishant November 15, 2011 at

I always liked your posts.

From a few days now, i was looking for something like this and who better than you to give the tips on blogging.

Thanks a lot.

REPLY

Neil Patel November 15, 2011 at

Thank you, I am glad I could provide you with what you were looking for.

REPLY

Joseph Flanders November 15, 2011 at

Great post. I just tweeted it and will be utilizing some of your suggestions on my own blog. Thanks!

REPLY

Neil Patel November 15, 2011 at

Thanks, let me know how they work out for you.

REPLY

dlysen November 15, 2011 at

Thank you Neil, I will review my post and future post to check about YOU.

REPLY

Neil Patel November 15, 2011 at

Lol cool, I hope you do.

REPLY

fas November 15, 2011 at

Excellent tips there Neil. 9000 visitors in a month? That is simply mind blowing.

REPLY

Neil Patel November 15, 2011 at

Thanks, I am still hoping to get more!

REPLY

Olya November 15, 2011 at

Do you know to how many blogs i have suscribed myself but i left you , coz you are so damn good !!! 😊 ... its so interesting to read your posts and i think that you write it in a simple way as u said is a big key ... others were so complicated to read and boring , its like i was reading philosophy books . but now its only you are in my life and emails 😊 ... good job !!!

REPLY

Neil Patel November 15, 2011 at

I appreciate it. Thank you for keeping me around. 😊

REPLY

Olya November 15, 2011 at

wait i did mistake above saying suscribed ,its supposed to be suscribed and unsubscribed , but left only you unsubscribed ... 😊

REPLY

Neil Patel November 15, 2011 at

No problem, I make mistakes all the time.

REPLY

Marcellous November 15, 2011 at

You mentioned you pre-schedule you blog post. I heard that wasn't good because you don't get a fresh ping when you post that way but that its better to just post it on the day you want it to come out vs. pre-scheduling it. Which way do you think is better?

REPLY

Neil Patel November 18, 2011 at

It shouldn't make a difference whether you schedule or not. Either way works.

REPLY

kim November 15, 2011 at

Great post! I am not an avid reader but I must admit; I stumbled upon your blog earlier dis year, and from then I look forward to your posts. Every time I check my mail and see a post from you I just feel a level of excitement without even reading the posts. I love to read the responses too, I learn a lot from their knowledge and experience also, I don't not have a blog, I'm a recent college graduate who enjoys reading your blog so much.

Looking forward to your next inciteful posts, as I know I'm not gonna be bored and it will leave me feeling as a wiser and smarter individual (feel powerful with the know you impart on us daily,weekly etc). Thank you Neil!

REPLY

Neil Patel November 15, 2011 at

That is great to hear. I am happy that my post are informative and enjoyable for you.

REPLY

Matt De Leon November 15, 2011 at

Neil, I think it would be equally interesting to hear what to NOT DO to create a popular blog. I see success in so many different ways that it's hard to capture the essence of what makes a popular blog in any how-to form. But I bet there are many no-no's.

REPLY

Web Design Resource November 15, 2011 at

Neil's posts always give some unique to me and in some cases i got my goal.

REPLY

Neil Patel November 15, 2011 at

Thanks, I appreciate the kind words.

REPLY

Neil Patel November 15, 2011 at

Thanks for the suggestion. I will be sure to consider writing something on it in a future post.

REPLY

Louis November 15, 2011 at

Neil,

This blog is always a great resource that promotes the success of all bloggers. As someone who is just starting out I have learned a great deal from you already. Thank you for your willingness to share your keys to success!

REPLY

Neil Patel November 15, 2011 at

I am happy to help when I can. It is good to know you found this information useful.

REPLY

Prateek Modi November 16, 2011 at

Wow!

You really have a knack for presenting the same information in an interesting and engaging way.

To be frank, I don't like this blog as much as the others, but sometimes, when you make me read the post right till the end, I end up putting you in the 'must read' blogs category in my head!

Kudos Neil.

REPLY

Neil Patel November 18, 2011 at

Thank you, I am sorry the post wasn't your favorite. I hope you were still able to get some useful information from it.

REPLY

Simon Dalley November 16, 2011 at

Great blog, really interesting to see how you analytically select your topics – I've not been doing that however that's something I think I'll have a go with!

I think point 6 is massively important – the hook is everything, personally I tend to get a lot more traffic to the blogs that have titles with questions in them.

REPLY

Neil Patel November 18, 2011 at

Definitely give it a try sometime! Questions are certainly a great way to draw readers in. Thanks for sharing what personally works for you.

REPLY

Ryan Bradley November 16, 2011 at

Really good post, I'm lovin' the social share plugin you have. Which one is that?

REPLY

Neil Patel November 18, 2011 at

I use the Sharebar plugin.

REPLY

Georgia Dervisi November 16, 2011 at

Hi Neil,

Thank you so much for your usable advices & tips!! You always help us to make our business more efficient. Keep up the good work 😊
many greetings from Greece!!

REPLY

Neil Patel November 18, 2011 at

I appreciate the kind words. Happy to hear my tips are useful to you and your business!

REPLY

Yura Bryant November 16, 2011 at

What is your criteria of a detailed post? I am slowly picking up pace in my viewership so I am trying to help enhance the process in any way that proves beneficial.

REPLY

Neil Patel November 18, 2011 at

You want to make sure your post is not only well written but also fully covers there topic you are discussing. Make sure your topic is covered and explained simple yet effectively. A detailed post requires you have enough well written information for you readers to process and use.

REPLY

Jelena November 16, 2011 at

Hi Neil,

Except all of this you said, your blog post is also stimulating!
This is really important to give tit o your readers and then, they will always come back!

Thank you Neil 😊

REPLY

Neil Patel November 18, 2011 at

Thanks, I hope so. I want my readers to always come back! 😊

REPLY

AR @ make money online November 16, 2011 at

I think it is best to make the tone of your blog to be more of a conversational one. It lets you be much closer to your reader, like you're just chatting with them. Blogs in my opinion should be more personal rather than just like any other media resource on the web.

REPLY

Neil Patel November 18, 2011 at

I agree, the more personal you make it the more connected you will be with your readers. You want to constantly be making connections because you will never know where that connection may lead.

REPLY

Joomla developers November 17, 2011 at

Good post Neil. Usually I'll use more vocabulary words in my post to attract my visitors, now I found that most of the visitors may not understand the vocabulary words. This may be one of the reason for the drop in my traffic. Is it right neil?

REPLY

Neil Patel November 18, 2011 at

It is possible. It depends on what you are writing and the people you are writing for. I would imagine some may find it off-putting to have to look up words while they read through an article.

REPLY

skype callnplay November 17, 2011 at

Very simple and you are right your readers love reading your blog because you care for us, you use simple words (I don't need a dictionary while reading your blog, unless technical terms). I have a blog of my own and thanks for your tips.

kimmi

REPLY

Neil Patel November 18, 2011 at

I try not to over complicate my writing. Keeping it simple makes it easy for me to write and my readers to learn. I hope my tips are of use to you, for your blog.

REPLY

skype callnplay November 22, 2011 at

It would develop my writing and also regarding my job I could improve it. thank you very much.

REPLY

Neil Patel November 23, 2011 at

Hope you do, best of luck. 😊

REPLY

Internet Marketing November 17, 2011 at

Thank you very much Neil for a wonderful post and also helping

bloggers their blogs and writing skills. Everyone could develop to write good articles all we need is learn from those who could write well. One thing I know to how to write good is you should read a lot. Just noticed that 😊

REPLY

Neil Patel November 18, 2011 at

Thank you, I hope so. Learning from others is definitely a great way to develop a better writing skills. As well as reading more like you said.

REPLY

Snowboard holidays france November 17, 2011 at

Want to add one more point here:- Do Photo & Image Blogging. They are a key way to generate traffic. Rest really nice post

REPLY

Neil Patel November 18, 2011 at

Thanks for the suggestion, appreciate it.

REPLY

Duncan - Vetter November 17, 2011 at

Does anyone else think that there's almost 'enough' good content out there?? and feel a bit overwhelmed, wondering how you can add to it?

REPLY

Neil Patel November 18, 2011 at

I think you can always improve the quality of content. Sometimes just adding your own personal style to the content can help improve it.

REPLY

Gregory Ciotti November 19, 2011 at

Loved this one Neil, especially the data on the clickthroughs of emails, good stuff.

REPLY

Neil Patel November 19, 2011 at

Thanks, happy to hear you enjoyed it. 😊

REPLY

The Young Bigmouth November 21, 2011 at

How can you be so consistent? Either you are a natural or you are a fierce editor.

However, what I wanted to ask here is is it important for a blog to maintain a theme? A lot of your suggestions are about finding a the trend in one's industry.

Can't personal blogs not have a theme and still be readable?? I have been debating on this issue on my blog, but am not sure how the

world operates.

But are not blogs supposed to be about the blogger? I will love it if we bloggers can be a little more freedom in choosing at our topics. Won't be surprised if you tell me "be famous first, then you will have the freedom to blog what you want, till then stick to the formula."

Is that your answer? Should we follow focused or freestyle blogging?

REPLY

Neil Patel November 25, 2011 at

1. You have to figure out how to make yourself consistent. It's different for each person.
2. If you maintain a theme your blog is more likely to be popular.
3. Not all blogs have themes and you can decide to go down that route.
4. You can be a freestyle blogger or focused. I prefer focused.

REPLY

The Young Bigmouth November 27, 2011 at

Agree. I guess I don't have a choice. I don't know too much about anything to be a focused blogger... I can write though. It's the harder route I am sure.

REPLY

Neil Patel November 27, 2011 at

Find something you feel passionate about and then go from there. Test out different ideas and passions, then see which one works best. As you go along learn more about whatever it is you choose. Read about it, study it and even try practicing it, if possible. The best way to learn is from your own experience and others.

REPLY

smart pens November 22, 2011 at

I LOVE YOUR SITE. Content is truly important and this is the first time I heard your points like timing. That it actually contributes to in good blogging. I learned something new again. Thank you!

REPLY

Neil Patel November 27, 2011 at

Thank you very much. Yes, indeed it is. Great, glad you were able to learn something new from here.

REPLY

Manish November 22, 2011 at

Hey Neil, nice guidance related to blogging. To become a successful blogger it is necessary to be consistent. So I am inspired by this post because I have to improve myself in blogging. I will implement all the things that you have shared.

REPLY

Neil Patel November 27, 2011 at

Yes, consistency is key. I hope you will, and it works out for you.



REPLY

Iklan Baris Gratis Tanpa Daftar November 23, 2011 at

Your experience can be seen from your writings. This is a great blogging guide. I'll try it to my new blog, thanks. Greetings from Indonesian blogger

REPLY

Neil Patel November 27, 2011 at

Thank you, I hope these tips will be helpful to you when starring your blog.

REPLY

YK November 23, 2011 at

Neil, I would like your comments on this. A picture is worth a thousand words and that is why infographics is getting a lot of attention from search engines. What do you think, will infographics will have any impact on future blogging?

REPLY

Neil Patel November 27, 2011 at

I think they already do have an impact on blogs. People like to have visuals to learn from, as well as have there to support the content they are reading. More people should integrate them into their blogs so that people will have that much more information to go on.

REPLY

Felt Media November 23, 2011 at

Great stuff as always man, really love the data on posting, blogging, and opening of emails and such. Aweber does a decent job tracking stuff, but doesn't really say when the best times are. So its trial and error.

I'm going to adjust the broadcasts and see how the open % changes

REPLY

Neil Patel November 23, 2011 at

Thanks, glad you liked it. Definitely try it out and see how it works out for you.

REPLY

denver divorce lawyer November 26, 2011 at

Nice post Neil,
Just to add, timing plays a key role in making a blog successful. Writing about Black Friday on Halloween will not make sense or bring traffic, but writing about it on thanksgiving will.

REPLY

Neil Patel November 26, 2011 at

Definitely, timing is very important thanks for your additional input.

REPLY

JohnQ December 2, 2011 at

This means that you have to be able to think what people want to read and the most important of all you have to learn about your readers and offer them what they want.

REPLY

SEO & Design November 27, 2011 at

Great tips. I'll try to promote posts on social sites at the different time, but don't think that will increase something.
One man can't be in two or more social networks in the same time

REPLY

Neil Patel November 27, 2011 at

Thanks, I hope you do. Give it a try and see how it works out for you. If you need any help along the way feel free to ask me any questions.

REPLY

website company noida November 28, 2011 at

i love to read how to posts and i guess writing such content is bound to get more traffic to your blog.

REPLY

Neil Patel November 28, 2011 at

Cool, I hope you were able to learn something from this post.

REPLY

bankruptcy attorney denver November 28, 2011 at

Hi Neil,
I liked your humbleness, you are a great blogger without a doubt and the steps you shared to get ideas from competitor's blog. Great idea!

REPLY

Neil Patel November 28, 2011 at

Thank you for the kind words. Happy to hear you enjoyed the tips I gave.

REPLY

dui attorney denver November 29, 2011 at

Great post Neil (like always), Can you pinpoint the niche which is the most popular and still not bombarded with blogs or at least suggest a way to find a good niche to blog about.

REPLY

Neil Patel November 29, 2011 at

It really depends on what your area of expertise is. You have to find something you know enough about to be able to provide unique and helpful information on. Look to what you feel passionate about or have learned a lot about over the years. That will be your best chance at creating a successful blog.

REPLY

conservatory furniture November 30, 2011 at

On Netlog, you can create your own account with pictures, blogs, a guestbook, and much more. You can find people from your area, expand your friends network, or find people having the same interests as you.../

REPLY

Neil Patel December 14, 2011 at

Sounds like a very useful tool, thanks for the suggestion.

REPLY

Paul December 1, 2011 at

Another really informative article. I have a unique problem here. I run a business blog covering business and technology developments in Nigeria and Africa. The blog, NairaBrains.com has a couple of writers though I am the only one working most time on it.

Traffic has somewhat flattened out at 5 -6000 monthly. Just thinking since we don't cover a specific niche how does one break the traffic barrier and really grow it off the roof?

I'm in love with your blog though since I stumbled on it two months ago

REPLY

Neil Patel December 14, 2011 at

You need to leverage the social web. Twitter and Facebook are easy ways to increase your traffic. If you can get power users to tweet your stuff you will grow your traffic.

REPLY

Tire Size Calculator December 1, 2011 at

I've been off and on regarding blogging about tires and I'd like your feedback on whether this should be integrated into my homepage or if it should be in it's own silo.

REPLY

Neil Patel December 14, 2011 at

Thanks, Glad to hear it has helped.

REPLY

Ryan December 1, 2011 at

Staying on a consistent schedule is something that's difficult to juggle but can yield rewarding results and keep visitors from coming back to check out the new content!

REPLY

JohnQ December 6, 2011 at

To be consistent is also a requirements besides providing valuable content. If you are not able to provide valuable content all the time you will end up losing your followers because when people

see consistency that means that it can be trusted.

REPLY

Neil Patel December 14, 2011 at

Yep, you have got it. When you provide consistent valuable content you will most likely earn the trust as well as business of your followers.

REPLY

Neil Patel December 14, 2011 at

Exactly, hard work usually always provides profitable results.

REPLY

Eddie Gear December 3, 2011 at

Lovely write up Neil, I guess I've not been following up with point 7. Prove your points – if you don't use stats to back up your points you'll start to lose credibility with your readers. So start using stats.

I've pretty much done the rest and I've already seen some excellent results. I guess I need to work on the point where I can prove my findings and or back up my views. Any examples??

REPLY

Neil Patel December 14, 2011 at

SEOMoz is a good example. They do this throughout their blog.

REPLY

web designing and development December 8, 2011 at

The above tips were helpful for me, I need ideas which categories can be posted in official blog. will there be support from visitors if we post only news about our company

REPLY

Neil Patel December 14, 2011 at

I am confused, is that a question?

REPLY

Heuristic Evaluation December 12, 2011 at

Hi,

This is a great post. I have had this issue of whether to write in third person or first person. After reading your post, I understand the importance of using 'You' instead of 'We'. I appreciate your efforts in offering SEO tips for newbies to earn money online.

REPLY

Neil Patel December 14, 2011 at

Thank you,

I am glad this post was able to help answer your question. I appreciate your support.

REPLY

Suzyn December 15, 2011 at

Superbly illumintang data here, thanks!

REPLY

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