

OPTIMIZATION & GROWTH REPORT

Industry – Online Media Publishing



Report objectives

With this report, Team UpReports aims to share blog strategies and best practices with new media sites, news ventures, and also independent bloggers so that they can:

- Attract relevant traffic
- Generate massive revenue
- Improve search engine rankings

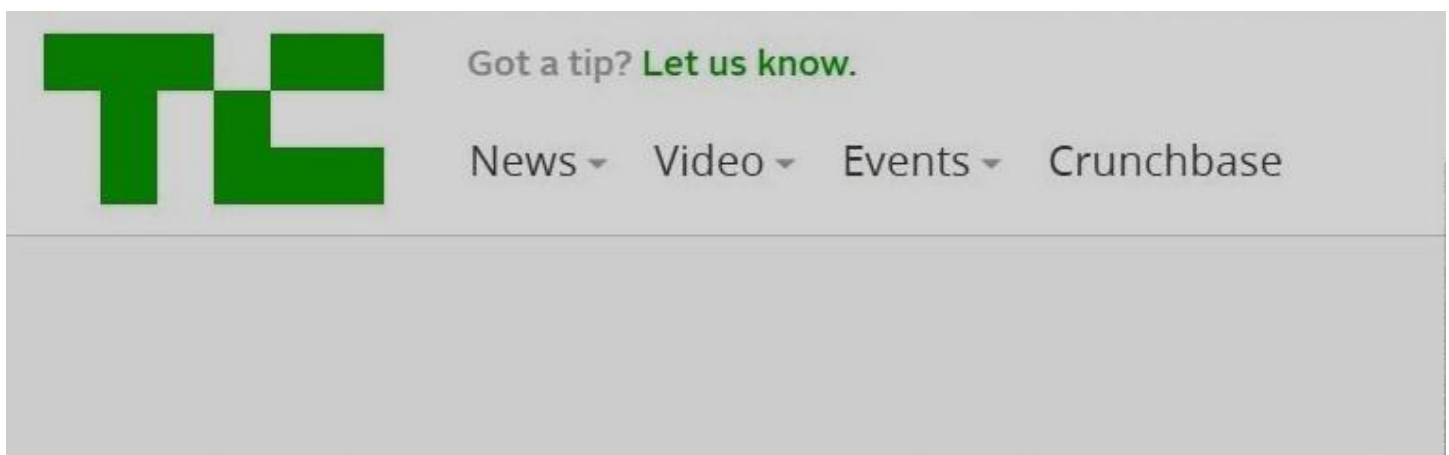
User experience checkup

Complimenting blog with great UX puts visitors at ease and helps achieve revenue goals as well. Focus on making the blog sticky by working on following points:

Navigation

Post discovery can be a challenge if navigation is not planned carefully. That's why we recommended using major categories as navigation. Pay attention to:

- Symbolic labeling of categories
- Bar positioning – On the top and always visible



Readability

Content consumption is very easy on top rated blogs. That's because they think about readability while planning layout of the blog. UpReports recommends:

- Short eye movement for easier reading
- Highly informative subheadings
- Smaller paragraphs

Don't make things harder for yourself.

You don't have to be perfect. You don't have to have it all.

To me, there are only a few important things. My health, having good relationships, and that's about it. It's pretty easy to balance that.

We spend too much time balancing things we don't need in our lives. That turns our life into a circus act.

UX hacks

Sometimes, small additions can really improve visitor experience. Here are some hacks to make your blog more appealing to readers as well as advertisers:

- Always-visible social sharing buttons.
- Integration of 'Next post' and 'Related posts' widget
- Go-to-top button

NEXT UP IN **SCIENCE**

The ExoMars spacecraft's crash landing may have been caused by a computer glitch

Your brain gets used to lying as you do it more

XPRIZE launches two new competitions addressing water scarcity and women's safety

From Texas to the Smithsonian, following a trail of sexual misconduct

AI program able to predict human rights trials with 79 percent accuracy

Here's what we learned from Elon Musk's SpaceX Reddit AMA

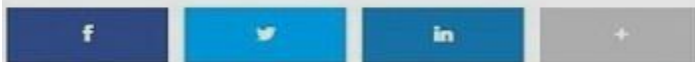
Visual enhancements

Lengthy plain text with no visual media is hard to consume and lowers the engagement quotient. This is the reason top bloggers scatter images throughout the post. We recommend using:

- Featured image
- Relevant video content
- Call to action

10 Machine Learning Online Courses For Beginners

October 24, 2016 by HackerList



Post planning

A blog's performance depends on the nature of its posts and how they are planned. Widely-read media sites engage visitors and help webmasters achieve their traffic & revenue goals.

Achieve the same by focusing on:

- Unique topic selection
- Keyword research
- Post diversification

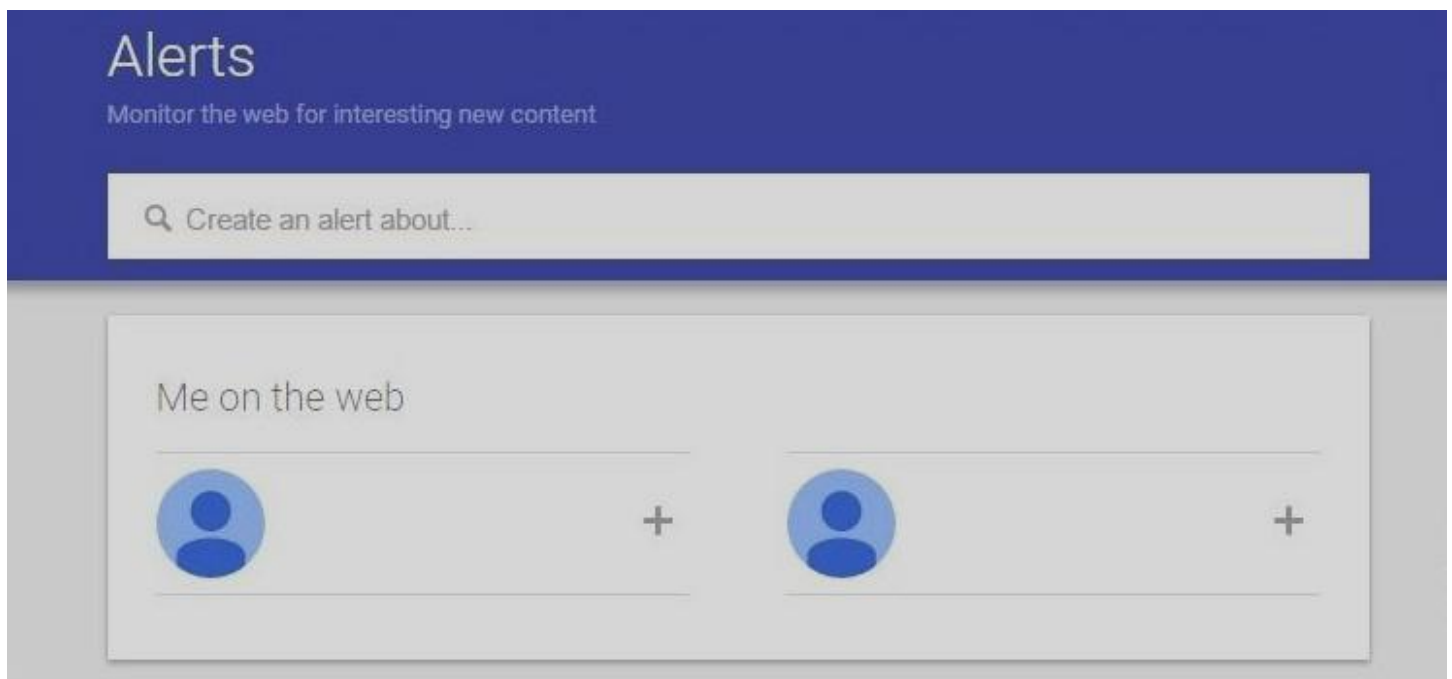


Topic Selection

Creating a high-traffic blog post requires detailed planning, starting from topic selection. Get clear idea about selecting topics for future posts by thinking about:

- Competitor tracking
- Thought leadership

- Using tools like Google Alerts
- Audience analysis



Keyword research

Discoverability of a blog post depends greatly on search terms and phrases integrated in the post. Use following keyword research techniques to discover the right set of target search queries:

- Analytics data mining
- Search engine's autosuggest
- Semantic search



Post diversification

Publishing same kind of posts drives away regular visitors. That's way we recommend focusing on post diversification while finalizing topics.



Search engine optimization

Blog posts planned without thinking about search engines rarely meet traffic expectations. Focus on critical optimization areas so that every post gains better visibility on search engines.

Team UpReports emphasizes on:

Keyword planning

Main keywords of the post are discovered during topic research but additional efforts are required to find long tail keywords and related search queries. Use following for the same:

- User search behavior
- Search queries in Google Console
- Semantic search


Welcome to Search Console

Get the data, tools, and diagnostics needed to create and maintain Google-friendly websites and mobile apps. To get started, just add your site or app now.

Website ▾ ? [ADD A PROPERTY](#)

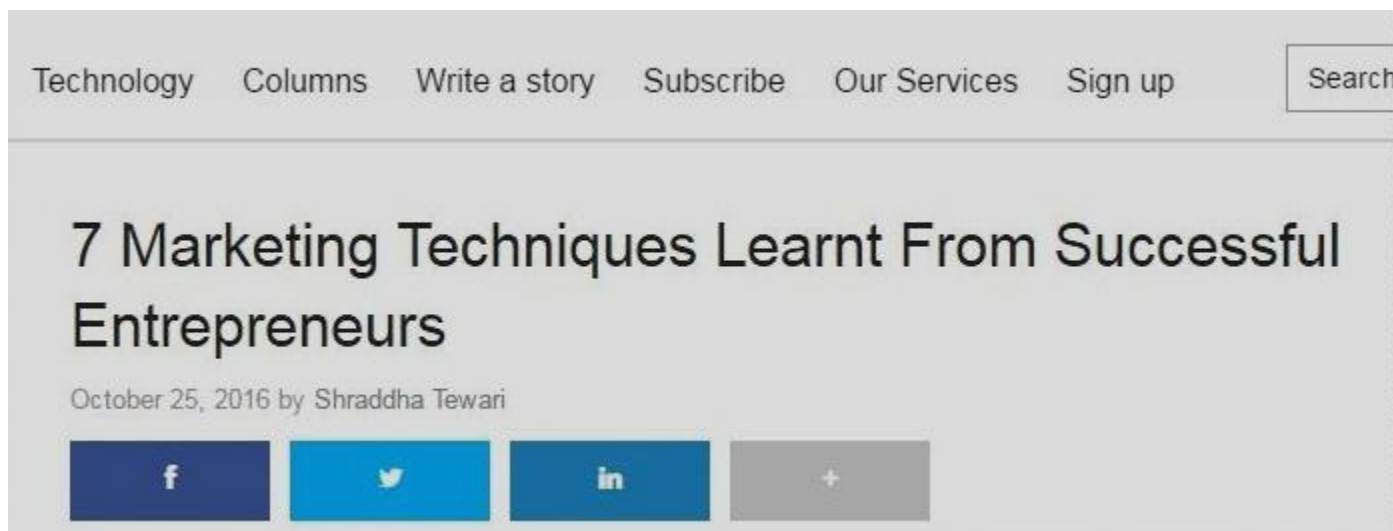
Here are some of the things you can do once you add your property:

- Analyze clicks from Google Search. [Learn more.](#)
- Get alerts for critical errors or issues. [Learn more.](#)
- Test whether Google can successfully understand your content. [Learn more.](#)



Post title planning

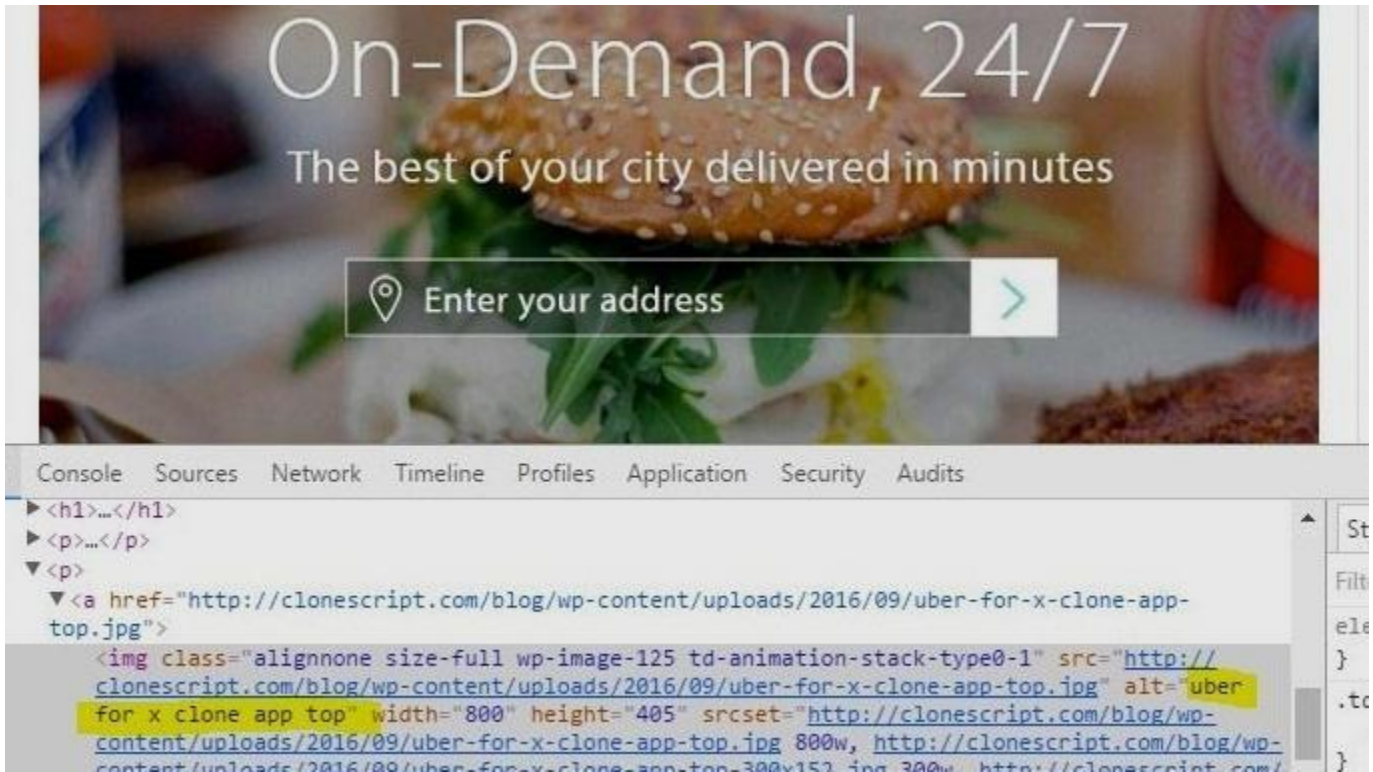
The most important keyword of your blog topic should make it to the post title. In addition to that, it should also be creative and include cues that encourage the reader to click.



Tags and Meta info

Correct usage of heading tags and alt tags helps search engine bots crawl the blog and determine its position in search results. Think about:

- Excerpt planning
- Blog description
- Image optimization



URL planning

Badly planned URLs can do great damage. Team UpReports recommends clients to:

- Keep URLs meaningful
- Check URL length
- Add important search terms



Internal linking

Internal linking is a great way to direct visitors to most relevant site pages, relevant resources, and closer to conversion. Take care of the same through smartly planned textual links.

In this handful of cities that are still in an exploratory stage, and in certain related areas of our supporting operations, we'll be reducing our employee base.

In August, Alphabet CEO Larry Page **recommended** Craig Barratt cut his staff in half, coming on the heels of a report that the company is shifting its focus to wireless technology. Seems like Google Fiber may hold the same fate as Verizon FiOS (bad).

Content duplicity

Team Upreports forewarns every content driven venture about content duplicity and plagiarism to avoid penalty from Google. Use canonical tags and pagination to handle similar content.

Revenue generation

The goal of content driven platforms is to generate income through ads and sponsored content. Here are some ideas to maximize future revenue:

- Sponsored posts
- Banner ads
- Jobs board
- Sponsored site links via advertisers like Outbrain
- Video ads
- Paid content
- More


Sponsored Content



How Much Should You Charge For Hourly Consulting Work
PAYONEER.COM



Facebook to open-source AI hardware design
FACEBOOK CODE

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SOFTWARE ADVICE

End note

Team UpReports has a collective work experience of 20 years in brand building, platform planning, and digital marketing. We have closely studied business models, revenue generation, and growth of emerging as well as established digital ventures.

Our experience and insights generate unique strategic advantage for our clients and simplify work for marketing teams. Drop your project or report related queries at hello@upreports.com