

Twitter Blog Magic!

**How to Use Twitter to
Boost Your Blog Traffic!**



**Brought To You By:
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Introduction

Something happened a few years ago in the blogosphere and if you're not part of it, you're missing out. The new trend I'm referring to is Twitter. Twitter, a free service available at www.twitter.com, is a combination of a microblogging tool and a social networking site. Twitter is a fantastic way to get more traffic to your blog and build a relationship with your readership.

If you're brand new to Twitter, or even if you've been around on the site for some time, you'll find out in this report how you can use it to create a whirlwind of traffic to your blog and open the doors to brand new subscribers.

Chapter 1: What is Twitter and How Can it Help Me?

Twitter and blogging go hand in hand. It has totally changed the way that people communicate online and it should be an indispensable part of the overall marketing plan for your blog. Twitter is free to join and you can get set up with an account in a matter of just a few minutes.

Twitter has two main components. Just like social networking sites like MySpace or Facebook, people "follow" you (followers) and you follow other people. Unlike MySpace or Facebook, the relationship can be 'one way' where you can follow people who don't follow you and vice versa.

Your followers will receive your updates and you'll receive the updates of the people you follow.

Your updates, or messages, are limited just to 140 characters, which is why some people call it a "microblogging" tool. You have to keep your messages brief and to the point.

Sometimes it's a challenge to get the point across in the allotted space, but it also leaves room for a lot of creativity! Coming up with ways to say what you have to say in that small space is part of the fun of Twitter.

Chapter 2: 4 Ways Twitter Can Help Jumpstart Your Blog Traffic!

Before you set up your account, let's go over a few of the ways that you can use Twitter to promote your blog:

1. Getting traffic to your blog posts - With a simple post to Twitter, you can have lots of readers come to your blog. Even though blog feeds do the same thing, you can often find new readers on Twitter or remind current readers to re-visit your blog.

I use the Wordpress Plugin, [Tweet My Blog](#), to automatically update my Twitter account with my latest blog posts – the process of sending an update to your Twitter account is known as 'Tweeting'.

2. Connecting with your readership - When you blog, you're speaking to your readership from a distance. You write your post, edit it and then post it. During all of these activities, you're removed from your audience. But when you use Twitter to communicate, it becomes a conversation. You can show more of your personality to your followers and truly communicate with them on a different level. This can get them more interested in you and your blog, which will build more traffic over time.

3. Building your brand - In order to stand out amidst the large amount of blogs and Twitter accounts online, you need to develop a persona for people to connect to and identify with. You can accomplish this through your blog, but you can further your branding by using a Twitter account.

Determine what makes you unique in your niche and then extend these differences between you and others in your Twitter posts. Decide what your persona or approach is, and then make sure your Twitter posts reflect that.

4. Researching - With Twitter, your target market can be at your be at your fingertips. You can "spy" on their interests, ask them about their needs and automatically get ideas for your blog posts.

5. Allow your readers to share your content by including 'Tweet This' links on your posts.

Chapter 3: Using Twitter

Now that you know some of what Twitter can do for you, it's time to get your Twitter account set up. You register for a Twitter account at www.twitter.com by using your e-mail address and picking a user name.

Choosing a User Name (or Twitter ID)

If you want to use Twitter in conjunction with your blog, you should use a user name that reflects your blog. For example, if your blog is www.frogcaretips.com you may want to create the user name of "frogcaretips." If the name of your blog is taken as a user name on twitter, try to find something that reflects the theme of your blog.

Of course, you may also decide to use your own name, this is quite o.k and many people prefer this.

Once you set your Twitter ID, you're Twitter profile link will be: www.Twitter.com/<userid> so, if you choose FrogCareTips, your web link will be www.Twitter.com/FrogCareTips

Upload Your Avatar

Once you've registered, you'll need to upload a picture to use as your avatar. You can use a picture of yourself or an illustration that reflects your blog as your avatar. Make sure it's a clear picture and one that will show up well in a column with other pictures surrounding it. Please bear in mind that people like to deal with people, so using an image of yourself may be more appropriate. If you choose to use an image or illustration, consider whether this will look 'spammy' or unprofessional.

Add Your Website

This is so important! When people decide they may want to follow you, they will check your Twitter profile and are highly likely to click through to your website to find out more about you.

Create Your 140 Character Bio

You are able to set a bio on Twitter in 140 characters. The Bio is extremely important as it will allow potential followers to 'get to know you'. Make your 140 characters really work for you.

Find People To Follow

When you sign up to Twitter, you will be given a list of recommended people to follow. These are certainly Twitter thought leaders, or active Tweeters and are probably a good place to start to find out how Twitter works but remember that they may not be in your niche.

You can search for other users on Twitter by using a variety of search functions. Once you've found someone that you want to follow, you start following them by clicking the 'Follow' button right under their image or User name.

Some Tweeters have their updates protected and in these cases, you need to request to follow their updates and receive approval.

As soon as you start following someone, or are approved to follow, you will see their updates on your Twitter homepage. Most of the time, the people you follow will choose to follow you as well.

You can build your followers list by searching for keywords that relate to your niche on the Twitter site. This way, you can build a list of followers that are interested in your topic and once you start posting interesting updates on Twitter about your blog, you'll automatically get more traffic.

You will also find that you are followed by other users who are using the search tools. You can choose to follow these people if they seem like they could enhance your community. Make sure that your follow list doesn't get too crowded – Twitter has strict rules about the follower / following ratio!

Some of the great Twitter Search Tools I use, or have been recommended to me are:

www.Twellow.com
Search.Twitter.com
www.weFollow.com
www.Twibs.com

Twitter works best when you can actually communicate and interact with the people that you are following, and vice versa. This is a key point - Twitter is about growing your community – you really need to be focused on your niche, even if it takes a little longer to find those people, it will pay off in the long run. You may end up following thousands of people and having

thousands follow you – but they will generally be in your niche and interested in the same things that you are.

Creating Your Updates

Before you get started with posting Twitter updates, you need to decide your primary purpose for using Twitter. If you're focused before you get started, you'll be able to produce better quality posts and get the right kind of traffic to your blog.

There are many different ways you can use Twitter, and everyone uses it differently.

Consider these different ways of using the platform when you decide how you're going to use it:

- To build, develop and interact with a community of like minded people
- To build your expertise and your authority in a niche
- To drive more traffic to your blog
- To brand yourself
- To be more social with your readers
- To make your blog more of a community experience

I strongly suggest, that whatever you decide to do, the driving focus of your activities be to build, develop and interact with a community of like minded people. When you decide to do that, your other goals will come to fruition. Since Twitter is a social networking tool, people will quickly unsubscribe from your updates if they aren't interesting, or appear to be spam or blatant advertising. On Twitter, people want to know more about you and see a more personal side of you. This is why it's such a powerful way to drive traffic to your blog, you are able to give a 'sneak peak' about your content.

For Twitter to really work, you have to work with the 'Know You, Like You, Trust You' model. If people can get to Know You, many will Like You and then start Trusting You – then a real relationship can develop.

Ways Of Interacting On Twitter

There are a few different ways of interacting on Twitter.

*First, there's a regular update. When you type in a message to Twitter and hit "update" it will be viewable by all the people who are following you, and in the public Twitter timeline. This is a little like walking into a crowded

room and saying something – you may or may not get a reply but you will generally get some attention.

*The next type of post is the “at” reply. When you type in a regular message, people may reply to your post. You'll see your user name with the symbol @ before it when someone replies to your message. You can respond to other people the same way. You simply type @ and then their user name directly after that. Replies are viewable by everyone who is following you or the other person you are replying to. Real conversations do occur using the @ reply method – even with only 140 characters to use!

*There’s a direct message. If you want to send a private message to someone that no one else can see, you can send a direct message. To do so, simply type the letters dm with a space and then the person's user name. You'll receive messages from others on a special page of Twitter and be notified via e-mail (if choose to be) when someone direct messages you. Please note though – to send a dm to someone on Twitter, they have to be following you first.

*Hash tags are becoming extremely popular on Twitter. As you can imagine, the number of messages on Twitter is amazing and it can often be difficult to follow a conversation that spans many hours, days or weeks. The hash tag is the # and is added to your Twitter updates on specific topics. Hash tags will be discussed a little further on in this report.

Chapter 4: How to Post for Success on Twitter

The most basic way of using Twitter to build traffic to your blog is to post updates on Twitter whenever you make a blog post. I use [Tweet My Blog](#) Wordpress Plugin to help me with that.

However, there's so much more to Twitter than that. The Twitter site has one question and one question only - What are you doing? How you answer this question is completely up to you.

A lot of people simply post about what they are up to. You'll see a lot of posts like "Just finished eating lunch." or "Working on a project." and you'll also see a whole lot more.

Rather than answering that question directly, you should really try thinking in terms of "what are you interested in" or "what has your attention." In fact, think in terms of "how does this benefit my community?" and you can't go wrong!

Remember, first and foremost Twitter is a social networking utility so you'll want to be posting updates that are related to you personally and not your blog directly. People have a low tolerance for blatant advertising and are interested in the person behind the Tweet – so let them see a bit about you.

Here are some ideas for non-blog post related Twitter posts:

- Share information. You can post links related to your niche, or just interesting things you find around the Internet.
- Ask questions. You can increase your relationship with your followers by asking questions. Ask people what they ate for lunch, what they think of the latest news story or their opinion on a topic.
- Share your opinion. You can post links to recent news stories, especially those related to your niche, and offer your opinion.
- Post tips related to your niche. Add to the value of your twitter feed by sharing tips that aren't on your blog. 140 characters are a great space to share a short, helpful tip.
- Share links to other people's sites and explain your view.

Explaining why a link is useful, or what your view is incredibly important. Just tweeting "Reading This: www.frogcaretips.com" is unlikely to inspire your followers... Tweeting "Did you know that Frogs change color when under threat... www.frogcaretips.com" is likely to get more interest and click throughs.

When you do post a link to your blog, make sure to add more to your Twitter post than just the link. Explain what it's about and tell your audience what is coming next on your blog. This way you won't just be spamming your link all over the "Twittersphere."

Chapter 5: How to Use Twitter Effectively

Twitter allows you to connect with your readers in a new way. You can also gain new blog readers as well. When you use Twitter, you'll be able to tap into parts of your existing market that you weren't aware of before.

The first step in using Twitter to improve your blog is to "listen" to other people by reading their updates. A mistake made by some Twitter marketers was posting too much about themselves and not responding or paying attention to others. As long as you keep in mind that Twitter is a social tool and not just a traffic machine, you'll be able to keep things in perspective and pay attention to others.

Interact with other people, answer their questions and ask them questions back. This way you can become part of the community, let people know you are interested in them and credential yourself in the niche.

There's also another good reason for paying attention to what other people have to say on Twitter. By paying attention to the tweets of the people you are following, you will find out their problems, their questions and the type of things that they share. This can all be part of your niche research and you can incorporate what you find there in your blog or in the form of a new product.

You'll also find that your Twitter account can be a treasure trove for blog post ideas. You can use the information that you find on Twitter to create blog posts that meet the needs of your readership by addressing the specific questions or concerns you see raised by your Twitter community. You'll be surprised at what a great brainstorming tool your Twitter account can be. You'll read someone's update and then it will get the wheels turning for a blog post, or even a series of blog posts.

A very important part of using Twitter effectively is to be useful to your followers. The information that you post should be relevant, helpful and interesting. Set yourself apart from the pack by finding interesting news stories that relate to your niche, and sharing them directly on Twitter or through blog posts. Post regular tips about your niche, that relate to the information on your blog. However, in all of this, don't forget to be personal and connect with your followers. If you just burned your lunch, feel free to share it! You may start an interesting conversation.

Be sure to ask lots of questions! When you ask questions of your followers,

you'll get a chance to hear what they have to say. Asking questions is a great way to source information for blog posts, or just to get to know those who are following you. Sometimes Twitter functions like a water cooler at work. Don't be afraid to have fun with your questions.

Another benefit of asking questions is that when people respond, it's like free advertising. They will reply to your question with the @ symbol and your user name. Other people who are following them but not you will see your user name and may join your followers list.

Finally, make sure that you get readers from your blog to follow your Twitter feeds. There are widgets that you can add to the sidebar of your blog, and you can remind people in your posts to follow you on Twitter. My favorite Wordpress Twitter plugin is [Tweet My Blog](#)

Chapter 6: Using Hash Tags

Hash tags are extremely helpful in following a conversation. As mentioned earlier the hash tag is added to your Twitter updates on specific topics and allows your community to keep up with a conversation.

For example, #followfriday or #ff is a conversation that occurs every Friday. On a Friday, other Twitter users (Tweeters) send updates recommending people to follow and add the #followfriday or #ff tags to their tweets. If you're looking for interesting people to follow, using #followfriday or #ff is one way to do this.

Another of my favorite hash tags is #wwwomen – used by Wonderful Web Women members during webinars.

To follow a conversation using hash tags, there are several excellent resources:

search.twitter.com

www.tweetchat.com – when prompted to enter a room, simply use the hash tag you're looking for, without the # in front of it.

If you want to start your own hash tag conversation, make sure that it isn't already used first! Do this by using one of the resources above – if there are no updates on that hash tag, you're good to go.

Try hash tags out – search for your city and see what conversations are occurring – you may even find some interesting people to follow.

Chapter 7: Following the Etiquette of Twitter Or Twitter Do's and Don'ts!

All social networking sites have a certain etiquette that you need to follow, and Twitter is no different. Before you commit a Twitter faux-pas be sure to keep these rules in mind:

#1 - **Don't** be a spam twit. When you post nothing but your blog posts, or posts to your other sites, your followers will lose interest fast. Don't spam your followers. Be sure to talk about something other than yourself so that you don't come across as a spammer.

#2 - **Do** Respond to all replies. When someone replies to your message, make sure to respond to them to let them know you got their message. Since messages move so fast on Twitter, especially when you have a lot of followers, it can be difficult to keep up with replies.

Fortunately, Twitter has a handy function that will track your replies for you. Just keep in mind that if your replies start to take on an overly personal tone make sure to use the dm function. You don't want to clutter up your follower's update feeds with your personal prejudices, opinions or rants!

#3 - **Don't** use all caps in your updates. This is one of those general online etiquette tips that applies to Twitter as well.

#4 - **Do** Check in from time to time with your account. Don't start a Twitter account only to check in with it every few days or once a week. Make it a part of your daily routine so you can connect with your followers.

#5 - **Don't** post the same link more than once. If people are really interested in your blog and your links, they'll visit it the first time you post it. You don't need to post your link multiple times.

#6 - **Do** give reasons why a site is interesting. **Don't** just post the link.

Chapter 8: Get Started Today

Now you need to try Twitter out for yourself. I've outlined a simple action plan that you can implement today to get started:

1. Choose a Twitter ID that suits your niche. You can use your own name, or a name that matches your blog or your niche. Make sure it isn't too long, because it will use character count in the 140 characters in replies!

You should choose a couple of ID's, just in case your preferred ID is taken.

2. Go to www.Twitter.com and sign up for your account.
3. Add your Avatar or Photo to your account.
4. Add your website url
5. Create your compelling 140 character Bio
6. Find people to follow and start following them
7. Visit your Twitter account regularly, review the conversations and new followers and then follow those who are of interest to you.

Enjoy Tweeting and building a community for your blog.

Chapter 9: Resources

There are many resources available to help you make your Twitter experience even better.

Twitter Directories and Groups (finding people to follow)

www.Twellow.com

www.weFollow.com

www.Twibs.com

www.Twibes.com

search.Twitter.com

Twitter Discussions

www.TweetChat.com

www.TwitScoop.com

www.HashTags.org

www.Twemes.com

Other Interesting Tools

[Tweet My Blog](#) – Wordpress Plugin

[Tweet This](#) – Wordpress Plugin

[Tweet Later](#) – Schedule your Tweets

[TweetMeme](#)

[TwitScoop](#)

[Twitpic](#)

[TwitterFox](#)

[Twhirl](#)

[TweetDeck](#)

[PeopleBrowser](#)

Other Great Communities To Learn From:

[WonderfulWebWomen](#)

[Internet Success System](#)