



5 Ways a Blog Tracking Template Can Boost Your Content Distribution Strategies (I)

📅 January 30, 2017 👤 Milena Mitova, MBA 💬 0 Comment 📊 Campaign ROI, Marketing KPIs & Metrics

This is the first installment of the 2-part series dedicated to helping you drive better content distribution strategies for your blog.

In it, I discuss the challenges related to building a strong promotional strategy for your website. I also give you five good reasons to adopt blog tracking templates into your content distribution operations to achieve better performance results.

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I probably don't need to tell you that traffic is the lifeblood of any online business.”

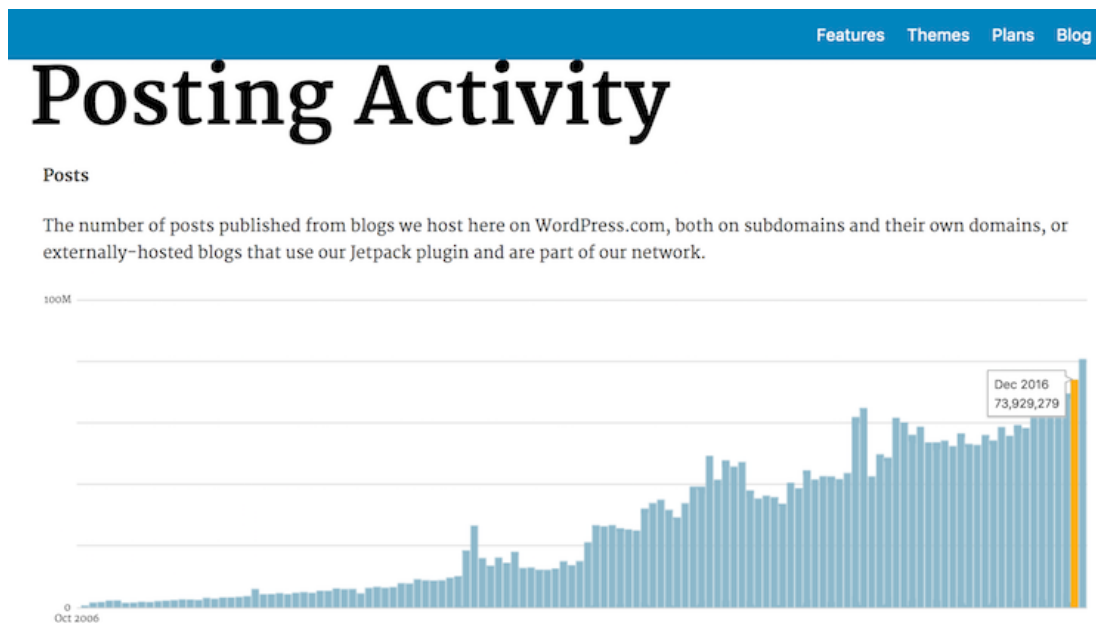
- No traffic, no leads.
- No leads, no sales.
- No sales, no business.

-Brian Dean, Backlinko.com

Driving traffic to your blog has never been more challenging

The blogging marketplace has been growing fast in recent years. There are hundreds of thousands of blog websites competing for the attention of users today. Wordpress.com report that they recorded close to 74 million published blog posts across the web in December 2016 alone.

And although 77% of the internet population reads blogs – which is, no doubt, a significant number – the web is overcrowded with blog articles and the competition for readers is fierce.



This is a screengrab from wordpress.com, showing their stats on the number of posts published from blogs between 2006 and today. As can be seen, almost 74 million blogs have been posted in December 2016 alone.

Two of the main success factors of building traffic include writing good quality content and

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developing a robust content distribution strategy

Good Quality Content is Costly

Writing a successful blog post takes time, requires proper preparation and planning, and is generally quite an investment.

Given the amount of work it takes to do the keyword research, to analyze some of the top competitive articles, and to create your visual content – writing aside – some blog posts might take days or up to a week to get finished.

You Need a Smart Content Distribution Strategy to Make it Worth Your While

“ 65% of marketers say generating traffic and leads is their top challenge. ”

-HubSpot

Because you have invested so much time and effort in producing your blog content piece, when it is finally ready to be published, you need a strong promotional strategy that will share it on **as many relevant websites and social venues**, as possible.

The more robust and value-driven your distribution network is, the higher your ROI will be, including traffic, shares and in flood of leads.

Traffic BONUS:

Here are a few invaluable web traffic resources that work. Have a look at their website lists – maybe they can become great promotional tools/destinations for your marketing blog:

- 90 website links to drive more traffic to your blog
- 101 ways to get backlinks to your blog
- 5 document sharing sites where you can share your PDF-converted blog
- 40 places to share, post and distribute your content

Not all content distribution channels that promote your blog post are ROI-worthy

Given the amount of time it takes to share it, you want to be smart about tracking which promotional sources are sending the best traffic to your blog page.

WHAT MEANS “BEST TRAFFIC.”

The best traffic sources might not necessarily be your biggest traffic drivers. If a source is sending you a lot of visitors that stay less than a few seconds, this is clearly not a website you want to waste your time and efforts on. Or, you might want to try and find out why people are leaving, so that you correct that.

To check and compare the performance of your distribution channels, you need to take a good look at your Google Analytics reports. Going beyond general traffic numbers and focusing on additional metrics is essential. Here are a few metrics to focus on:

- new versus repeat visits,
- time spent on the page,
- exits from that particular blog page versus non-exits (where a user will click on a link in your post ad will continue his or her visit, responding to your lead magnet offers, etc.)
- goals achieved as a result of this specific visit, etc.
- demographic data, such as countries, languages, age, gender, interests, etc.

Keeping Track of All Promotional Channels Can Be Quite Challenging

Today, both marketers and bloggers juggle long and always growing lists of content distribution channels.

Challenge 1: Monitoring both the channels that drive traffic and those that don't can be time-consuming and difficult to manage. Especially if you don't have a central place where you can view all your sources in one dashboard.

Challenge 2: Google Analytics will only show you the websites that triggered visits to your blog. So, unless you keep a list of all your promotional channels that you can refer to, you won't have visibility to the fact that let's say 7 out of your 13 promotional channels are sending you traffic. That's less than 50% channel success rate.

Challenge 3: What is more, unless you have added tracking links for every website on which you are promoting your blog piece, it will take you a lot of time to find out how each channel contributed to the success of your post and to review goal completions, exits, and other KPIs. And with the number of your channels growing constantly, especially if you post quite a few blogs a week, adding tracking links all the time could make things even more complex.

Challenge 4: Different channels have audiences with different preferences or interests. For example, although growthhackers.com and smartinsights.com both seem to cater to marketing audiences, the former attracts much more technical visitors who are often early adopters of the latest marketing technology methods and tools.

So if a blog that you posted on growthhackers.com isn't sparking interest and driving traffic, the remedy could be as simple as just changing the title and your intro. But we won't know that if we don't measure, compare, and analyze. And the truth is that most often than not, we don't. Because of challenge 5.

Challenge 5: Time.

We've spent so much time creating our content assets and building our campaigns. So we literally have no time to test and optimize our distribution strategy. Instead, we tend to focus only on the few top performers. Or, we continue to distribute across all channels, hoping that things will somehow work out. Either way, we sure miss a lot of opportunities to drive higher ROI.

And Here is Where Blog Tracking Templates Come into Play

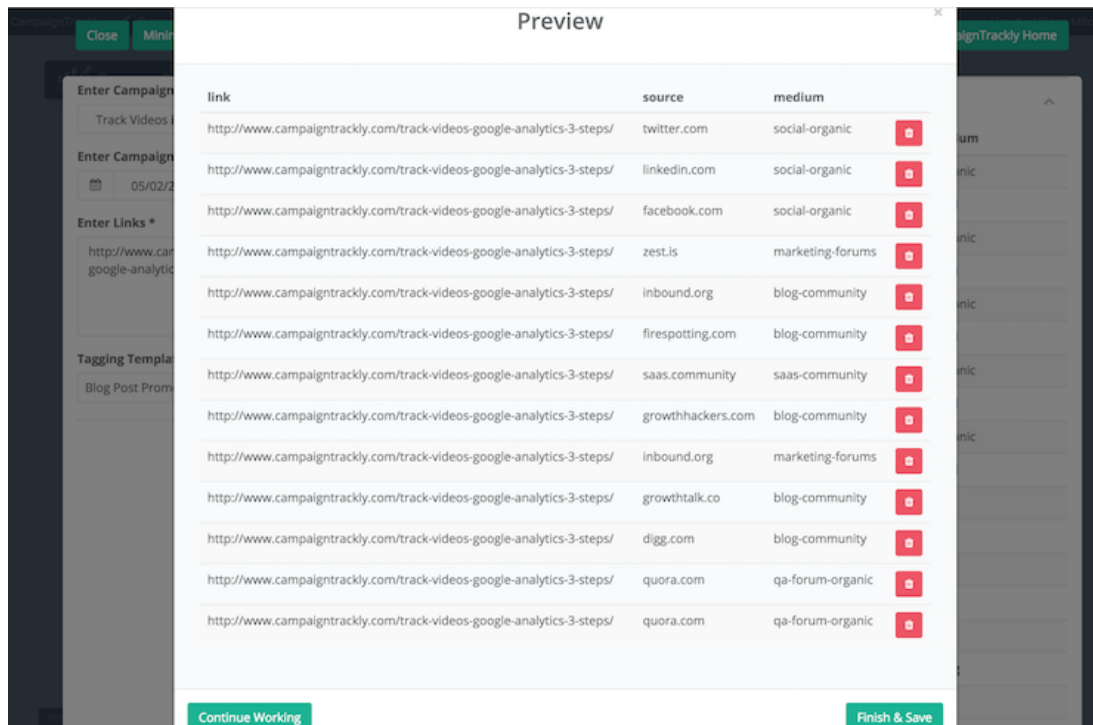
Blog tracking templates help you to improve your content distribution operation, scale your efforts, get better performance visibility, and drive better quality traffic to your blog site while saving a great deal of time. Here are five ways you can use these templates to improve your distribution strategies:

1. Use your template as an all-in-one place to document and organize all your promotional channels, so you can easily keep track, edit out or add new ones as needed.

Whether you use a spreadsheet, a Google worksheet or a fully automated tracking links-building tool, such as CampaignTrackly, you will always have one central place where you can manage your channels and their web addresses.

2. Your template is more than just a list of websites. Using concatenating formulas in MS Excel, Google or the pre-programmed templates in CampaignTrackly, you can easily pre-generate the analytics tracking parameters for all of your promotional channels.

Doing this will help you automate your tracking process and save a lot of time when you are ready to distribute your next blog. And the one after that, and so on.



This is a snapshot from CampaignTrackly's app showing how a blog tracking template auto-generates in seconds analytics tracking links for 13 promotional distribution channels.

The purpose of the blog template is to list all your promotional sites and pre-program your tracking parameters for each one of them. So, instead of having to build one tracking link at a time, you can auto-generate all tracking links and proceed to share them within seconds.

3. Use your template as a monitoring tool that helps you get transparent access to your blog performance across all your channels.

Once you have distributed your new blog post across your promotional channels, you can see in Google Analytics all the venues that drove traffic to your site. You can easily compare them against the full list of web addresses in your spreadsheet. Or, you can automate this process a bit more if you are using CampaignTrackly.

4. Use your template as a way to safeguard against tracking errors and to prevent channels from falling through the cracks.

Spreadsheets and automated tracking link builders are invaluable because they save you from typing manually unique tracking parameters that are sensitive to typos, duplication, capitalization and so on.

Using your blog tracking template, you not only save time, but you also make sure you don't drive incorrect data in your analytics tool. And because you keep your channel list always up-to-date, you can rest assured that all of your promotional channels get recorded and tracked, without exception.

5. Once you create your first template, just copy-paste and replicate it for all your other topics, assets or categories. This drives productivity, removes the guesswork out of your distribution efforts, gives you a better structure and enables you to establish a data-driven approach to growing your list of promotional channels.

If you see that a promotional source is not sending too many visitors your way, but the time spent and the engagement is high, you can use your analytics data to figure out how you can maximize this resource and attract more quality traffic from it.

As you share your content and monitor incoming traffic, you can weed out poor performers and build a tight list of targeted sources that contribute effectively to your blog's success. You can also create a list of "maybe"s, which you can review and analyze at a later point to identify if simple remedies could fix the lack of interest or visits.

Wondering how that works? Find out in the 2nd part of our "Get More, Better Quality Blog Traffic" series.

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