

Why Advertisers keep rejecting your blog despite your “HIGH TRAFFIC”

Why they pay up to **\$500+** per sponsored post on blogs with
“LOW TRAFFIC”

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We know advertisers want exposure for their brands right? But the paradox here is that you have a blog that gets 1000+ visits per day but no one seems to like your traffic.

On the other hand, bloggers with 200 visits per day keep getting paid to write review posts, place banners on their blogs and make handsome amounts.

I have had to discuss with many advertisers over time. Some have rejected my blog and have taken time to point out certain issues I overlooked in the past. This has helped me big time.

I took steps to correct these issues. The result is that despite getting 200 visits per day to one of my blogs, I'm able to get paid \$350 per review post and I have had many of such jobs.

If you follow my tips and correct these issues, no one will resist your blog if you charge \$500+ for a sponsored post.

The obvious

Before I reveal to you the killer point that's the real meat of this report (why you don't get advertising business), I want to highlight some obvious points. We have read this almost everywhere.

While this does not guarantee advertising business, it can be very negative and keeping business away from your blog.

1 – Blog design

A poorly designed blog (poor theme) is certainly going to kick business off your blog. Fortunately, it's cheap to have a premium, awesome theme these days for as low as \$50. I recommend you [check out Genesis](#)

Beautiful theme will not guarantee positive responds from advertisers but poorly coded and designed templates will surely be detrimental.

2 – Load speed

People online usually don't have the whole day for you. If your site is sluggish for some reasons, that's a bad point. Imaging pitching an advertiser and it takes him 5 minutes just to wait for your page to load. Obviously, he will close the page and never to return.

There are many reasons why you could be experiencing heaviness on your blog's load speed;

- Poor coding of your template.
- Plugins
- Server issues
- Heavy objects like images.
- Etc

You have to make sure you optimize your blog to load fast. Check out [this post](#) for details

3 – Writing capacity

Here is another serious point you must consider. Generally, before advertisers pay you to review their products; they want to see some of your past reviews. If your review capacity is not good enough or weak, you may face issues while trying to get more business.

What you might not have known – The Meat!

Here is the meat, the hidden reasons why business escapes your blog. I'm sure you will be excited after reading this point. We are going to analyze data from **Google analytics**. If your blog is not yet hooked to it, you better do it right this moment. That's the strongest source of stats your sponsors will always request.

1. Log into your **GA** account.
2. Go to Acquisition - > **All traffic**
3. Select a 1 month period from the date selector.

You will have something that's similar to the image below:

Source / Medium ?	Acquisition			Behavior			Conversions
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?
	6,009 % of Total: 100.00% (6,009)	52.85% Site Avg: 52.82% (0.06%)	3,176 % of Total: 100.06% (3,174)	31.42% Site Avg: 31.42% (0.00%)	3.19 Site Avg: 3.19 (0.00%)	00:04:40 Site Avg: 00:04:40 (0.00%)	0.00% Site Avg: 0.00% (0.00%)
1. (direct) / (none)	1,551 (25.81%)	65.25%	1,012 (31.86%)	27.92%	3.26	00:04:38	0.00%
2. google / organic	1,305 (21.72%)	74.71%	975 (30.70%)	34.10%	2.80	00:03:18	0.00%
3. facebook.com / referral	624 (10.38%)	32.69%	204 (6.42%)	35.90%	2.82	00:04:00	0.00%
4. lm.facebook.com / referral	349 (5.81%)	36.96%	129 (4.06%)	31.52%	3.13	00:02:59	0.00%
5. emperola.com / referral	205 (3.41%)	41.95%	86 (2.71%)	32.20%	2.04	00:01:05	0.00%
6. plus.url.google.com / referral	195 (3.25%)	29.74%	58 (1.83%)	31.79%	4.15	00:09:37	0.00%
7. l.facebook.com / referral	183 (3.05%)	32.79%	60 (1.89%)	30.05%	2.83	00:03:46	0.00%
8. kingged.com / referral	180 (3.00%)	13.33%	24 (0.76%)	27.22%	5.26	00:14:27	0.00%
9. contestchest.com / referral	149 (2.48%)	58.39%	87 (2.74%)	31.54%	3.45	00:06:11	0.00%
10. ininbox.com / referral	143 (2.38%)	27.97%	40 (1.26%)	65.03%	1.87	00:03:19	0.00%

There are 3 key points (Readers' Behavior) we will analyze from this image. These are the things that **pull advertisers' attention** each time they get your traffic report. These points reveal **how targeted** your traffic is.

Sessions – These are visits to your blog. A session is the time between when a reader opens a page on your blog and when the same reader quits your blog completely. In the above stats image, we have 6009 sessions. Note that this does not represent unique visitors.

As a matter of fact, this is the first figure that attracts the attention of advertisers. The bigger the figure, the higher your chances to seal the business. This is what many bloggers rely on. They think having 1000s of visitors can quickly translate into money – that's not correct!

Let's see below these hidden 3 points that are so crucial but most often neglected by webmasters.

1 - Avg. Session Duration

This gives an idea of how much time readers spend on your blog. From the above stats, the average session duration is 4 minutes 40 seconds. That means on the average every reader on this blog spends over 4 minutes.

The more time readers spend on your blog, the more attractive your blog is to advertisers. The logic here is simple; the more time visitors spend on your blog, the higher their chances (advertisers) of being noticed. If your Avg. Session duration is less than 1 minute, it is a poor indicator. *See how to raise this below*

2 - Pages per session

How many pages does each of your readers visit before leaving your blog? In the above stat, each visitor to this blog reads (averagely) 3.19 pages. The more pages read per session, the more attractive your blog is.

3 - Bounce rate

Bounce rate is a percentage of your total visits that leaves your blog without visiting more than 1 page.

Someone comes to your blog through an article shared on Facebook, reads that article and leaves your blog without clicking to read another interesting article on the same blog. That is a bounce reader. The more you get these types of readers, the more your bounce rate increases and that will be a poor indicator. This reduces the chances of advertisers to be noticed on your blog.

From the stat above, the bounce rate is 31.42%. That means out of 6009 sessions, about 4120 read more than 1 page. I think that's attractive. Averagely, bounce rate below 50% is good.

These 3 factors point to one key element – **engagement**. Advertisers want to buy space on blogs that are highly engaged. The behavior of your readers (how much time they spend on your blog and how many pages they visit) will clearly tell your advertisers how productive your blog is.

Getting 1000s of visits a day is not the point. Not at all! People can drive traffic from non targeted sources. These will only end up destroying your business. It will adversely affect other elements on your stat reports.

If you are driving traffic from some “view to earn” source, that will raise your bounce rate, reduce the number of pages viewed per session and reduce the time spent on site making your site a poor ground to buy space.

Before we discuss how to boost engagement and attract business, let me add some bonus points to the three above;

Geo-source of traffic

Some advertisers are only interested in sites that get traffic from specific areas. Generally, these are areas with high online purchasing power. From my

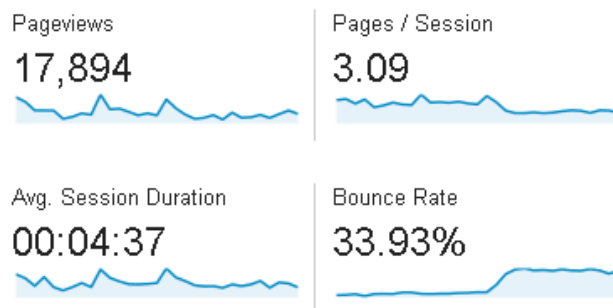
experience, the more traffic you get from developed countries (USA, CA, UK) the more you are able to drive business.

I have written a post on how to attract traffic from specific countries or cities.

[Here is the article](#) I highly recommend you check out

Proposed solution to the problem

If your blog has poor engage, don't worry! I have what it takes to boost activities on it. I have tried this on my blog and a lot has changed for good. My **bounce rate** has fallen so drastically, **Avg. session duration** increased and **number of pages** viewed also moved upward. Pay attention to point 3



Here are things you need to do

1 - Get a professional theme

The very first point is to make sure your blog is professionally set. To do this, you need a professional theme. I recommend Genesis. It's SEO friendly and optimized to get the best in terms of speed and esthetics.

Avoid free themes. Most of them have issues. I have written an article on how free is not free and why you should avoid free templates. See the article [here](#)

2 - Create high quality posts

High quality posts, by my definition are posts that have deep value to the readers. Don't just reproduce or rehash some content. Bring out real value in your articles, trying to show something that's not readily seen somewhere. People want discoveries. They want to find solutions. They want real value. If your post has what they want, they will stick to it and share it on social media.

Your articles should be in-depth, touching every area of the subject as possible. This will make sure your post is long enough to attract even Search engines.

Format your articles properly. Use short paragraphs, headlines, bolded text, images, use short sentence and write in good language. Avoid shouting colors and backgrounds.

Avoid misleading titles. They often lead to high bounce rate and low time on site. Your page titles should reflect your content.

Do proper introduction. You must trigger interest as soon as someone reads the introduction of your article.

3 - Do descriptive internal linking

This is the point that drastically cut my bounce rate, increased pages viewed per session and time spent on my blog. If there is something you have to take from this report, it is this point.

Bloggers are used to linking to related posts using keywords. That works with little success. If you want to see real success in getting your readers to click other posts on your blog, use descriptions before linking.

Here is what I do!

If I want to link to another internal article, I create a box with a different color and describe the article I want to link to properly, showing how it is related to the current article.

If you have been reading my blog, I'm sure you have noticed this done. I have written an article on this strategy and how you can implement it with success. [Check the article here](#). Please take time to read it if you haven't.

Look at this sample related link description box below (in blue). Take note how I highlight it, describe the related article and how I use the call to action

Before I show you my steps on kingged.com, let me briefly mention here that kingged.com is running a revolutionary contest where you make money commenting on blogs. That's it! Never read or heard somewhere. Check out [details here](#)

Do you really want to own a very popular blog?

Everyone wants to be owner of popular blog right? I have written this article on how to build a very popular blog in 90 days. You need to check it out

[🔗 How to build a very popular blog in 90 days](#)

Free blog traffic from Kingged.com in 3 steps

One point I want to underline here is that using kingged.com is absolutely free and the back-end community is so responsive. That's what makes the beauty of the platform.

The **Click Through Rate (CTR)** for this link is so high. More than 70% of readers on this article click the link. This leads to a low Bounce Rate.

Creating related posts description boxes work like charm. Your bounce rate will drop so rapidly just by doing this. You can create 2 or more of such boxes to even keep your readers longer.

4 - Using Related Posts Plugin

Another option people use that's less effective is setup a plugin that displays related articles on the sidebar or just below the article content. This works to a very little extent. For the most part, you are not able to select which articles to show here. The plugin makes the choice and most often with a lot of mistakes.

I removed that plugin from my blog and things are better now ;)

Bottom line

The three points we discussed above help advertisers determine whether your blog is engaging or not. I have also helped you on how to positively affect these blog engagement elements.

For the next one month, put my tips (especially #3) to action and see how your blog blossoms. Contact advertisers with these stats and watch them buy your space or pay you for sponsored posts.

NB:

You can share this report as it is with friends, relatives; give it out as free gift or even selling it. The only condition is you don't remove my signature.

For more on how to make money blogging, go to my blog <http://enstinemuki.com>

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