

The Definitive Guide to Related Content:

How to Turn
Casual
Readers
into
Raving Fans



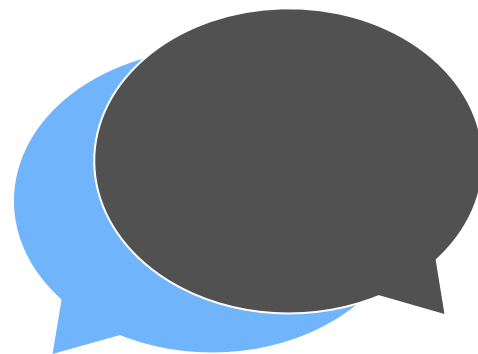
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INTRODUCTION

It's no secret that one of the biggest struggles for bloggers is to grow a consistent community around their content.

The numbers don't lie: through our own publisher network of 200,000 websites and blogs, we've seen that more than 60 percent of visitors are new to our publishers' sites. Meanwhile, referral traffic accounts for 33 percent of all traffic to our publisher network.



The connection? The key to true blog growth is to convert those new visitors from referral traffic into your biggest fans—repeat visitors are more likely to stay longer on your site, viewing more posts, and then commenting and sharing your content with their social networks, which in ultimately brings in even more referral traffic to your site.

Repeat visitors are your reliable visitors—they can help you grow your blog much more quickly than if you get a few brand new visitors every day. With more repeat visitors, you'll see increased pageviews and lower bounce rate on your site, ultimately opening many doors for you—maybe you'd like to partner with a longtime brand favorite for a contest or get sponsored to attend events like BlogHer.

To help grow your repeat visitor base, social sharing buttons are just one piece of the puzzle. They are essential to getting more social shares and attracting new visitors to your website, but once new visitors are on your blog you need something else to make them to sit down and stay a while: a related content tool.

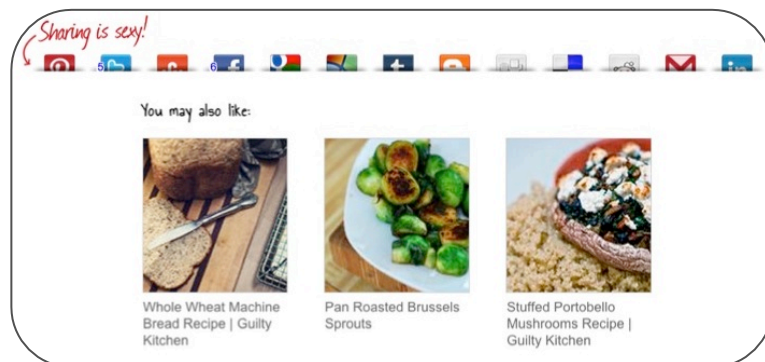
A related content tool helps your readers find content they may also like on your blog by recommending other blog posts of yours at the bottom of the post they are reading. Keep in mind that it's not always love at first "site"—some new visitors need to be introduced to several of your posts before they become a fan of your blog. The more pages readers view and time they spend on your blog, the more likely they are to become dedicated fans of your content.

HOW SHAREAHOLIC CAN HELP -----

Shareaholic's related content tool [Recommendations](#) has raving reviews from our current publishers. Here are five reasons why they love Recommendations:

1. **You don't need to be an engineer to add it to your blog.**

If you have WordPress, all you have to do is enable it in your WordPress Dashboard and you'll have access to



all of our social sharing and related content tools. For any other platform, you just have to insert a bit of code into your blog template and we have a [step-by-step guide](#) to help you along the way. Once enabled, Shareaholic automatically populates your related content—you don't have to touch a thing.

2. **You have control over the Recommendations layout.** You shouldn't have to settle with a related content tool just because it's the different ways to display your related content, Recommendations can fit in with any blog layout. You can choose to display three or four recommendations in either a thumbnail or text-only style. You can make Recommendations *work for your blog* instead of changing your layout to suit the tool.

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HOW SHAREAHOLIC CAN HELP -----

3. **You won't be cluttering your blog.** Your blog's real estate—both in the admin panel and on your blog—is incredibly valuable. Our publishers love that Recommendations is already integrated in the Shareaholic plugin, so your social sharing and related content tools are all in one place. On your blog, Recommendations won't overwhelm the theme you spent hours finding and customizing so your readers can easily find more of your posts

4. **Your hard-won SEO won't take a hit.** As search still accounts for almost half of our publishers' traffic, we are always concerned with making our tools as SEO-friendly as possible. As we mentioned in the previous point, Recommendations is already a part of our suite of tools. Because you don't have to download additional plugins or tools for your blog, your page load time will be much quicker. This is a crucial component of search engine rankings—you will be knocked if your blog is slow to load. Recommendations will help decrease the page load time, making it easier for search engines to crawl your site and rank you higher.

5. **You already know and trust us.** Like any good blogger, you wouldn't want to use a product that would mess with the way your blog works. We've grown tremendously since we were [founded in 2008](#)—over 200,000 publishers love and trust our tools to make content sharing and discovery as seamless as possible.

...but you don't have to take our word for it. Check out these interviews with seven publishers just like you who know and love Recommendations.

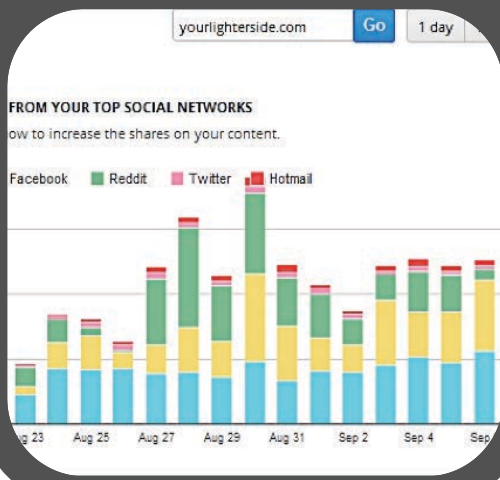
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Jamie Van Eaton

Your Lighter Side



“I love that Recommendations is already included in the Shareaholic WordPress plugin because it keeps my blog uncluttered and my page load time to a minimum.”



Jamie Van Eaton just wants to be helpful. With her blog, [Your Lighter Side](#), Jamie works with families all around the world to help them find healthy, whole and nutritious foods that don't make them feel guilty. Always with a positive outlook, Jamie wants her readers to *love* what they are eating, rather than curse the foods they can't have.

Since Jamie installed Recommendations, she grew exponentially! Fueled by the Pinterest, Reddit and Women's World communities, Your Lighter Side received a 29% increase in pageviews and increased average time on site by 15% from one month to the next. With the blog's huge influx of new visitors, Recommendations helped the visitors discover new and interesting content in clean layout that didn't slow her page load time. Going forward, Jamie wants to her users to stay longer on her page by discovering even more content through Recommendations.

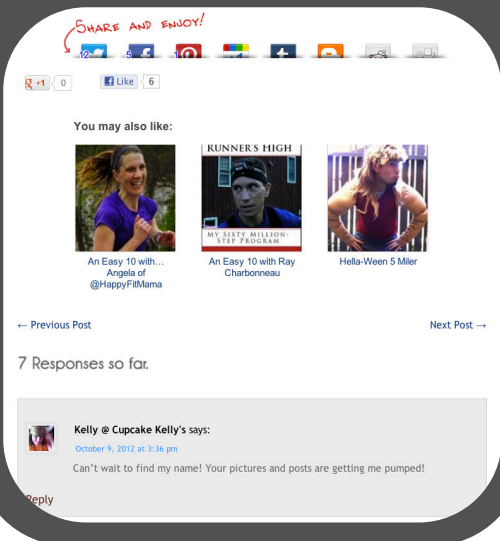
Brian Kelley

Pavement Runner

As a top [Shareaholic Fitness blogger](#), Brian Kelley runs a wildly successful running blog called [Pavement Runner](#). Appealing to anyone interested in living a healthy lifestyle through running, Brian attracts all levels of runners. It doesn't matter if they are experienced endurance runners or first-time runners—he still aims to provide a humorous, yet informative haven for anyone interested in the sport.

Brian originally chose Recommendations because he enjoyed using them to discover new content on other people's blogs. After Brian installed Recommendations on his own blog, he received over 500 comments in a month. He likes Recommendations because it allows the possibility of keeping his readers on his site longer. As he continues to use Recommendations, Brian hopes to lower his exit rate even more.

“Without Recommendations, I would have missed out on some really great content.”



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Nicole Emerick

Ms. Career Girl

Nicole Emerick, the founder of [Ms. Career Girl](#), had no specific goals when starting her blog beyond empowering other professional women in their careers, but it's become a top resource for professional women on the web. You never know where your side hustle will take you—Ms. Career Girl's explosive growth gave Nicole the experience and visibility to launch MCG Media, her content marketing agency, and become a [Hubspot Value Added Reseller](#).

“Because I produce a ton of content every day, I rely on Recommendations to pull posts for my readers that they wouldn't find on their own.”



In the month after Nicole installed Recommendations, she received 1,000 more pageviews than normal. This growth was especially noticeable around her older content—a post about what to say at career fairs from over two years ago went from non-existent to her third most popular post. Like Brian from Pavement Runner, Nicole noticed that these older posts were getting more comments and social shares as well, sparking conversation in posts that are still relevant today. She is excited to see how Recommendations will continue to help her grow and develop her community.

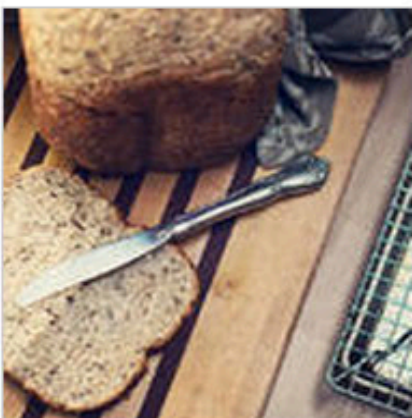
Elizabeth Nyland

Guilty Kitchen



“Since installing Recommendations, I’ve loved seeing more traffic on my older posts!”

You may also like:



Whole Wheat Machine Bread Recipe | Guilty Kitchen

Elizabeth Nyland has a little something for everyone. From healthy paleo meals with an accompanying Crossfit routine to decadent recipes that live up to the site’s name, [Guilty Kitchen](#) embodies all things fitness and food related. No matter which type of post she’s creating, you’ll always see it accompanied by a gorgeous picture from her Nikon.

Since installing Recommendations, Elizabeth has seen a spike in traffic to her older posts. Because her posts are mainly showcasing her recipes or workout routines, Elizabeth’s Recommendations are always relevant and engaging to new readers, which is key to building a solid audience. Her high-quality pictures work especially well in Recommendation’s Thumbnail view. With the help of Shareaholic, Elizabeth hopes to get even more engaged readers on her blog in the months to come.

Gizmo Gadget



“Because most everyone in our demographic uses ad-blocker, Recommendations is a great way to suggest other products they may like because it’s relevant to the post they are reading.”

[Gizmo Gadget](#) showcases products that would be a high school or college kid’s dream to own. The minimalistic site’s main goal is to curate products in a fun and quirky way to make them appealing to their audience. They’re spot on—Gizmo Gadget even has a “Zombie Gear” section that might come in handy in case of an outbreak.

Since installing Recommendations, Gizmo Gadget developed a huge following through their extensive social media presence. From one month to the next, Recommendations helped pageviews jump from 19,940 to 86,406. They’ve noticed (and loved) this jump in traffic and they hope to continue this explosive growth in the next months to spur creative advertising campaigns.



You may also like:



Silent Zombie Takedown X-bow of Destruction!



The Jawbone Big Jambox!



The Fiskars Hatchet of DOOM



The Ultimate Elitist Pizza Slicer of Doom!

Julie Anne Jones



"I love Shareaholic Recommendations because it draws in readers with the thumbnails to help them discover more about my business."



As a successful woman running her own business, [Julie Anne Jones](#)' blog is an essential part of her personal brand. Specializing in direct sales and party planning, Julie Anne uses the blog to showcase her expertise and give advice to her growing community.

From one month to the next, Julie Anne was excited to see an upswing in users and visits to pages outside of her blog. With Recommendations, she was better able to showcase her business by linking her content directly with her services. Like many of the previous publishers, Julie Anne doubled her pageviews per month from 17,556 to 36,053 and increased the time readers spent on site. Julie Anne says Recommendations was key in helping her grow her following.

George Bryant

Civilized Caveman

Cooking Creations



“I use Shareaholic religiously... I love the way Recommendations has made it easy for my readers to engage with more of my content.”



[Civilized Caveman Cooking Creations](#) was born the day George Bryant started his paleo diet, a nutrition plan consisting of only eating food that is available to cavemen. George used to make delicious paleo meals to bring to his gym and he needed one place to send his friends when they asked for his recipes. He tries to hook his readers with photos of mouth-watering food and then surprise them with how healthy it is. George caters to a variety of people—paleo enthusiasts, gluten and dairy free people and even moms on the go.

George loves Recommendations for two reasons. First, he loves that he can choose thumbnails to appear in Recommendations—as an avid photographer, he knows that people are naturally drawn to images. Second, he loves the increased participation and comments on older posts. Besides loving the look and feel of the related content tool, George seen his pageviews increase by 40,000 from one month to the next. Recommendations has become an essential part to George’s blog design as it helps his readers discover more of his content—he definitely will be keeping Shareaholic as he continues to tweak the design of his blog.

CONCLUSION

Our featured publishers are just like you—they want to grow their audience, monetize their content or bring in new business. Recommendations won't be the magic that will guarantee success.

All Shareaholic is doing is surfacing more of what is really great about your site—we want to help you do what you do best.

Creating quality content – enhanced by the tips you'll learn on the [Shareaholic blog](#) – plus our tools like Recommendations, Shareaholic can help take your blog to the next level.

