

**It's All In Your**

**STATS**

**ACTION STEPS**

**Free Download**

# Yay!

You made a great decision downloading this action sheet. This sheet is meant to be a companion to the “It’s All In Your Stats” audio. While this alone will help you get what needs to be done, listening to the audio will help you better understand why you are doing all this work.

You can listen to the audio by going to <http://BlogEnergizer.com/statslisten>

## Too Confusing? Need More Help?

Sometimes, there is no substitute for live instruction. You just learn so much faster when you can see what is being done and able to ask questions directly. Check out the ***“Know Your Stats Workshop”*** by Kelly McCausey.

You already know through the audio how mining your stats can help bring you more traffic, create better content, get leads, earn more affiliate sales or sell more of your own products. If you find this is helpful, you’ll learn a lot more in the workshop. Check it out at <http://lynettesuggests.com/stats>

## Action Steps

- Review where your traffic comes from. Has your social media, forum, groups and advertising 'spending' paid off?
- Install Google Analytics
- Find out what is your top referring search phrase or phrases? Check that against a keyword tool to see how many people are searching using this phrase. Tweak the phrase if needed to tap a larger amount of search traffic.
- Review your old content, which topics were hot at the same time last year. Create new Pinterest graphics for it. Re-share them on social networks.
- Create another post just like it. Link posts to each other.
- Do something outside of your blog to link back to the old post that has been performing well. E.g. guest post and link to that post.
- Repeat quarterly

# Get More Help

Get a plan and learn how to do this step-by-step through Kelly's **Know Your Stats Workshop** at <http://lynettesuggests.com/stats>