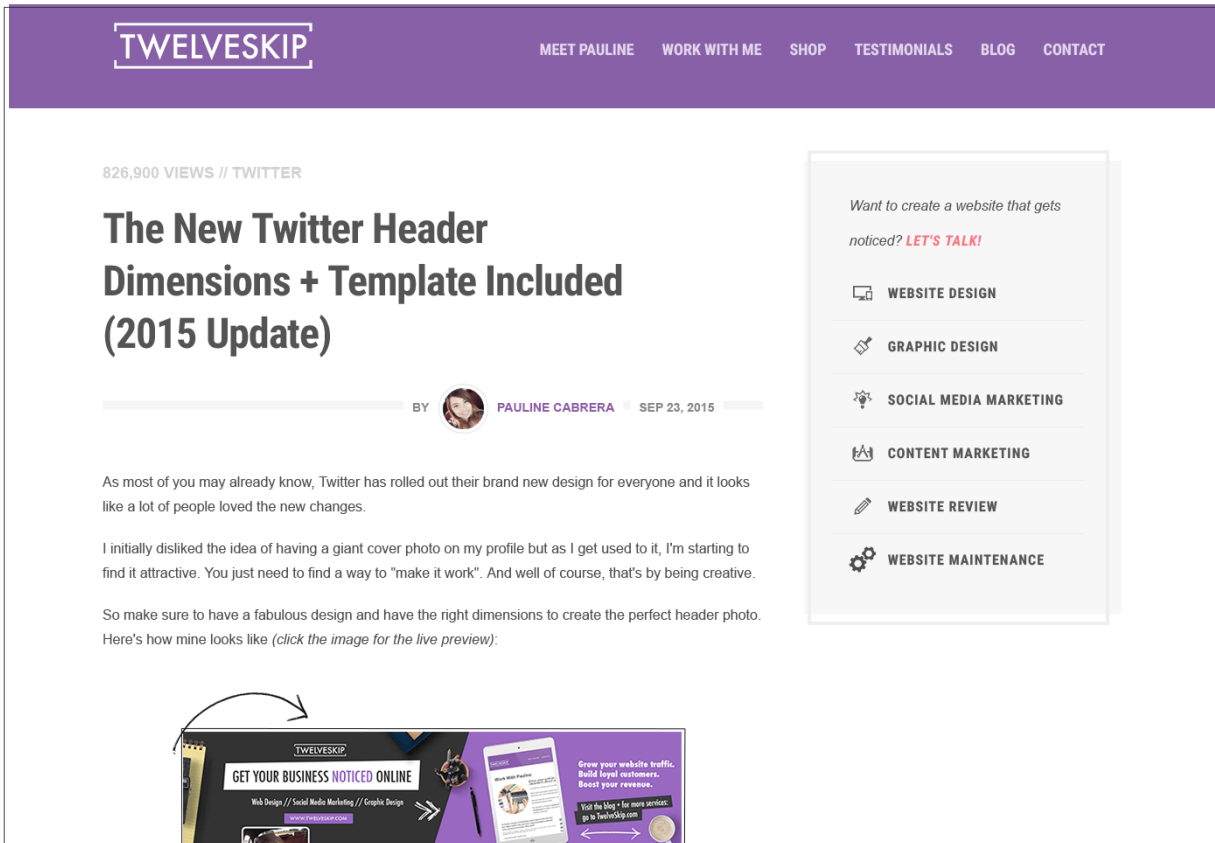


TWELVESKIP

**HOW I MADE  
\$21,000+ FROM  
THIS ONE EPIC  
BLOG POST  
ALONE**

By Pauline Cabrera of  
TWELVESKIP.COM

All it took was one blog post to make me a success. All it can take is one for you too.  
YES!



With 800k+ views, 5K+ shares and 200+ comments after almost 2 years, this one post gave me an incredible amount of opportunities and helped me gain a lot of ideas on how to use a blog to make money.

I believe you can wield your blog to make more money and gain more clients.

This post was all about creating cover photos for Twitter with the new dimensions and because of that, it set me up as an expert.

Most often, new clients would find my blog, hire me to design Twitter cover photos, but they would also hire me to do other things related to web design and internet marketing as well.

Funny enough, I never really thought of offering custom services on this blog.

Originally, I set out to create consistent and high quality content, to generate large traffic from the search engines and make money out of Google AdSense and affiliate marketing.

But this one blog post changed the way I approached making money.

When I realized that more and more business owners were coming to my blog, I realized that I could offer services too, meeting them right where they are.

The total amount of money I've generated since May 2014 to September 2015 from this post alone is **\$21,624**. I've included the amount I made off the cover photos, the extra web design + internet marketing work and the donations that I snagged from this post.

**So how did this blog post become so powerful and how can you do the same?** Let's not wait a minute longer - let's jump in!

**“But this one  
blog post  
changed the way  
I approached  
making money.”**

# QUICK CHECKLIST

Here is a printable checklist you can use whenever you write a post

- Be useful
- Write a catchy headline
- Make your content easy to share
- Install **SumoMe**'s social sharing buttons + image sharer plugin
- Write in an easy-to-read format
  - ✓ Use bullets
  - ✓ Use subheadings
  - ✓ Keep your paragraphs short
- Optimize your content for the search engines
  - ✓ Keep your content updated with relevant info
  - ✓ Use long tail keywords
  - ✓ Use keywords within your content but don't overdo
  - ✓ Use keywords on your URL yet keep it short
  - ✓ Keep creating related content
  - ✓ Use ALT tags to describe your images
  - ✓ Link to other credible resources
- Make it easy for people to hire you
- Expose your services

Now let's go into the details on how I made \$21K+ alone from this blog post and how you can do the same.

## 1. It's Useful

People go crazy for content that is a legitimate solution to their problem. The more you can solve people's biggest needs, the more obsessed they'll become with your content and share it often.

### Some tips on how to be useful:

- Create content that is compelling, easy to read and highly actionable.
- Be unique. Don't be the 700th person to write the same blog post, but come up with a different solution (or easier) for people, that actually works.
- Speak your target audience's language. The best way to make a connection with people is to speak as if you were just like your readers.

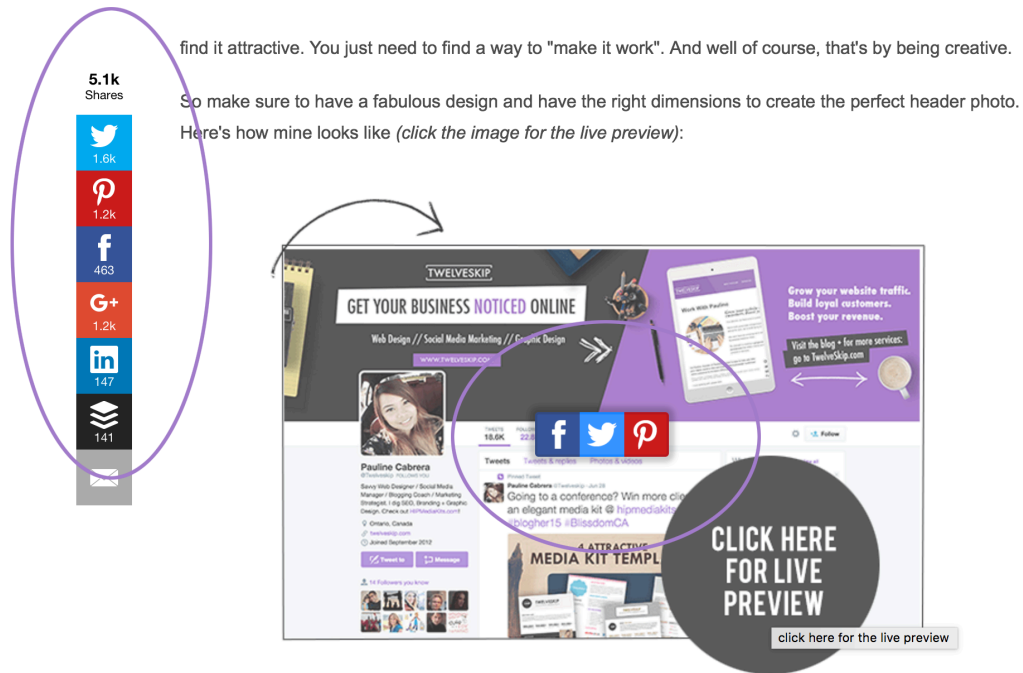
**“Create content that is compelling, easy to read and highly actionable.”**

**The result? People will hire you because your blog posts prove that you are an expert in your field.**

People don't like to be sold. Prove yourself first, so that they are willing to put their trust in you and your business. People will hire or refer you after they fall in love with what you're doing.

And that is exactly what you want.

## 2. It's Social Media Friendly



( I am using [SumoMe](#) plugin here as my share buttons + image sharer)

Make your content easy to share and people will share it. See those buttons hanging out beside my content? See how I have social media buttons when you hover on every image included in my posts? That's how you make your content easy to share on social media.

Your content is useful. Your content is easy to read. Your content solves problems. Now make it easy for them to spread your genius.

**The result? People actually share your content and crowds of people will get introduced to your blog that wouldn't have before.**

**Tools I Use:** Social sharing plugin + Image sharer: [SumoMe](#).

# 3. It's Easy to Follow

Here's the thing. You don't want to bore your readers with cluttered content or with lengthy, going-on-forever text. You want to make your content easy to read so that people will jump right in and pick up what you're putting down.

For example, use subheadings for each tip, screenshots, and white space to your advantage.

## Which format would you prefer reading?

**HOW-TO: MAKE YOUR CONTENT SCANNABLE**

**1. Use Subheadings**

See how I use subheadings here? They help divide information into sub-sections that makes navigating your content much easier. These allow your readers to quickly find the part that interests them. Put it simply, subheadings make your visitors want to scroll downwards, which is something that you want them to do whenever they are on your blog, right?

**2. Keep Your Paragraphs Short**

Have you noticed how most newspapers tend to break down their articles into bite-sized chunks? Because using shorter paragraphs encourage you to read more. It makes a bit easier for the readers to digest information.

Added to that, writing in short paragraphs creates plenty of white space that keeps your content clutter-free. Plus, you've got to give your readers some space to breathe.

I tend to use paragraphs at 1-3 sentences, but there are no hard and fast rules here especially when it comes to blogging. It really depends on points being made and it's about balancing as well.

Remember, your goal is to get your visitors to read your entire piece.

**3. Use Lists**

**Benefits of using lists:**

- Adds some spice to your post formatting and more appealing, especially when paired with images or graphics.
- Gives your readers a visual break, which makes it easier to read.

*with subheadings + shorter paragraphs*

**1. Use Subheadings** Subheadings can help divide information into sub-sections that makes navigating your content much easier. These allow your readers to quickly find the part that interests them. Put it simply, subheadings make your visitors want to scroll downwards, which is something that you want them to do whenever they are on your blog, right?

**2. Keep Your Paragraphs Short** Have you noticed how most newspapers tend to break down their articles into bite-sized chunks? Because using shorter paragraphs encourage you to read more. It makes a bit easier for the readers to digest information. Added to that, writing in short paragraphs creates plenty of white space that keeps your content clutter-free. Plus, you've got to give your readers some space to breathe. I tend to use paragraphs at 1-3 sentences, but there are no hard and fast rules here especially when it comes to blog writing. It really depends on points being made and it's about balancing as well. Remember, your goal is to get your visitors to read your entire piece.

**3. Use Lists** Here's are some benefits of using lists: **Add some spice to your post formatting.** Using lists can make your content look more sophisticated and more appealing, especially when paired with the right typography. **Gives your readers a visual break.** Much like subheadings, splitting up large blocks of text into smaller chunks allow your readers to rest their eyes. **People have an inescapable attraction towards lists.** Probably because they're eye-popping or due to the zero effort required to scan through your content. Didn't I just grab your attention with the lists above? Points proven.

**4. Use High-Quality Relevant Visual Aids** This is a great trick to interrupt your readers and keep your readers a little more interested. But, make sure to use high-quality and relevant ones. As I've mentioned in some of my posts, the majority of people are visual learners. So, to get your point across with visual aids. See how Pinterest, YouTube, and Instagram do it. And remember, people tend to remember things easily when they are visually represented. In other words, it's a great way to create that "emotional connection" with your audience. Some examples you can use: Photographs/Infographics, Videos, and GIFs. If you're not sure if it's up with clear, appealing and relevant visual aids, here is an example of an infographic.

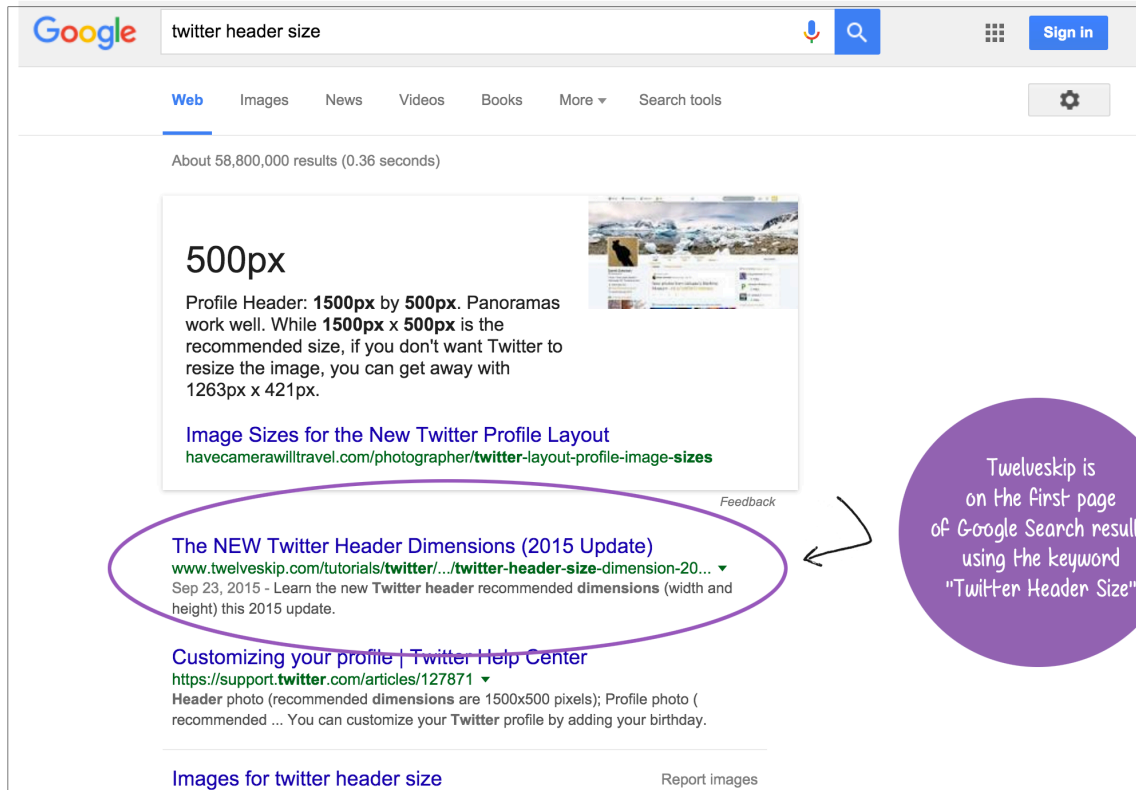
*without subheadings + shorter paragraphs*

The result? You keep people interested and engaged to stay with you and read your entire post. Maybe more than once.

Useful Resource: [How to Make Your Content Easy To Read](#)

## 4. It's Optimized For The Search Engines

When you search for the keywords, "twitter header," "twitter header size," or "twitter header size (year)," you'll most likely see TwelveSkip in the first page results.



**How did I get in the first page result? Here are the methods I've used:**

- **Take action immediately.** I wrote this post as soon as I heard about the Twitter change before anyone was posting about the new header yet. Keep yourself up to date in your niche and when something new comes out, write about it right away in a way that is useful and compelling. Plus, the older your content gets, the better you show up on the search engines.



- **Use long tail keywords.** Long tail keywords mean there are three or four keyword phrases that are super specific to what you are offering. Using long tail keywords means less competition because it is so specific to their problem and your solution.

See how I didn't just use "twitter header" or "new twitter header" on my title but instead, I used a more specific one, "The New Twitter Header Dimensions + Template Included (2015 Update)."

By adding a specific date, it spoke to those who know just how social media networks are in forever changing the way they look and function.

It is about thinking like a customer. If you were to search for a new cover photo size for Twitter knowing social media can't stay still with their design, how would you search? Most likely, you will type "Twitter Header Size 2015" than just "Twitter Header."

Think about that every time you use keywords in your titles. What is the problem you are solving and how would your ideal audience search for that very thing?

- **Write a catchy and targeted headline.** I made sure that the post title is catchy enough to increase click to read (CTR); the number of people that will click my post. When writing your titles, stay catchy while targeting the people who needs to hear what you have to say. So take their need, your answer and place them together. Boom. Useful resource: [Blog Post Title Templates That Work](#)
- **Keep creating related content.** Even after the success of the initial post, I kept creating content related to Twitter and social media. The more you create related content, the more your post becomes relevant to the search engine and the more you become relevant for a particular keyword! Now, whenever I

create content related to “social media banner,” I usually get on the first page of Google. Examples: [Facebook New Cover Size Template](#), [Social Media Image Dimensions](#), [Twitter Header Photos for Inspiration](#)

- **Use ALT tags to describe my images.** People also use images to search for content. I put ALT tags on all the images I use to make sure they are being indexed (crawled) by the search engines as well. The images posted on that blog post are in the first page of Google search results as well.
- **Keep the content updated.** Not only does Google prefer fresh content, your users do too. Stay fresh, authentic and on top of your game.
- **Other people started linking the content.** Again, if your content makes people happy and solves their problems, they’re more likely to spread the word about you or your content. The more inbound links (backlinks) you get, the better. Make people happy and you’ll be happier for it too!
- **I link to other resources.** It’s also essential to link other credible resources to prove to Google that your content is authentic. Take a look at the “resources” part at the bottom of the original posts as an example. Authentic comments on your posts help boost your SEO as well. Spread the love. There is some awesomeness out there. Further Explanation: [Blog Comments on Your Site Help SEO](#)

**The result? Higher clicks and views = higher chances of getting hired.**

While there are no guarantees that you’ll be in the first page when you apply these same methods, applying them will definitely improve your search rankings.

Remember, there are many factors when it comes to SEO like your domain age, the

quality of the whole site, inbound links, speed of your site, etc. Don't get lost in the technical stuff too much, but be you, apply some of these tips and watch your SEO kill it.

### Tools I Use:

- Keywords tool: [Google's Keyword Planner](#), [SEMrush](#)
- SEO Checker: [WooRank](#)

## 5. I Make It Easy for People to Hire Me

Some business owners do not have the time or even the energy to do all the magic to create their own content, graphics or whatever service you're providing, so they would much rather hit that "hire me" button instead. Convenience.

### NEED CUSTOM DESIGN?

---

### Hire Me

No time to design your own cover photo? No problem. Let me help you power up your Twitter profile with a spectacular header design. [Click here](#) for more details.



For me, I made sure that they could see that I'm available for hire. Putting a, 'hire me' button right after the tutorial and putting my services on the sidebar. When you do

the same, it increases your visibility and connects your willing services with their biggest needs.

**The result? People that need help will hire you.**

Don't forget to use examples and testimonials to give you further social proof and credibility and convince people to hire you.

## 6. I Expose My Services

Through my website and email, I let clients know that I am not just a banner designer but a web designer and marketing strategist as well. See my services in the sidebar or the author box below? I also put what I do in my email signature! I make it clear that I am willing and ready to help them.



### BY PAULINE CABRERA

A twenty-something savvy web designer / social media manager / SEO strategist based in Ontario. Passionate about web design, HTML/CSS, beautifying things and internet marketing. Stay updated, follow me: [Google+](#) / [Facebook](#) / [Instagram](#)

 Follow @Twelveskip < 22.6K followers

It is the whole idea of captivate someone with your business for something small and most often, they'll walk out with more than they came in for.

**The result? You'll book more clients in all your services.**

**Side tip:** Make sure your pages are written well in a way that reflects who you are but is compelling and catchy. I recommend you to hire a copywriter to snag more clients!

This post was a catalyst for a high amount of income in my business and to this day is still one of the major sources of my clients.

**The takeaway? Write from the heart for the right people providing them with awesome solutions to their problems keeping the search engines in mind.**

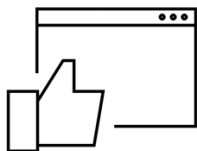
Blogging can make you an authority in your niche and boost your sales. And this blog post is the perfect example. Now, let's make you one too!

---

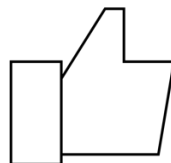
## About Pauline Cabrera

A savvy web designer, social media manager + SEO strategist based in Ontario. Passionate about web design, HTML/CSS, beautifying things and internet marketing. Let's be BFF! [Google+](#) / [Facebook](#) / [Instagram](#)

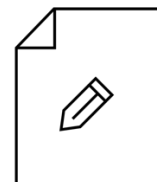
## In case you need help, I'm available for hire!



BRANDING +  
WEB DESIGN



SOCIAL MEDIA  
MANAGEMENT



WEBSITE REVIEW  
(SEO + Marketing Plan)

To view all my services: [click here.](#)