

## **1. Mix Up Your Content**

It helps a LOT if you mix in a few how-to guides, reviews or informational pieces too.

Go for 15-20% other article types.

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## **2. Give Your Homepage a Glow-Up**

Make your homepage look clean, helpful, and organized.

- Highlight your best content (especially how-to guides and more detailed posts)
- Create clear categories like “How-To’s,” “Reviews,” “Guides,” etc.
- Add an *About Us* section and introduce yourself (why you created this site, what's your “expertise” and what readers can expect on your site)

Don't just link to all your recent posts - show off your very best content.

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## **3. Switch Up Your Headlines**

If all your posts are titled like “25 Bedroom Ideas,” it's time to mix things up a bit.

Try titles like:

- “How to Make a Tiny Bedroom Feel Huge”
- “The Small Space Bedroom Makeover Guide I wished I had”
- “Why Your Bedroom Feels Cramped - and How I Fixed It”
- “15 Easy Ways to Upgrade Your Bedroom Without Buying New Furniture”

You can still use list-based titles - just don't *only* use them.

Mix in:

- Numbers: “12 Tips to...”
  - Questions: “How Do You...?”
  - Problem/solution: “Why Your X Is Failing (and How to Fix It)”
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## **4. Add More You to Each Post**

This is huge.

Don't just start with a list. Add a short personal intro:

- Why you wrote this
- What you've learned
- A quick story or thought

Write like you're helping/chatting with a friend.

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## 5. Tighten Up Your Site Structure

Small things that matter:

- Make your site easy to navigate
- Speed it up a bit
- Have a *contact us* page
- Keep things clean and clear