

# MEDIUM TRAFFIC RUSH

HOW TO GET MORE TRAFFIC FROM A  
POWERFUL BLOGGING PLATFORM



Whether or not you do any content marketing for your business, you will still greatly benefit from publishing your content on Medium (<https://medium.com>).

If you want to establish your brand as a credible authority in your niche or your industry, you're going to want to consider blogging and regularly publishing either on your own website, and/or on a social blogging platform like Medium.

Having your own blog and publishing on Medium doesn't have to be mutually exclusive. In fact, one of the best features of Medium is that it allows you to import your existing content onto the platform.

You don't even need to worry about getting a duplicate content penalty from Google. Without getting too technical, let me just assure you that Medium has all that sorted on their end.

If you publish high-value content on this blogging and social platform, people who may not have heard of your brand before may end up following you not just in Medium but on your other web and social media properties as well.

## **Why Your Business Should Be On Medium**

With more than 60 million people visiting the site on a monthly basis, there's certainly a lot of benefits to having your brand or business publish on Medium regularly. Here are some top reasons you should consider Medium for your business:

***Publishing on Medium will work well with your content marketing activities***

Even if you've already got a ton of readers on your own self-hosted blog, I'm sure you wouldn't mind getting more people reading your content, right?

That's one of the main reasons you publish high-quality blog posts – to make you appear as an authority in your niche so that people will trust you and ultimately bring in more leads and sales for your business.

Publishing on Medium is not going to be counterproductive for you if you've already got your own blog. Quite the opposite, in fact.

If you've got maybe a few hundred or a few thousand followers on your blog right now, when you establish a solid presence on Medium, that number just might balloon to twice, thrice, or even more!

Many articles on Medium rank high on Google. That's because Medium is known for being an excellent blogging platform where quality reigns over quantity.

If you publish on Medium, and your articles get to the top of Google, imagine just how many more people will discover your brand!

***It will give new life to your popular blog posts***

As I mentioned earlier, publishing the same piece of content on your blog and on Medium is perfectly fine.

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You don't need to worry about duplicate content because Medium will automatically add a canonical link to your Medium URL. It basically lets search engines know it's not the original source of the content.

To make sure you don't run into this duplicate content problem, you have to use Medium's *import* tool where you enter the URL of the post you want to bring over into Medium. With just a click of a button, you'll have your post on Medium ready for you to edit or publish immediately.

If you don't use the Import tool, or if you just copy and paste from your blog to Medium, then Medium will assume it's original content and won't add a canonical link to your Medium post. This will obviously not be good for your site's SEO.

With that said, importing and republishing some of your very best posts and articles on Medium will breathe new life into your content.

### ***You can automatically connect to your Facebook and Twitter followers who are on Medium as well***

If you've got a sizeable following on Twitter and Facebook, then you can easily bring them over to Medium. When you set up your Medium account, you have the option to connect it to your Facebook and Twitter.

Medium will then do the hard work for you and connect you automatically to followers who are also on Medium. They will then be part of your Medium network.

Another awesome Medium feature is that you have the option to show links to your Facebook and Twitter pages on your Medium profile. This is great if

you want people to follow you on these other social media networking sites as well so they can get to know your brand better.

***Great engagement if you publish excellent content***

On Medium, quality is king. The platform is designed to reward high-quality content. The more 'claps' you receive from people who've read your content, the higher the chances that your content will appear in front of people who don't know you yet.

On the other hand, if you publish poorly-written or even spun content, then you'll be pushed down into the Medium abyss, never to resurface on people's feeds again.

Unlike other social media networks, Medium users love to read. They don't scroll down their feeds looking for a stunning photo to grab their attention. Well, photos will still help on Medium, but it's not the most important metric.

If you want your content to get more views, then you're going to have to think how you can make your readers read your entire post! The average reading time on Medium is 7-11 minutes. The most popular authors on Medium aim to have a good read ratio as opposed to just getting views.

They aim to get 'applause' from readers because they know that the more claps they receive, Medium will reward them by putting their content in front of new people!

## ***There's a very real possibility to get discovered by big publishers***

If you regularly publish high-quality content on Medium, then there's a very real possibility you can get discovered by big publishers. Big companies scout for writing talent on Medium.

If you do get lucky, and you get an offer to become a contributor, then don't hesitate. This will bring your brand and your content in front of many more people.

Remember, these are big publishers, with millions of readers and followers! This will most probably lead to an exponential increase in your own fans and followers on your blog and your social media pages which could potentially lead to even more leads and sales for your business!

## **How To Get More Traffic From Medium**

Now that you know the value of having a strong presence on Medium, it's time to show you how you can drive more traffic from this powerful social blogging platform.

### ***Post valuable content, never hard sell***

Giving value comes first on Medium. If you want people to pay attention to your brand, you've got to give them what they want first. On Medium, that means giving them high-quality content that either addresses their pain points or teaches them something new and valuable.

To begin, you can go over your old blog posts on your website, if you have any. Check out your blog's analytics and look for your best performing

content, the ones that got the most shares and the most comments. Then import it over to Medium. Go over the content and make sure it's something that Medium users will find useful.

If you don't have an existing blog, that's okay. Publishing new content on Medium is pretty straightforward, so it shouldn't take you more than a minute or two to get familiar with their blogging interface.

Whatever you decide to write, just remember not to hard sell. You're just getting started on the platform, after all. You don't want to come across as a used car salesman with shady and aggressive marketing tactics.

You want to get people's trust. Just like any other social media platform, you're going to have to prove yourself first before you'll get people to follow and buy from you.

### ***Submit your posts to a popular publication on Medium***

One of the quickest ways to get more people to read your content on Medium is by submitting your posts to Medium publications with a sizeable following.

When you're starting out, you're not going to have a lot of fans so it's best to sort of team up with an established publication. It's a win-win for both you and the publication – you get more eyes to your content, and they get to have high-quality content published!

To get started, choose the most suitable high-following publication for your brand. Contact the publication by either sending them an email or by reaching out to them on Facebook or Twitter.

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Have some high-quality samples ready – either on your Medium blog or your self-hosted blog, just to prove you got the writing chops.

Once you're approved as a contributor, you can submit your stories anytime. When your stories are approved, it will be published on thousands of Medium users' feeds!

***Don't be afraid to delete and republish old Medium articles that didn't quite perform well***

Sometimes your Medium post is not going to get the attention you think it deserves. It could be because you published it when most of your followers were asleep, and when they finally logged on your post was already buried in their Medium feeds.

If you truly believe your post is too valuable to receive only a few 'claps' then you should consider deleting and republishing the post after, say, a few weeks or months.

Deleting a Medium post shouldn't take you more than a second or two. If that content was imported from another site, like your own self-hosted blog, then you can easily re-import again.

Otherwise, if you wrote it specifically for Medium, then you may have to copy the content somewhere else first before deleting the post.

Before you hit the publish button, check and make sure a large percentage of your followers are still up (depends on where in the world they are located).



When it's published, let your Facebook, Twitter, and other social media fans know as well. Promoting your Medium story on other platforms should be standard practice.

After all, you do want to get the most out of the time you spent researching and writing your story!

### ***Optimize your Medium content***

Medium posts look great and are easy on the eyes, it's got plenty of white space and has an overall clean and non-cluttered appearance. While there's not much you can do about the appearance of your Medium posts (it's got a standard look), there are still a few things you can control.

For one, you can add high-quality images to your post. Medium may be a text-based platform, but you should still consider adding high-quality images and/or videos in your posts.

Don't forget to add links to your website or to your landing pages. If you're offering a free course, you can add a link to it from your Medium post. Just don't be too aggressive going about it though.

If you're wondering if you get SEO juice from Medium, the answer is no. All links from Medium to your sites are "no follow." However, don't let this deter you from adding links to your posts.

The people who will be clicking on through from your Medium post over to your website are the people who want to know more about you. These are the people you want visiting your site, high-quality and highly-targeted traffic, so to speak.

## **Are You Ready To Start Publishing On Medium?**

Publishing on Medium should be a part of your content marketing strategy. It doesn't take too much time to set up your account, plus you can easily import your top performing content on other sites to Medium.

Remember to add value to the community – offer unique insights and plenty of actionable content – and you'll soon be reaping positive results. You'll gain more followers not just on your Medium profile, but also on your Facebook and Twitter pages.

Lastly, being a popular author on Medium will bring about highly targeted traffic to your own website. On your site, you can then ask people to sign up to your mailing list or sell your products and services to them!