

## In building impressive traffic numbers and developing compelling content, the popular blog Temptalia discovers the beauty of Google+



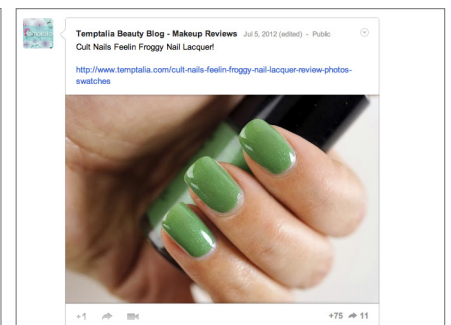
### About Temptalia

- Influential beauty blog
- Founded in 2006
- Headquartered in California, USA

### Background

Founded in October 2006 by Christine Mielke, Temptalia is one of the most popular beauty blogs on the web. With a worldwide audience primarily made up of female beauty fans, the site delivers the latest product information, tutorials, in-depth product reviews and hugely popular features including the Foundation Matrix, Dupe List and extensive Swatch Gallery. A lifelong beauty enthusiast, Christine still runs the blog herself and generates the vast majority of the site's content.

"We try to review the products people are most interested in as fast as possible," she says of the editorial strategy. "We try to position ourselves as the *Consumer Reports* of beauty, but we are an advertising supported model, not a subscription supported model. Our focus is quality and consistency – to put enough content on a daily basis to keep people interested." While there is a balance between high-end and budget products, Christine strives to make sure followers don't feel they are being sold to.



Getting the message out and the visitor numbers up with Google+ Social media is important to Temptalia, with activity encompassing a number of networks including Google+. Success is measured through analysis of how the various social buttons perform on the blog, what types of posts get the most traction, and data on referral traffic.

Christine explains that Google+ has become central to the Temptalia strategy. "We incorporated Google+ pretty much as soon as it came out. We ask people to +1 the Temptalia Google+ page and check it out. We create new blog posts at least six times a day, and it is important to us that we get those six posts shared on our Google+ page. We just try to be really consistent about it so that we are constantly getting new content in; when you have new content you get people visiting every day."

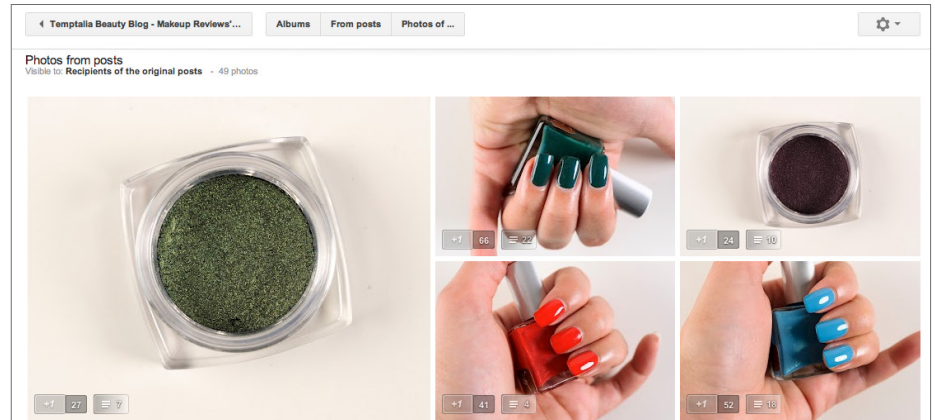
"It's just a snowball effect; when you start getting popular, people are sharing more, they're adding more +1's, talking about you more. People start coming back more often and sharing with friends."  
**- Christine Mielke, Founder, Temptalia**



To promote Google+, Temptalia encourages fans to +1 and link to the brand's page. "It's just a snowball effect; when you start getting popular, people are sharing more, they're adding more +1's, talking about you more. When you're consistent and keep producing good content, make sure to share it and let people know. People start coming back more and more often, adding +1's and sharing it with friends."

### Using Google+ and Google Analytics to envisage the audience

So what kind of Google+ posts have been most successful in getting people to come back again and again? "Content that has a lot of photos," Christine reveals. "Visual interest tends to do really well on Google+. When it comes to prettier products like color cosmetics, these tend to do better compared to skincare."



Google Analytics is key to helping Christine understand how each social media channel contributes to the blog's traffic. "We look at referral traffic in Analytics to see what's coming from all our referral sources," she says. "It's usually a pretty good indicator of the overall big picture of what we are getting back from different networks." Designed to make analysis easy, Social Sources reports in Analytics automatically segment referral traffic from hundreds of social networks. Google+ is among the top 10 social referrers to Temptalia, along with other Google properties including YouTube and Blogger.

But to get further insights into the audience, Christine looks beyond the numbers and goes straight to the users themselves. "We try to listen in what our readers are asking for, what they are looking at, what they are most excited about. If something gets 50 +1's, why did it get 50? Why was that post so exciting – was it the time of day, or was it the actual content? People love to hate things; was it a really negative review? Was it a great product, an A+ product? Did a brand share it?"

This user-focused approach continues to drive Temptalia's success. Christine's advice to other marketers getting started with Google+ pages is to use the channel as a valuable research tool in developing a picture of your site's readership. "Really try to understand what your audience's needs are and why they are visiting your Google+ page. Definitely look at how people are interacting and what they are liking. Try to do more of that, and constantly fine-tune the content you post and share."

While Temptalia may be a small operation behind the scenes, the blog's influence is global and growing. Already Temptalia has over 600,000 followers on Google+. By taking advantage of the visual nature of Google+, promoting content proactively, and intelligently using the network to build the Temptalia audience, Christine's nimble approach is a masterclass in how to turn a passion into an enterprise.

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### About Google+

Linking your site to your page unifies your +1's across, search, your Google+ page, and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways. To learn more about Google+ pages, visit [www.google.com/+business](http://www.google.com/+business)

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