11-3 - Tumblr And Traffic

S1: The final lesson for Tumblr would be the relationship between Tumblr and Traffic.

S2: In this module, you familiarize yourself with the tagging, hearts, reblog and explore. Remember the photo you want to post?

Tagging is probably the most difficult decision for you to make. You might

wonder, will people even search this tag?

Consider this research for a moment. It has been researched that, top tags in Tumblr are, LOL, fashion, vintage, art, GIF, makeup, animals, landscape and even animals, oh and cats. That's right. These are the tags that have been conquering the tag game in Tumblr.

Even if your desired tag is not in the list, that doesn't mean you should stop tagging your post. The whole idea is to get you to understand that any words can be a tag option. Who would've thought that 'LOL' would be one of the top tag?

So, keep tagging. That way it will be easier for users to look up for relevant post with similar tags. You can utilize it using tricks learned previously on Instagram.
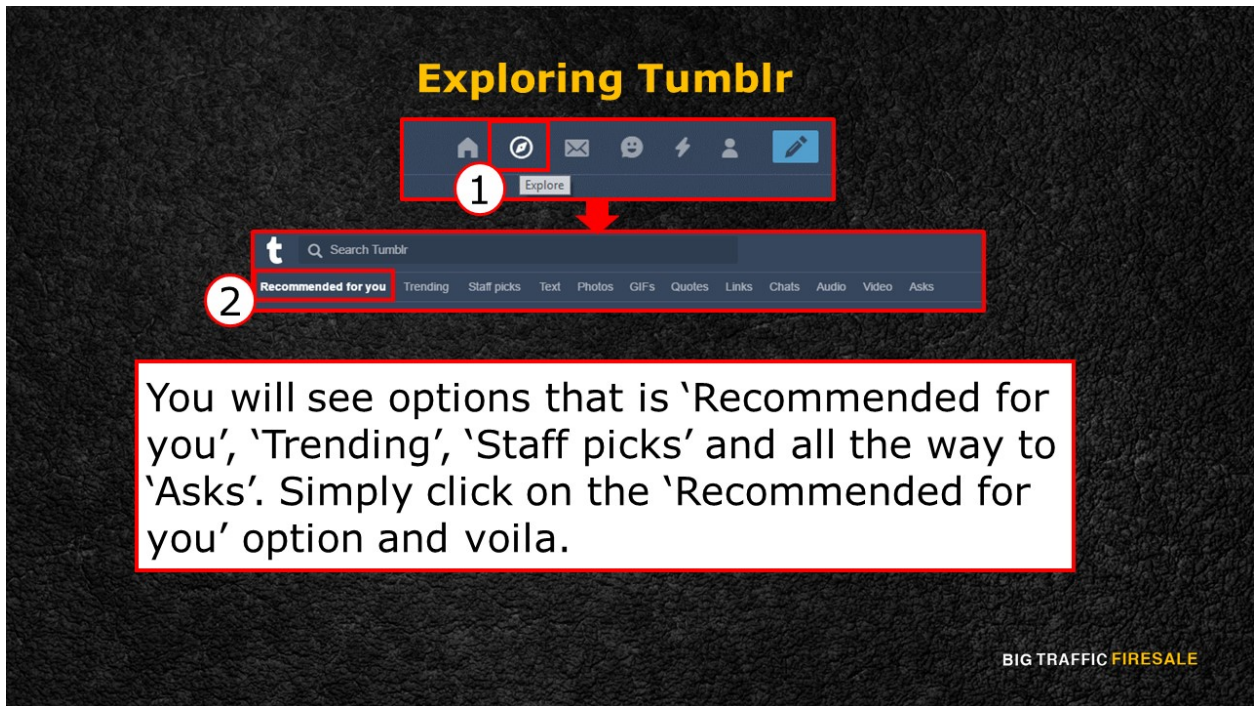
Hearts & Reblogs In Tumblr

▶ One does not simply 'heart', or like a post, without reblogging it. It is an unspoken rule in Tumblr.

▶ If you do both, your dashboard's right column will suggest different posts that would fit your need.

▶ Users of multiple interests will appear for you to follow and the cycle continues.

 S3: Next, we learn about hearts and reblogs. These two usually comes hand-in-hand in Tumblr. One does not simply 'heart', or like a post, without reblogging it.
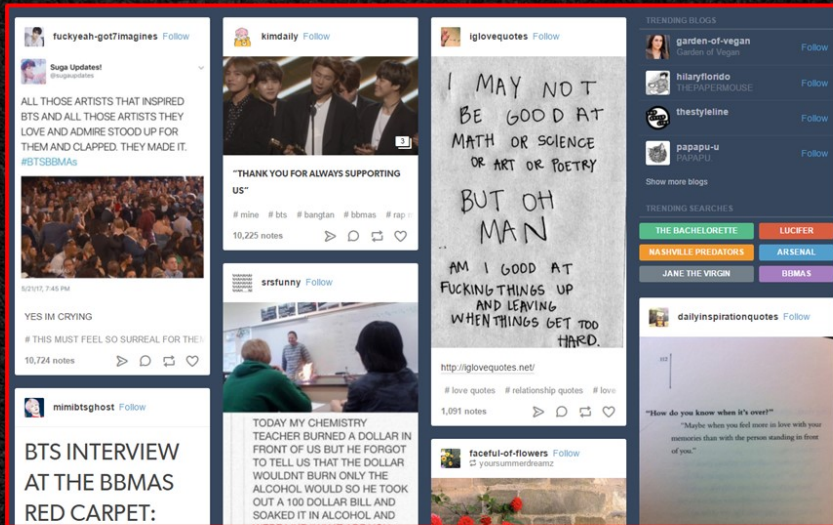
It is an unspoken rule in Tumblr. If you do both, your dashboard's right column will suggest different posts that would fit your need. Users of multiple interests will appear for you to follow and the cycle continues.

S4: As mentioned earlier, liking and reblogging a post will allow your 'Explore' board to expand. The 'Explore' button on the top right screen will direct you to it.

On top of the page, you will see options that is 'Recommended for you', 'Trending', 'Staff picks' and all the way to 'Asks'. Simply click on the 'Recommended for you' option and voila.

S5: Based on all your likes and reblogs, Tumblr will automatically sync your 'exploration' in Tumblr accordingly. This is how you and all other users find their ways in Tumblr.

Those are the key factors of traffic generation in Tumblr. When you fully utilize all the points given to you, users will easily find you. Users with similar tag interest will eventually find your post despite a small number of likes or reblogs your post had.

To sum up this training, upload relevant posts, keep exploring, like and reblog to expand your followers. Good luck!