



Stephanie Swaim



Tobias Oerum,  
DiabetesStrong

## GMS Webinar Series

*How to grow your blog featuring guest speaker  
Tobias Oerum, DiabetesStrong*



# How to Grow a Blog Readership

*with Tobias Oerum from [DiabetesStrong.com](http://DiabetesStrong.com)*

# About Diabetes Strong

Diabetes Strong was established in 2015 as a personal blog by Christel Oerum, documenting her experiences as a fitness enthusiast living with type 1 diabetes.

Diabetes Strong quickly grew into one of the largest websites about health and diabetes with a team of expert contributors from all over the world.

The information on Diabetes Strong always takes a positive approach to diabetes and follows Christel's motto **"There is nothing you can't do with diabetes."**

## Website and social reach

**850,000 monthly page views**



**@DiabetesStrong**

16,000 followers (+15,000 in Facebook group)



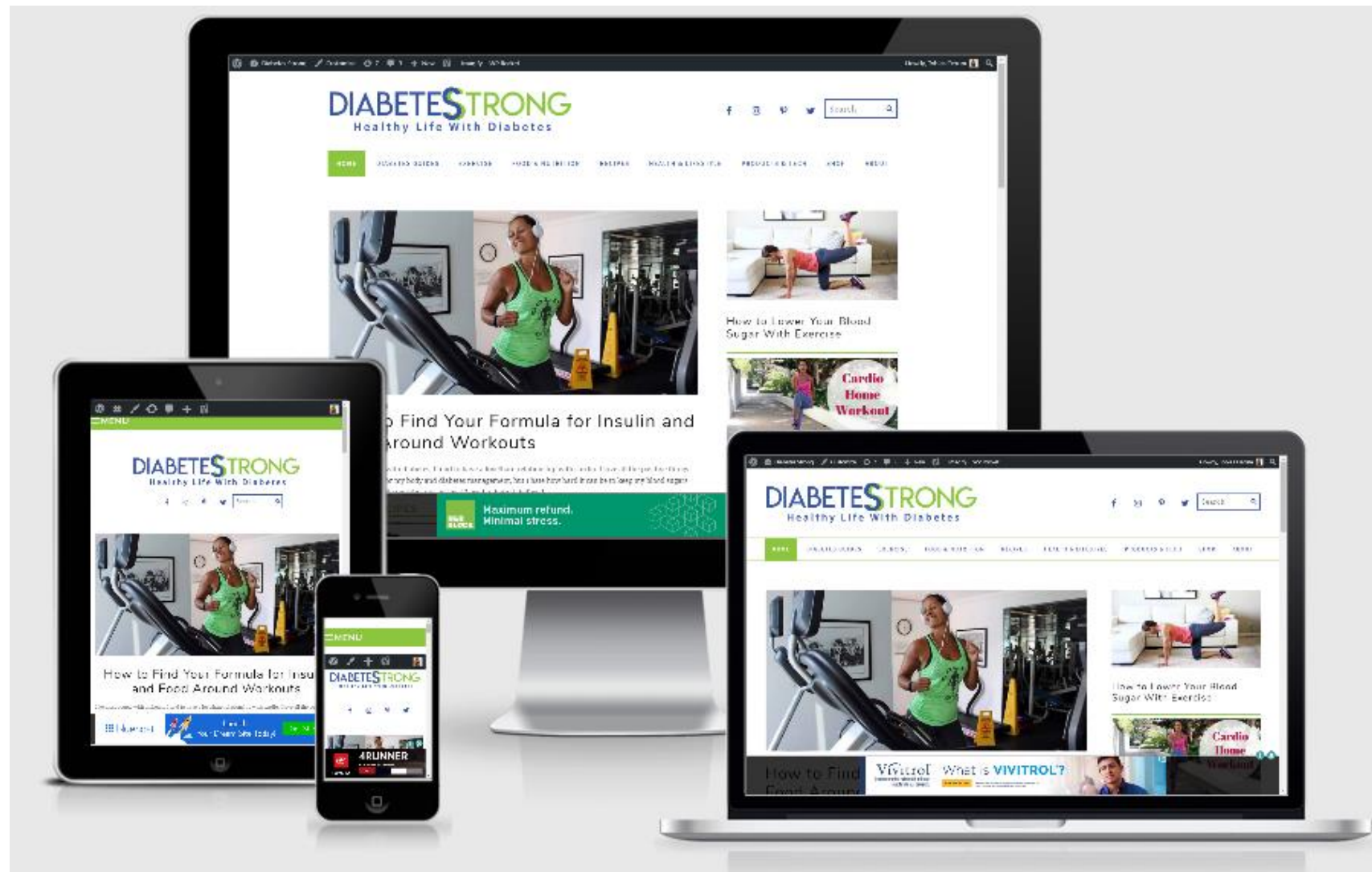
**@DiabetesStrong\_IG**

16,600 followers



**@DiabetesStrong**

29,000 followers (1.5 million monthly impressions)



# Content Pillars



## Diabetes Management

Articles by diabetes experts on everything related to diabetes management

## Healthy Recipes

Healthy (mostly) low-carb recipes that are easy to make. Developed by professional recipe developers or registered dietitians

## Health & Exercise

Workout videos, exercise tips, healthy nutrition, motivation, and tips on managing blood sugar when exercising

## Diabetes Tech

Reviews of diabetes and health products. Updates on new research and diabetes products in pipeline

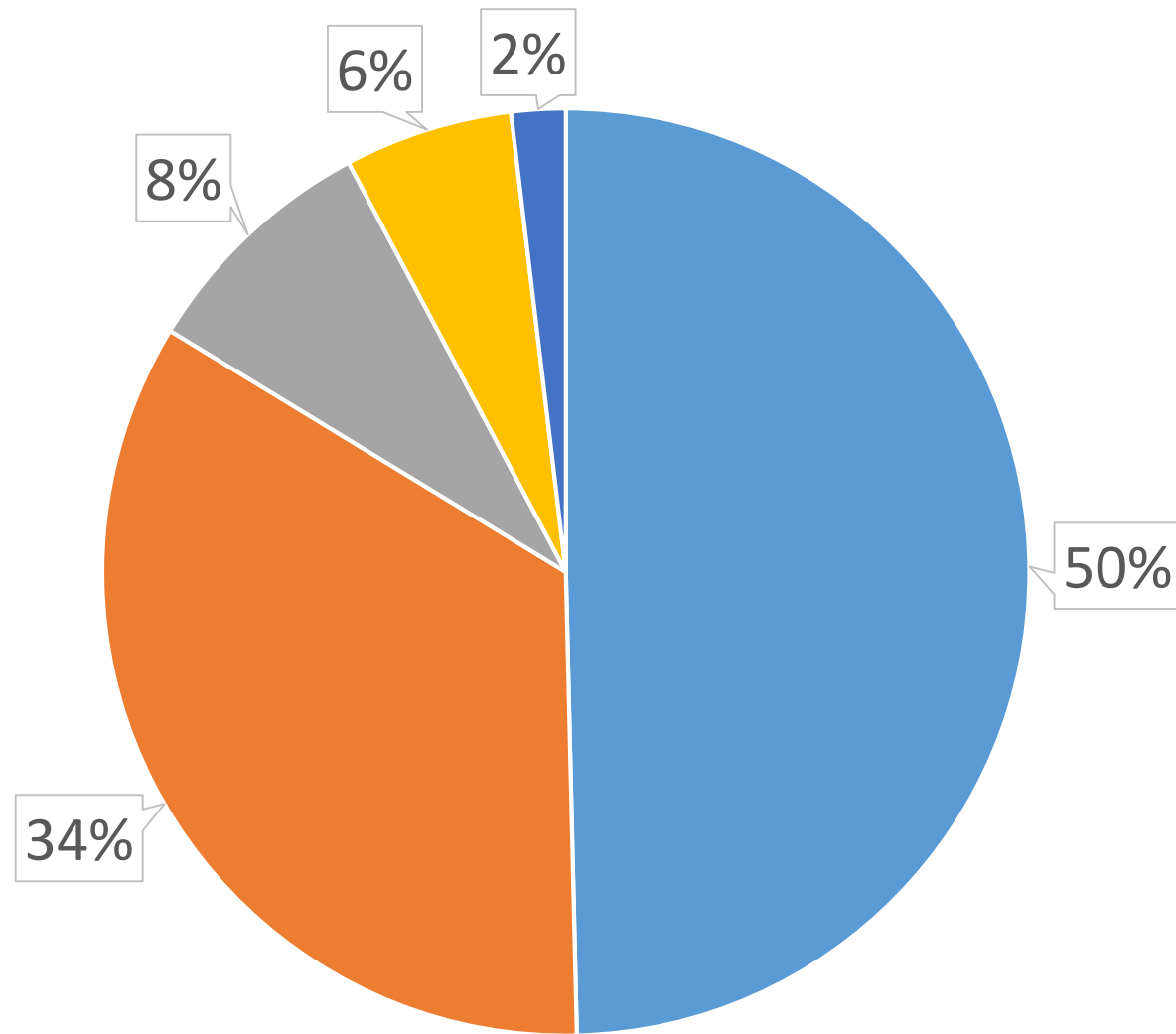
## Inspiration & Lifestyle

People with diabetes who do extraordinary things

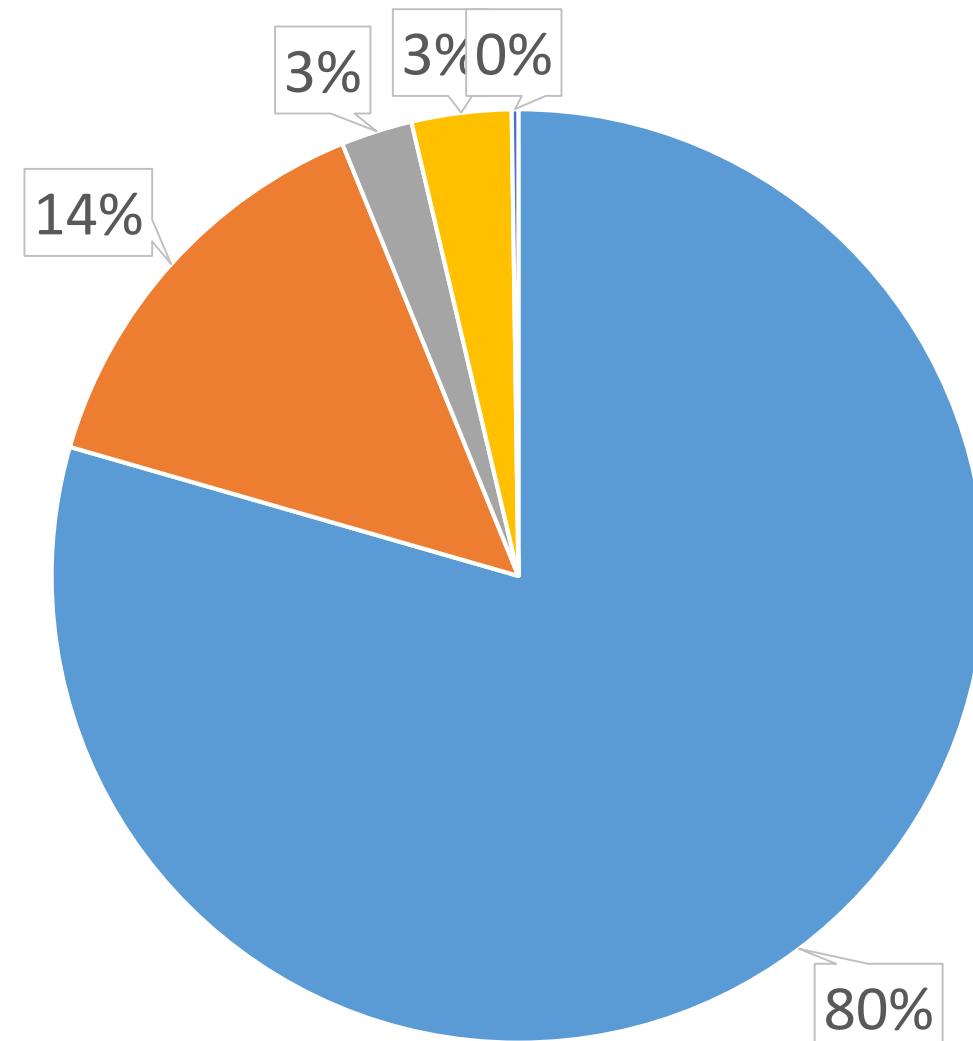
# Traffic Sources



**2017**



**2019**



# How we grew DiabetesStrong.com

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1. Creating content that our readers **NEED** and **WANT**
2. Designing content for **EACH** traffic source (Google, Facebook, etc.)
3. 20% content creation – 80% content **PROMOTION**
4. Collaborating with **EVERYBODY**

# How to Create Engaging Content

1. **ASK** your readers what information they need

*Tools: Surveys, social media, sales team, “Keywords Everywhere”*

2. Answers their questions – **NO GENERIC** content

3. Ask for **FEEDBACK** and **IMPROVE** your posts

## How to Lower Your A1c: The Complete Guide



BY CHRISTEL OERUM ON APRIL 18, 2018  
DIABETES GUIDES

(EDIT)

We are always told that having a low A1c is an important goal in our diabetes management, but do you know why? Do you know what a good A1c target is, how to lower your A1c, and how quickly you can lower your A1c safely?

These are the questions I will answer in this comprehensive guide on what A1c is, how to lower your A1c, and why achieving a low A1c isn't the only (or necessarily the best) goal when it comes to diabetes management.



# How to Create Content for Google

Very simplified, Google has a 2-step process for choosing search results:

1. The **MOST RELEVANT** answers to a search query
2. The highest **E-A-T** (Expertise, Authority, Trustworthiness)

## How to Lose Weight with Type 1 Diabetes



BY BEN TZEEL ON JANUARY 8, 2019  
DIABETES GUIDES

(EDIT)

Losing weight can be difficult for anyone, and living with type 1 diabetes definitely doesn't make it easier. However, there ARE people who set out to lose weight and end up so extraordinarily successful that you wonder if they have some inside information you don't.

That information EXISTS. I'm here to give you the rundown on how to lose weight with type 1 diabetes (actually, most of the advice is relevant for people with any type of diabetes).

Without further ado...let's GET TO IT!

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- [1. Temper expectations at the start](#)
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- [7. I love insulin...and you should too](#)
- [8. Summary](#)

## Temper expectations at the start

Most people have this intensive need for instant gratification. They want that 15 lbs gone by yesterday! While I'm all for efficiency, I'm going to be short and sweet and show reality with a pop quiz:

# How to Create Content for Facebook

Facebook values **ENGAGEMENT** above all else. Anything that will make people click, comment, like, and share is good

1. Use catchy **TITLES**
2. Use relevant **IMAGES**
3. Ask **QUESTIONS** and start a **CONVERSATION**

**Diabetes Strong**  
Published by Tobias Oerum [?] · January 6, 2018 · 🌐

An in-depth guide to losing weight with diabetes by our Fitness Editor Ben Tzeel. This has everything you need to know if weight management is one of your goals for 2018.

**DIABETESSTRONG.COM**  
**How to Lose Weight When You Live with Diabetes | Diabetes Strong**

2,074 People Reached      230 Engagements      [Boost Post](#)

👍❤️ Hamiebai Bakka, Lisa Williams and 32 others      7 Comments 7 Shares

👍 Like      💬 Comment      ➦ Share

Most Relevant ▾

Write a comment...

**Carol Mattox** When noticing more lows, does one lower basal or bolus first? (non pump user).  
Like · Reply · Message · 1y      2

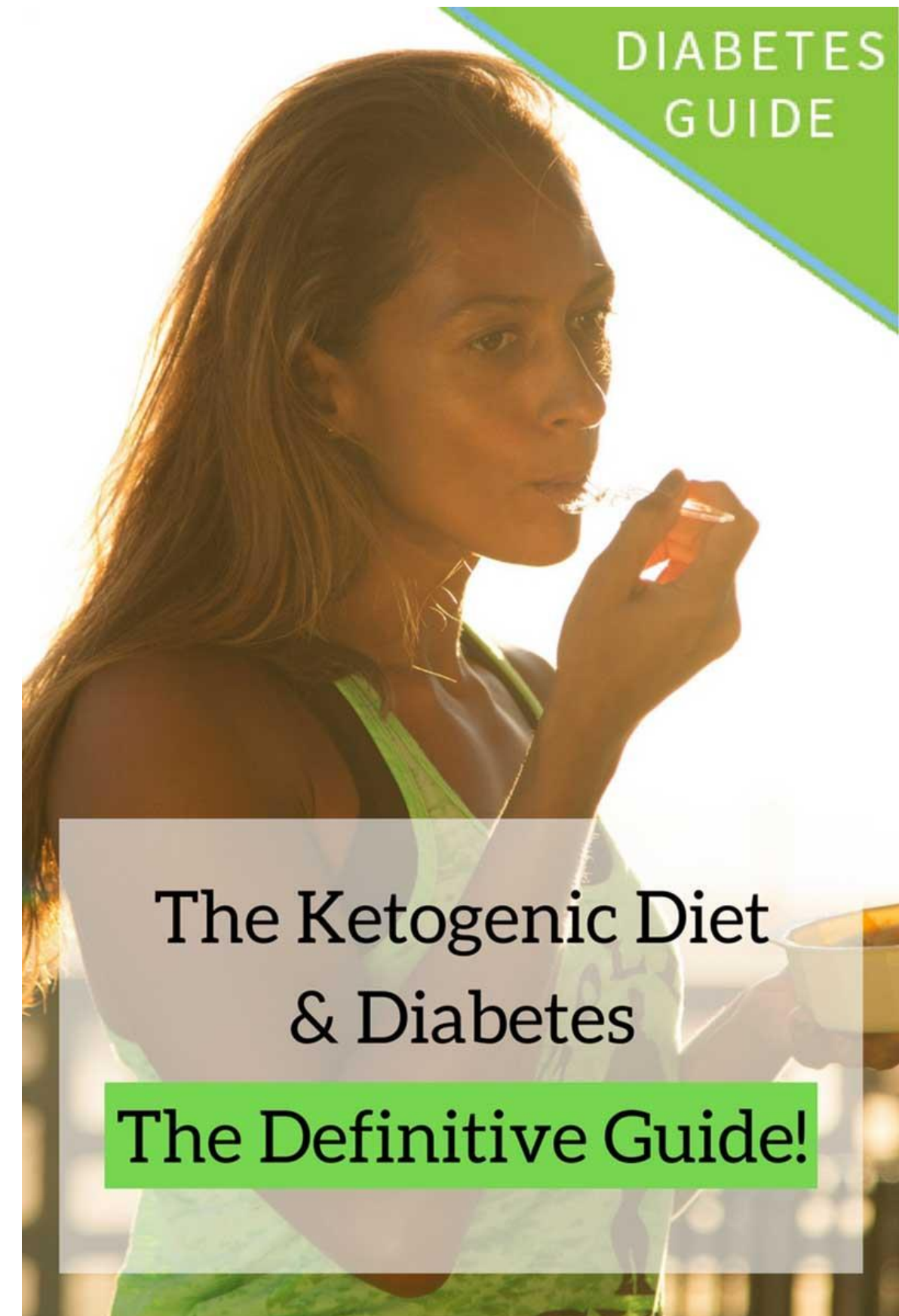
👉 View 1 more reply

# How to Create Content for Pinterest

Pinterest is a **VISUAL SEARCH ENGINE**.

It's not a social network!

1. Create **IMAGES** that stand out in the Pinterest feed
2. Use relevant **KEYWORDS** in the description
3. Share content daily – also from **OTHER PINTEREST ACCOUNTS**



Questions?