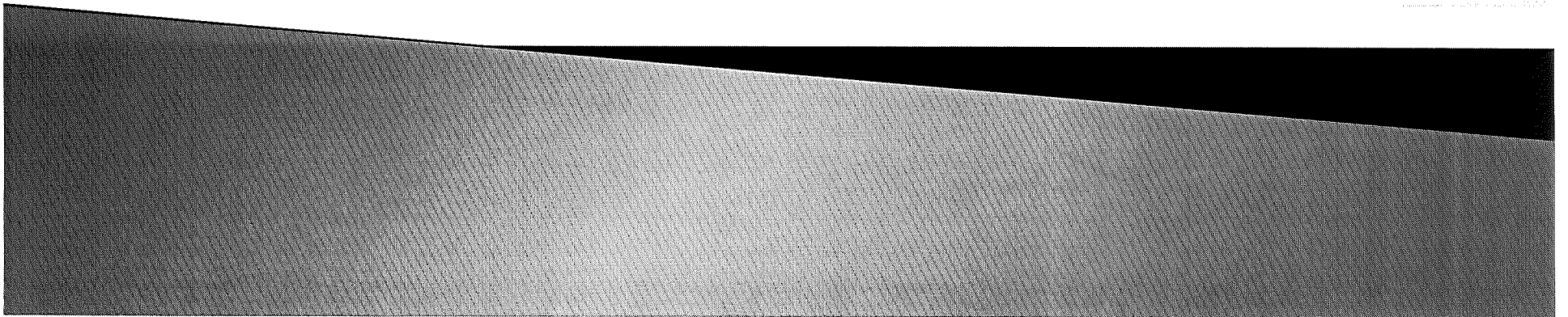


# Writing for and maintaining a blog: An interactive workshop

Ravi Parikh  
MD/MPP Candidate



# Today's Discussion

## What we WILL cover

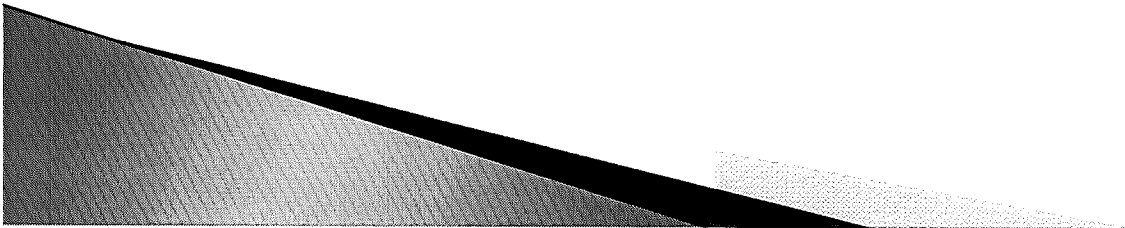
- ▶ Why and why not to blog
- ▶ Finding the right blog to write for
- ▶ Understanding your audience
- ▶ The importance of sustaining a regular schedule

## What we WON'T cover

- ▶ How to START your own blog
  - Hosting
  - Software
  - Themes

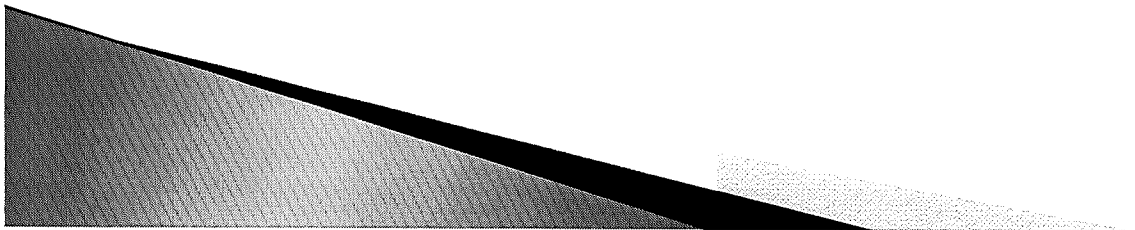
# Quick aside on using WordPress

- ▶ Take a look at Shorenstein Center Communications Program website: “How to Launch Your Own Website Using WordPress” by Ken Gagne
  - <http://snipurl.com/wp-hks>
  - Improving cyber-security
    - <http://blogs.computerworld.com/cybercrime-an-hacking/20857/securing-wordpress-against-hacks>
  - E-commerce and Paypal
    - <http://wordpress.org/extend/plugins/wordpress-simple-paypal-shopping-cart/>



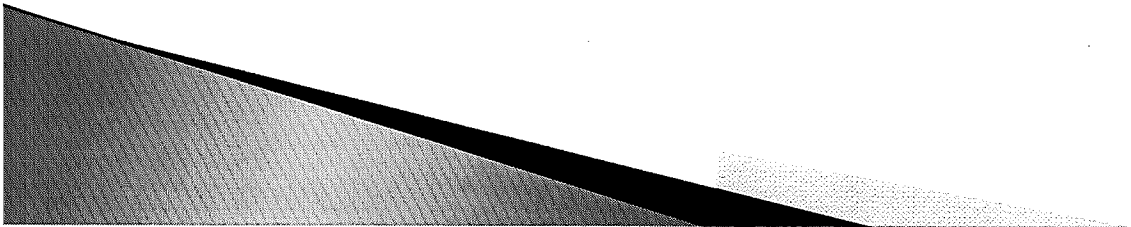
# Your Turn!

- ▶ Name
- ▶ Why do you want to blog?
- ▶ Where do you want to blog?
- ▶ Blogging/writing experience?
- ▶ What do you want to get out of this workshop?



# Finding the Right Blog

- ▶ What are you trying to do?
- ▶ National vs. Local Audience
- ▶ Guest blogger vs. staff
- ▶ Engagement
  - Comments
  - Retweets
  - Shares
- ▶ \$\$\$
- ▶ Largest database of blogs:  
[www.technorati.com](http://www.technorati.com)



► [Followerwonk.com](https://www.followerwonk.com)

health care blog

more options

No filters

follow

775

• 130

12,492

1032

63

follow



8.064

658

10.852

2408

50


 NATIONAL SCIENCE FOUNDATION



2,739

0.075

10,758

1.757

24

Yellow



2,343

3,050

6,305

1,587

254

follow:

1,739

7,510

5.035

1098

22

Follow



45

0.575

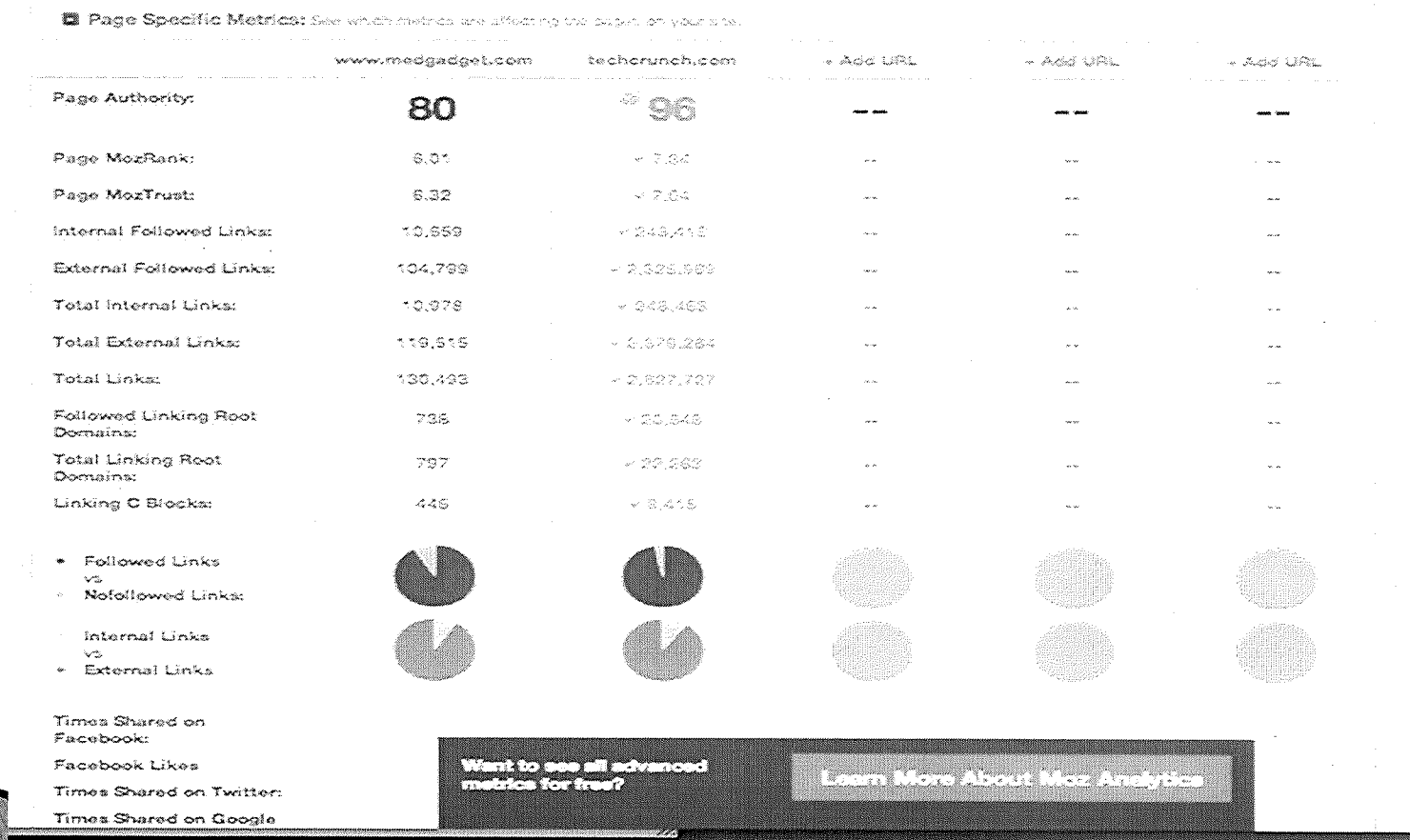
5,538

1,055

25

# Checking Site Authority

## ► OpenSiteExplorer.org



# Engagement

## 50 One Sentence Tips for Bloggers

Written by Jeff Bullas on Composition

Categories: Blogging, Search Engine Optimization, Social Media Marketing

134

194

Share

647

Tweet

117

Share

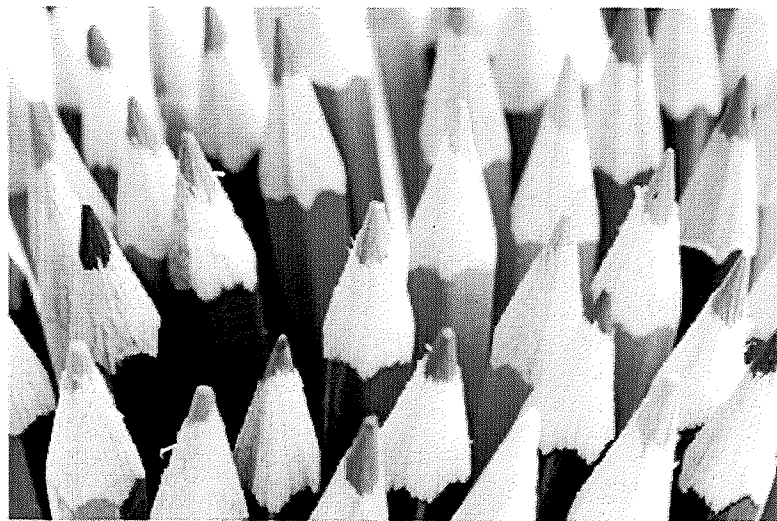
23

Pin it

209

Buffer

SHARE



The blogosphere is stuffed with tips for bloggers, but if you don't have time to sift through 100,000 articles, this quick-hitting post is for you. These suggestions are based on my eight years (and counting) of intense business blogging.

I hope they help you.

### Structure and Composition

When starting on your blogging writing journey you will make a lot of mistakes. Don't be too hard on yourself. Suck it up. Don't wait to be perfect.

## FREE UPDATES

Get my latest articles delivered to your email box and get the FREE

"8 Key Steps to Blogging Mastery" ebook!

I reveal how I grew my blog traffic to over 4 million visitors a year and other key tips and tactics



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18,970 people like jeffbullas.com.

moz.com

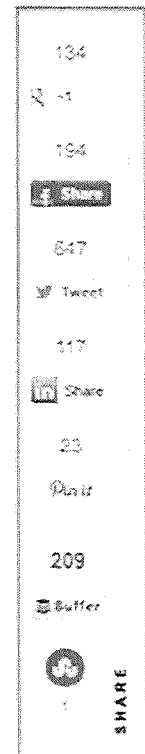


# Things to include in your blog's sidebar

- ▶ Option to subscribe
- ▶ Category list
- ▶ Most popular posts
- ▶ Recent blog posts
- ▶ Search box
- ▶ Social media connection options
- ▶ Calls to action

✉ Subscribe by Email

Subscribe



# Finding Material/Writing a Post

## Do's

- ▶ Use Expertise
- ▶ What do you enjoy?
- ▶ Be Honest
- ▶ Write on something new
- ▶ Use the right tone
- ▶ Write in short paragraphs

## Don'ts

- ▶ Repost a bunch of links
- ▶ Assume people don't pay attention to grammar
- ▶ Accept anything written on the Internet is gold

# Understanding your Audience

- ▶ Developing your persona

- Name: JoannaTitle: CMO

- Company: A small SaaS startup

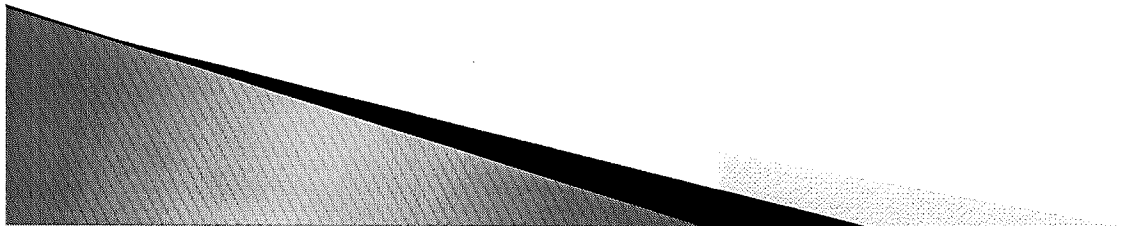
- Desires: Rapid growth, increased revenue generationGoals: Drive ROI through social and community building

- ▶ Who do you want to read your post and why?

- ▶ Professional information vs. fun and laughter

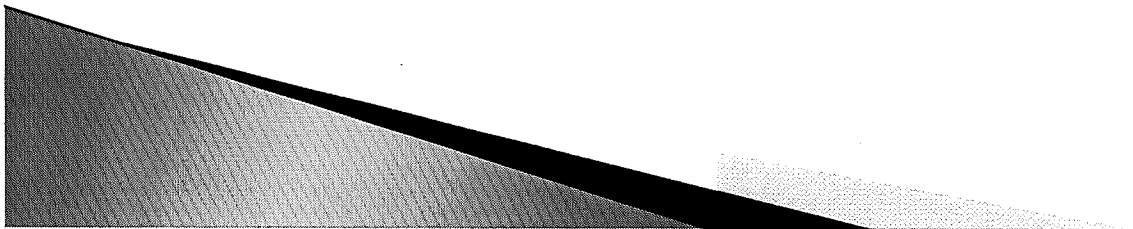
# Ways to Increase Readership

- ▶ Write frequently!
- ▶ Submit blog to search engine
- ▶ Use blogroll and links
- ▶ Respond to your blog's comments
- ▶ Tag/Keyword your posts
- ▶ Submit your posts to social bookmarking sites
- ▶ Set up an RSS feed
- ▶ Use images and name them
- ▶ Promote popularity by showing number of subscribers



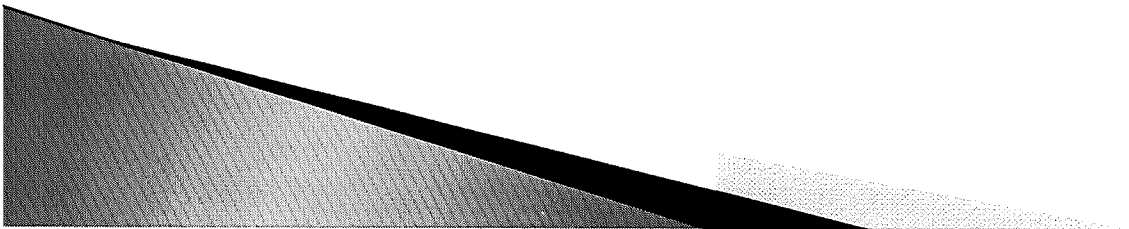
# Disseminate your Work!

- ▶ Social media –facebook, linkedin, twitter, etc.
- ▶ Guest blogging
- ▶ Join forums or web rings to share ideas
- ▶ Add your blog's URL to email signatures and business cards
- ▶ Nominate yourself for blog awards
- ▶ If you write for multiple blogs, then link to them!



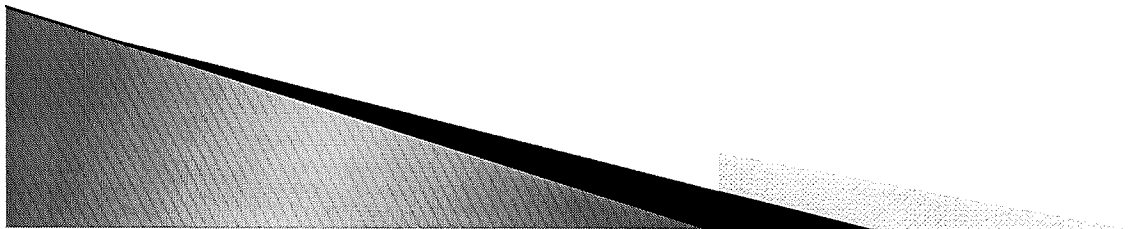
# Maintaining a Schedule

- ▶ Content >>> Frequency
- ▶ Benefits of high-frequency posting
  - Would you want to buy a newspaper whose articles never changed?
  - Attracts new visitors/Retains repeat visitors
  - Search engine optimization
  - Ensures timeliness
- ▶ Costs of high-frequency posting
  - Time – each blog post takes 1 hr
  - Risk repeating material



# Posting Frequency relates to growth goals

- ▶ For maximum growth: post multiple times per day to drive the most traffic (3–5 times or more is considered best for power bloggers).
- ▶ For steady growth: post at least once per day.
- ▶ For slower growth: publish at least every 3 days or 2–3 times per week.
- ▶ For very slow growth: posting less frequently than 2–3 days per week is most appropriate for bloggers who maintain blogs as a hobby with no strategic plans for growth



# Let's Discuss!

- ▶ Pair up into groups of 2–4, split by interest
- ▶ Aim to answer the following questions:
  - What are 3 blogs that I will look into?
  - What should the focus of my blogs/posts be?
  - What are 3 things I can do now to increase my readership?
  - How will I disseminate my work?
  - How ofte

