# Writing for and maintaining a blog: An interactive workshop

Ravi Parikh MD/MPP Candidate

## **Todays 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-anhacking/20857/securing-wordpress-against-hacks
  - E-commerce and Paypal
    - http://wordpress.org/extend/plugins/wordpresssimple-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

# Finding a Guest-Blogging Opportunity

### Followerwonk.com

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after, Login with Twitter and we'll overlay your follow status. Want to find your top followers?

C. health care blog the total more options

On see example searches for CEOs, SEO, social media, actors, journalists, NYO architects, vamplines?, most followers, pidest appounts, and highest Social Authority.

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# **Checking Site Authority**

### OpenSiteExplorer.org

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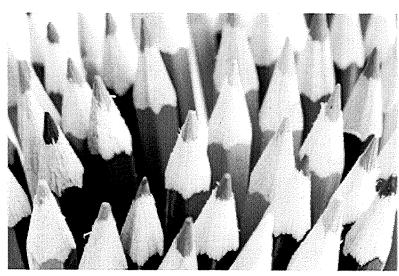
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## Engagement

### 50 One Sentence Tips for Bloggers



Stuffer



The blogosphere is stuffed with tips for bloggers, but if you don't have time to sift through 100,0000 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.



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

#### "8 Key Steps to Blogging Mastery" ebook!

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





Search

FOLLOW JEFF AND JOIN 250,000+ READERS









JEFFBULLAS.COM ON FACEBOOK

Find us on Facebook

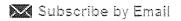


18,970 people like jettbullus com.

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







# 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

about.com

## 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