

Writing for and maintaining a blog: An interactive workshop

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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?
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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?](#)

[Do It](#) Or, see example searches for CEOs, SEO, social media, actors, journalists, NYC architects, vampires?, most followers, oldest accounts, and highest Social Authority.

[more options](#)

Showing 1 - 50 of 242 results (order by [relevance](#))

No filters		tweets	following	followers	days old	Social Authority
follow	 The New Old Age @TheNewOldAge New York, NY The New Old Age, a New York Times blog about aging, health , finances and relationships between parents and the adult children caring for them.	776	130	12,492	1,812	38
follow	 Matthew Holt @boltyboy San Francisco The Health Care Blog & Health 2.0 ; Chelsea fan; Hubby & father of Coco	8,064	858	10,832	2,403	50
follow	 HealthTechnica @HealthTechnica Minnesota Blog of Health Care professionals dedicated to improving the health industry via the use of technology. Patients First, Technology First.	2,738	9,678	10,768	1,767	24
follow	 RWJF Pioneer @pioneerrwjf Princeton, NJ The Pioneer Portfolio at the Robert Wood Johnson Foundation powers ideas to transform health & health care . http://www.rwjf.org/en/blogs/pioneering-ideas.html	7,545	3,050	8,305	1,587	51
follow	 Kevin Trainer @loseyourgut New York City Blog created to promote health and fitness. All weight loss info, news, products, services and more... Flatten Your Stomach with Skinny Body Care's Skinny Fiber	1,739	7,510	6,635	1,036	18
follow	 Jamie Brooke @jbrookehmf	45	6,676	5,638	1,655	2

Checking Site Authority

▶ OpenSiteExplorer.org

Page Specific Metrics: See which metrics are affecting the pages on your site.

	www.medgadget.com	techcrunch.com	+ Add URL	+ Add URL	+ Add URL
Page Authority:	80	✓ 96	--	--	--
Page MozRank:	6.01	✓ 7.34	--	--	--
Page MozTrust:	6.32	✓ 7.04	--	--	--
Internal Followed Links:	10,659	✓ 248,418	--	--	--
External Followed Links:	104,799	✓ 2,325,969	--	--	--
Total Internal Links:	10,978	✓ 248,463	--	--	--
Total External Links:	119,515	✓ 2,379,264	--	--	--
Total Links:	130,493	✓ 2,627,727	--	--	--
Followed Linking Root Domains:	738	✓ 20,848	--	--	--
Total Linking Root Domains:	797	✓ 22,263	--	--	--
Linking_C Blocks:	445	✓ 8,415	--	--	--
<ul style="list-style-type: none">Followed Links vs Nofollowed Links:Internal Links vs External Links					
Times Shared on Facebook:	<p>Want to see all advanced metrics for free? Learn More About Moz Analytics</p>				
Facebook Likes					
Times Shared on Twitter:					
Times Shared on Google					

Engagement

50 One Sentence Tips for Bloggers

Written by Brad Shorr - 30 Comments

Categories: Blogging, Search Engine Optimisation, SEO, Social Media Marketing



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.

134

+1

194

Share

647

Tweet

117

Share

23

Pin it

209

Buffer

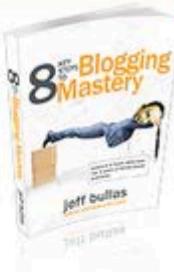
1

SHARE

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



Enter Your Name

Email

SUBSCRIBE

Search

FOLLOW JEFF AND JOIN 250,000+ READERS



JEFFBULLAS.COM ON FACEBOOK

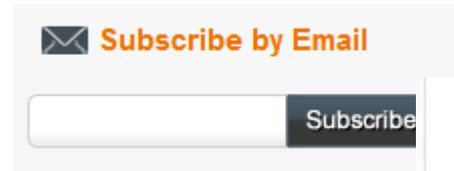
Find us on Facebook



18,970 people like jeffbullas.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**



A vertical sidebar of social media sharing options. From top to bottom: a search icon with '+1', a '134' counter, a '194' counter with a Facebook 'Share' button, a '647' counter with a 'Tweet' button, a '117' counter with an 'in Share' button, a '23' counter with a 'Pin it' button, a '209' counter with a 'Buffer' button, and a '1' counter with a 'SHARE' button. A red box highlights the entire sidebar area.



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: Joanna Title: CMO

- Company: A small SaaS startup

- Desires: Rapid growth, increased revenue generation Goals: 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!
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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
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