

Bloggging for People Who Should

Eric Squair | eric@squair.ca

Review: Main themes

Blogging as conversation

Blogs vs. Websites

The importance of links

What do you want your blog to do?

Homework

- 1. Write two blog posts complete with all the elements mentioned - title, links, inverted pyramid, conversational, links, scannable, preferably brief, solicit links - and record how much time it takes.**
- 2. Install Google Analytics on your blog (or speak to me after class)**

Promotion and Evaluation

- 1. Make it easy to follow you**
- 2. Linking to your social networks**
- 3. Making sure people can find you: Search Engine Optimization**
- 4. Google Analytics: your friend**

Make it easy to follow you

What are the ways that people can 'follow' us online?

Make it easy to follow you

Email

RSS

Twitter

Make it easy to follow you

Feedburner is a tool from Google that manages the feeds from your blog.

It makes your RSS feed available by email and Twitter.

Make it easy to follow you

Step 1: “Burn” a feed

<http://feedburner.google.com>

Burn a feed right this instant. Type your blog or feed address here:

I am a podcaster!

Next »

Make it easy to follow you

Step 2: Enable email subscriptions if you want

Publicize **Monetize** **Troubleshootize** [My Feeds](#)

Email Subscriptions

Give your biggest fans another way to keep up with your blog or podcast feed by placing an email subscription form on your site.

After you activate this service, FeedBurner will provide HTML code for a subscription form you should copy and place on your own site.

Note: Email Subscriptions requires that your FeedBurner account uses a valid email address. Visit [My Account](#) to double-check your settings.

FeedBurner Email Preview

View a sample message in [HTML](#) or [Plain Text](#)

[How do I know which email format my subscribers will see?](#)

Activate This service is **inactive**

Make it easy to follow you

Step 3: Install on your website to improve your feeds

Your feed is ready for the world. Now what?

Integrate

FeedBurner integration varies depending on which platform you use to publish your blog. Some of the most popular platforms are listed below with links to the most important features.



Blogger

- ◆ [Redirect your Blogger feed to your FeedBurner feed »](#)
- ◆ [Publish a chicklet to display your FeedBurner feed »](#)
- ◆ [Offer blog updates via email »](#)



TypePad

- ◆ [Override TypePad's default feed with your FeedBurner feed »](#)
- ◆ [Publish a chicklet to display your FeedBurner feed »](#)
- ◆ [Offer blog updates via email »](#)



Self-Hosted WordPress

- ◆ [Use this plugin to help direct your feed traffic through FeedBurner »](#)

Make it easy to follow you

www.bloggingforpeoplewhoshould.com

FOLLOW ME ON 

In BC? Learn about social media with Canada's original pros on the topic:

@socialsignal

'Fundamentals of Social Media' <http://bit.ly/bvQwBZ>

about 2 hours ago

Some search engine optimization advice for Bill Gates bit.ly/8kG52Z 1 day ago

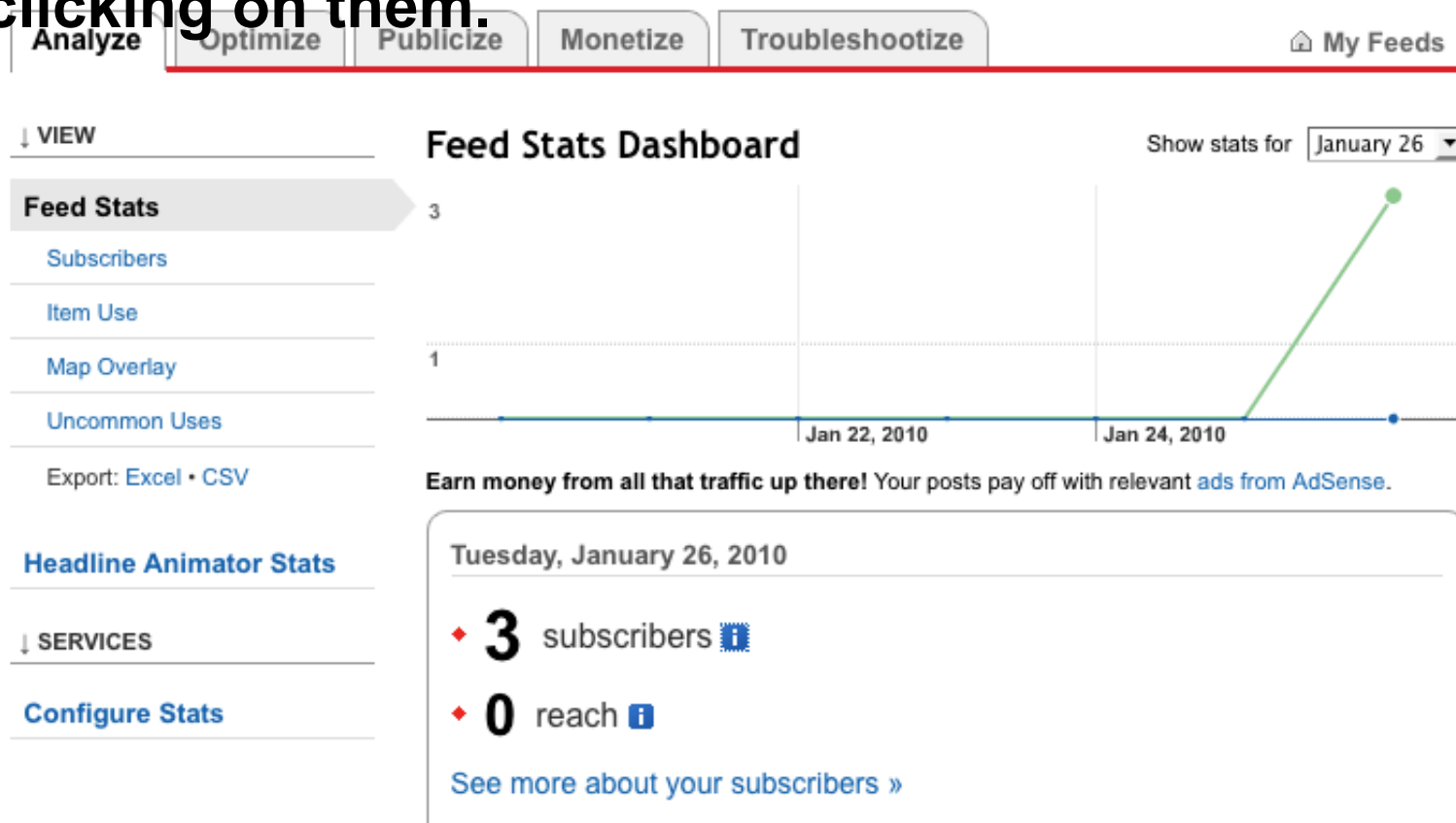
Subscribe to updates by email:

Subscribe

Delivered by FeedBurner

Make it easy to follow you

Feedburner also gives you a sense of how many people are following your feeds, and how many people are clicking on them.



Make it easy to follow you

Twitter is called 'microblogging'



Make it easy to follow you

“Twitter in Plain English”



twitter

Make it easy to follow you

Twitter is called 'microblogging' for a reason.

Follows same rules as headline writing for blogs



Make it easy to follow you

Twitter is called 'microblogging' for a reason

Follows same rules as headline writing for blogs:

- give hint of what to expect
- link to useful things
- remember audience see your updates in a stream of other articles: be interesting!



Make it easy to follow you

How do you find people to follow?

Hashtags are the key: they allow people to categorize their conversations.

Example: Apple launched the iPad today.

Search for #iPad on twitter.com



Make it easy to follow you

Example: Apple launched the iPad today.

Search for #iPad on twitter.com

Real-time results for #iPad

[+ Save this search](#)



[gyokusai](#) LOL RT [@samanthamaiden](#): I still want #iPad even if it is biggest dumb name since Packer tried to call new mag Australian Women's Monthly

less than 20 seconds ago from Seismic



[creativebloke](#) sorry from now on, i must have #ipad fever, most effing irritating thing is no wifi syncing or access to home itunes library..that i can see

less than 20 seconds ago from TweetDeck



[Loredo](#) Und wo ist nun der Bestellbutton? :-) #Apple #iPad (man muss es ja leider sagen: Das war eine ironische Frage!)

less than 20 seconds ago from Tweetie



[CynthiaBarrett](#) [@Arcadia1](#) [@newschick](#) <http://bit.ly/a3NL0d> #ipad

less than 20 seconds ago from web



[EDNmagazine](#) After years of rumors, Apple finally announces iPad tablet <http://bit.ly/aDRUSU> #iPad

less than 20 seconds ago from web

Make it easy to follow you

Twitter: start up in 'stealth mode':

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- create half a dozen tweets of good quality**
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- start commenting and retweeting others**

Make it easy to follow you

Twitter: start up in 'stealth mode':

- **create half a dozen tweets of good quality**
- **identify the #hashtags you want to tweet about**
- **start following others based on those hashtags**
- **start commenting and retweeting others**
- **THEN make it *EASY* to follow from your blog**

After the break:

Linking to social networks

Linking to social networks

Decisions to make about your online identity and privacy



Linking to social networks

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

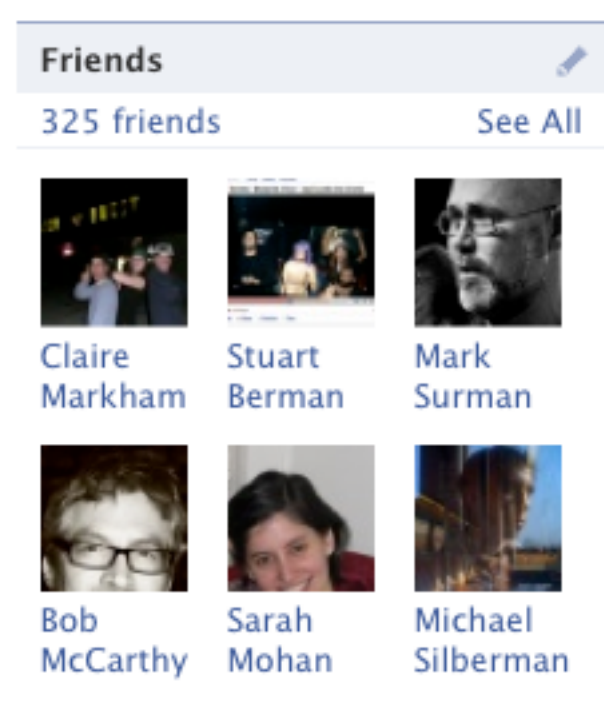
If you have a personal blog that is identified with you, you can link to your own facebook profile from your blog.

Linking to social networks

facebook

If you have a personal blog that is identified with you, you can link to your own facebook profile from your blog.

Profile = people 'friend' *you*



Linking to social networks

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

If you are writing the blog for a relatively small group that meets up in the real world, and you don't mind being identified online, create a group. Note that your profile will be identified as a creator of the group.

Linking to social networks

facebook

If you are writing the blog for a relatively small group that meets up in the real world, and you don't mind being identified online, create a group. Note that your profile will be identified as a creator of the group.

Group: people join the group

Centre for Social Innovation 

Admins

- Mike Brcic
- Tonya Surman
- Howie Chong

Officers

Tonya Surman
Executive Director

Leslie Domenico
Green Enterprise Toronto

Chris Lowry
Green Enterprise Toronto news anchor

Linking to social networks

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If you are blogging on behalf of an organization, and you expect a large number of supporters, you will want to launch a “Fan page”

Linking to social networks

facebook

If you are blogging on behalf of an organization, and you expect a large number of supporters, you will want to launch a “Fan page”

Fan page: people
“Become a Fan”
of the page.

Make Poverty History Canada is part of a global movement calling for an end to poverty. Over 250 000 Canadians have signed on to the campaign. We push for legislative changes to bring an end to poverty in Canada and overseas.

Information

Founded:
2005

Fans

6 of 3,291 fans

[See All](#)



William
Dreaver



Carmine
Provenza



Hana
Abdul
no

Linking to social networks

Different options for linking your blog to facebook, called “widgets”

Facebook Widgets

Share anywhere on the web



Personal Profile



Profile Badge ›
Share your Facebook information on other websites.



Photo Badge ›
Share your Facebook photos on other websites.



Fan Badge ›
Show off your favorite Pages on your website or blog.

Website or Business



Share ›
Let visitors to your site share your content on Facebook.



Fan Box ›
Allow users to become your fan and view your Facebook Page stream.

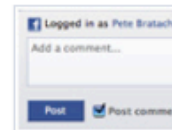


Page Badge ›
Share your Facebook Page information on other websites.

Developers



Publishing to Facebook ›
Let users publish their actions and content back to Facebook.



Comments Box ›
Allow users to easily comment on your content.



Live Stream ›
Allow Facebook users to connect, share and post updates in real-time.

Making sure people can find you

Making sure people can find you

Called “Search Engine Optimization” or SEO*: getting to the front page of search engines.



Web [+ Show options...](#)

Results 1 - 11

[Home | Make Poverty History](#)

15 Jan 2010 ... A Call to Action on **Poverty**, Housing and Homelessness, was the result of a two-year cross-country study on **poverty** in **Canada**. ...

www.makepovertyhistory.ca/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [✕](#)

[The Issues | Make Poverty History](#)

If everyone who wants to end poverty speaks at the same time, world leaders will be forced to listen. **Canada's** campaign to end poverty, **Make Poverty History** ...

www.makepovertyhistory.ca/the-issues - [Cached](#) - [🗨](#) [📄](#) [✕](#)

[+ Show more results from www.makepovertyhistory.ca](#)

* SEO is a funny, get-rich-quick business, the online equivalent of late night telemarketing. Google with caution.

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Making sure people can find you

SEO is *mainly* about two things:

- The quality and quantity of your links
- The keywords and phrases you are associated with

Making sure people can find you

What are “quality” links?

Making sure people can find you

Quality links:

- **Come from sites that rank highly on search engines**

Making sure people can find you

Quality links:

- Come from sites that rank highly on search engines
- Come from pages that are about your key words

Making sure people can find you

Quality links:

- **Come from sites that rank highly on search engines**
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- **Contain your keywords, if possible**

Making sure people can find you

Quality links:

- **Come from sites that rank highly on search engines**
- **Come from pages that are about your key words**
- **Contain your keywords, if possible**
- **Go to different parts of your site, not just the front page**

Making sure people can find you

Keywords are the words you want your blog to be associated with.

05 africa amsterdam animal animals architecture art august australia autumn baby
barcelona beach berlin birthday black blackandwhite blue boston building bw
california cameraphone camping canada canon car cat cats chicago
china christmas church city clouds color concert day dc december dog dogs
england europe fall family festival florida flower flowers food france
friends fun garden geotagged germany girl graffiti green halloween hawaii
hiking holiday home honeymoon hongkong house india ireland italy japan july kids
lake landscape light london losangeles macro march me mexico moblog mountains
museum music nature new newyork newyorkcity newzealand night nyc
ocean october paris park party people photo portrait red river roadtrip rock rome
san sanfrancisco school scotland sea seattle sky snow spain spring street
summer sunset sydney taiwan texas thailand thanksgiving tokyo toronto travel
tree trees trip uk urban usa vacation vancouver washington water
wedding white winter xmas yellow york zoo

Making sure people can find you

Further reading:

SEO tips for Bill Gates' blog

<http://searchengineland.com/some-seo-advice-for-bill-gates-34303>

Non-technical common sense advice for optimizing your site

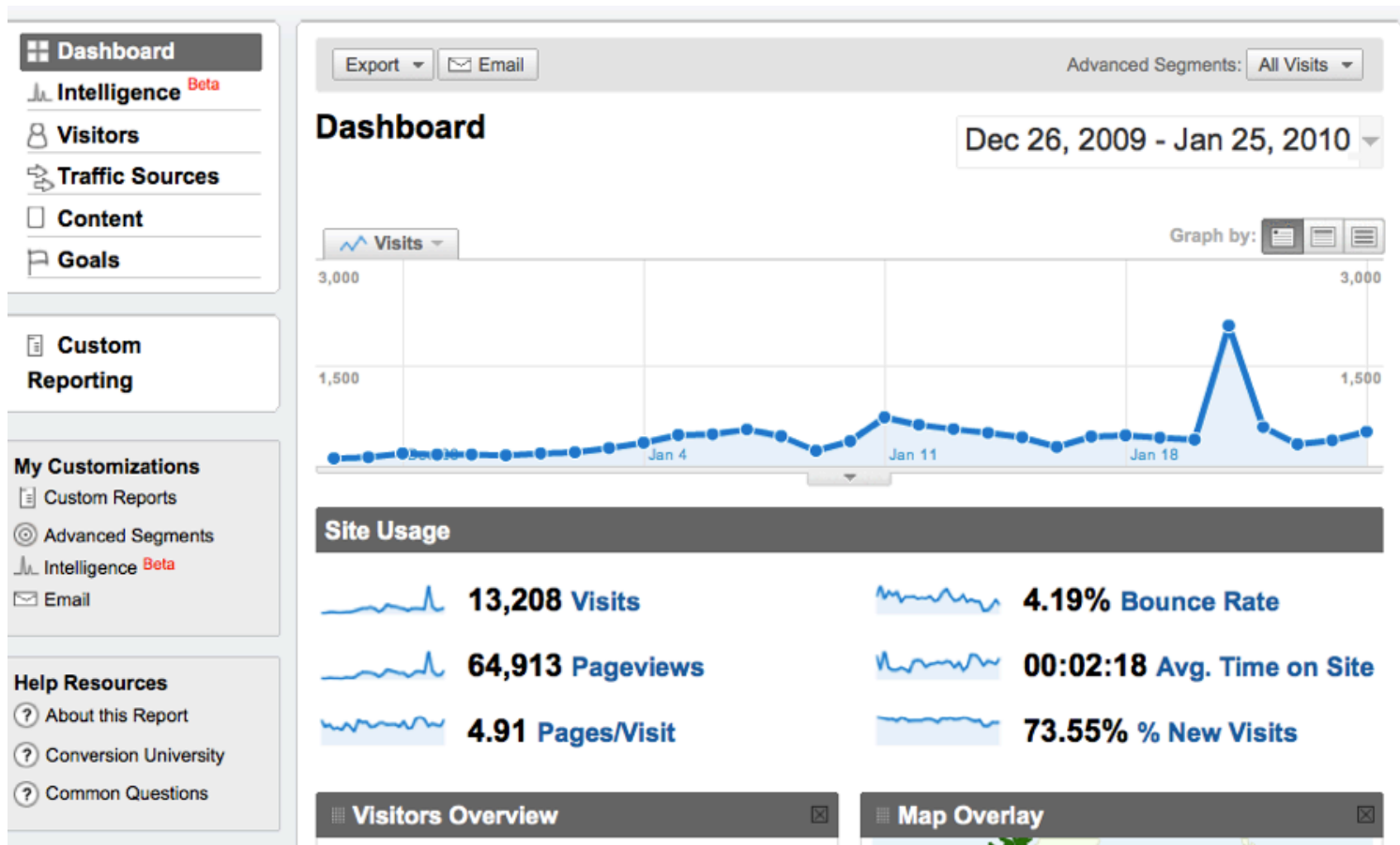
<http://www.seo-writer.com/reprint/top-seo-tips.html>

Long list of more technical tips, still very useful

<http://www.searchenginejournal.com/55-quick-seo-tips-even-your-mother-would-love/6760/>

Google Analytics

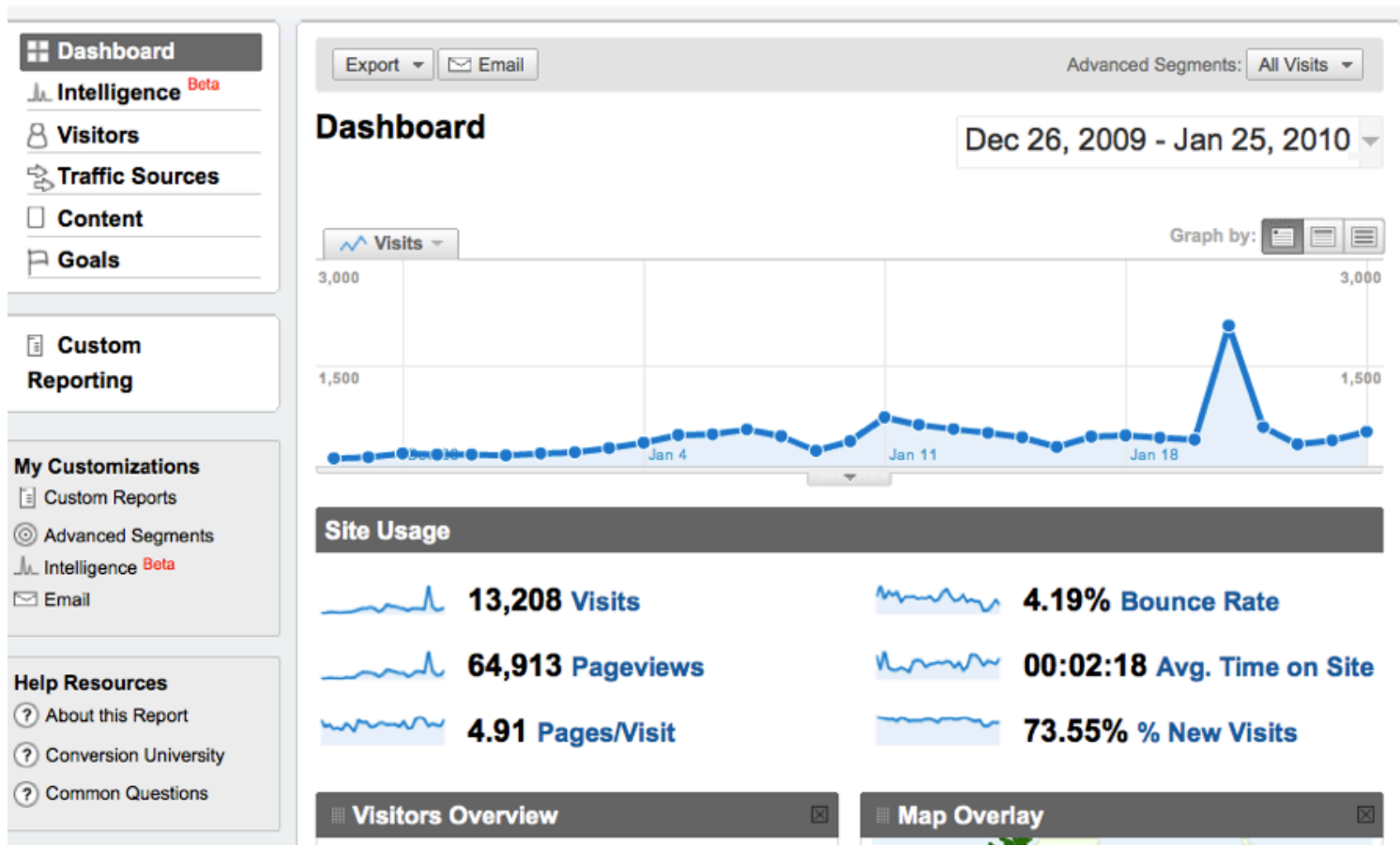
<http://analytics.google.com>



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Google Analytics

<http://analytics.google.com>



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Google Analytics

<http://analytics.google.com>

Some key statistics:

- unique visits
- bounce rate
- time on site
- pages per visit

Site Usage



13,560 Visits



4.20% Bounce Rate



66,545 Pageviews



00:02:18 Avg. Time on Site



4.91 Pages/Visit



73.19% % New Visits

Google Analytics

<http://analytics.google.com>

Some key benchmarks:

Bounce rate:

< 30% fantastic,

30-50% good,

50-70% room for improvement,

70%+ something is wrong.

Google Analytics

<http://analytics.google.com>

Some key benchmarks:

Time on site: 5 minutes+ good, 10 minutes + great

Google Analytics

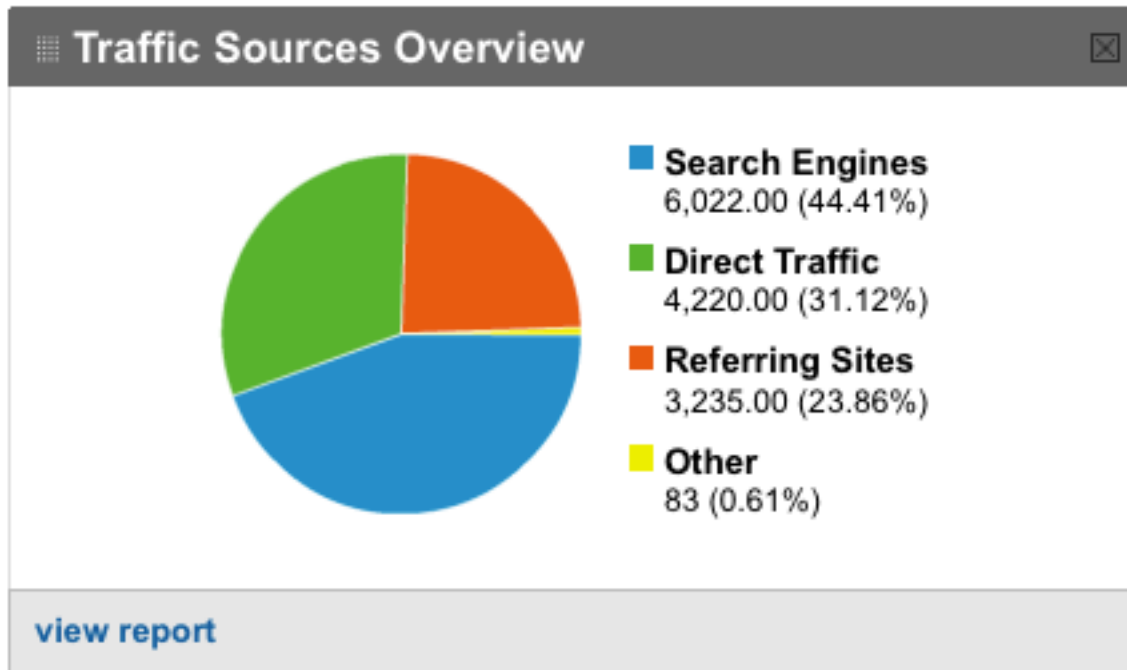
<http://analytics.google.com>

Some key benchmarks:

Pages per visit: 5+ good, 10+ great

Google Analytics

Directly refutes the myth of the “front page visitor”



Google Analytics

Noodle with it: there is a HUGE amount of information, well presented, in Google Analytics.

Homework (to be sent)

- 1. Schedule a session - on the phone or in person - some time in the next two weeks to ask questions and make sure you get what you need from this course. I will send a link to sign up.**
- 2. Complete the online survey I will send around this week. (Please!)**