

“Basics of Blogging” Center For Women Nov. 19, 2008

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Statistics

- 48 % of internet users who responded to a Forrester Research survey said they have read a blog, a 50% increase from 2007. People actually publishing blogs increased just 10% to 21% of respondents. — Oct. 2008
- The average age of adult bloggers is 37.6. — **eMarketer, May 2008**
- 3 out 4 four U.S. bloggers are college graduates, and 42% have attended graduate school. They skew male, and more than half have a household income over \$75,000. — Technorati



BlogHer Study

- 36.2 million women actively participate in the blogosphere every week, with 15.1 million publishing and 21.1 million reading and commenting
- More than half of women surveyed consider blogs a reliable source of advice and information
- Half of women surveyed say blogs influence their purchase decisions



BlogHer Study

- According to the study, these women are so passionate about blogging that large percentages said they would give something up to keep the blogs they read and/or write:
 - 55% would give up alcohol
 - 50% would give up their PDAs
 - 42% would give up their i-Pod
 - 43% would give up reading the newspaper or magazines
 - only 20% would give up chocolate



Basics

- Defined: Web Log
- Online journal on a specific topic with regular entries; format



Why Blog?

- Demonstrate your expertise
 - Qualifies you to prospective clients
 - Speaking opportunities
 - Media coverage
- Search engine visibility
- Show your personality
- Generate repeat traffic
- Communicate in a new way
- Secure new business
- Customer service
- Gather information
- Outlet for your thoughts
- It's free!



Why Blog?

- Make money
 - Technorati: The majority of bloggers we surveyed currently have advertising on their blogs. Among those with advertising, the mean annual investment in their blog is \$1,800, but it's paying off. The mean annual revenue is \$6,000 with \$75K+ in revenue for those with 100,000 or more unique visitors per month. Note: median investment and revenue (which is listed below) is significantly lower. They are also earning CPMs on par with large publishers.
- The Voice of Mom blog



Getting Started

- The topic
- The name
 - Fastlane blog – GM
 - New World PR
 - Matter of Fact Marketing
 - From the Fringe
- The platform
 - Blogger
 - Wordpress



Getting Started

- Blogger set up
 - Profile
 - Hosting
 - Design
 - Template
 - Original
 - Comments
- Essentials
 - RSS
 - Sign up by email
 - Tags
 - Add This button



Writing Your Blog

- Tone
 - Conversational
 - Open
 - Transparent
 - Funny
 - Creative
- Length - Be brief!



Writing Your Blog

- Posts
 - Title
 - Your thoughts on a topic
 - Share an interesting blog post or article
 - Give useful information/tips
 - Comment on someone else's post
 - Regular Updates
 - Top 5, 10, 20 lists
 - Interview people and include as profiles
 - Guest bloggers
 - Call to action
 - Ask a question
 - Ask readers to comment
 - Post a survey



Writing Your Blog

- Tips
 - Keep a list where you can jot down ideas and links to articles.
 - Let the words flow. Don't struggle.
 - SEO
 - Naturally scatter keywords throughout
 - Once in the first paragraph, as close to the beginning as possible; once in the last paragraph, as close to the end as possible; and once in paragraph –if it fits naturally
 - Don't be promotional or salesy
 - Don't try to be perfect



Writing Your Blog

- Format
 - Use bulleted lists, highlights, make it easy to scan
 - Link, link, link
 - Embed videos
 - Include photos
- How often?
 - At LEAST once a week, preferably twice a week or more.
 - Blogs with higher authority are typically updated more frequently than blogs with lower authority. – Technorati



Increasing Readership

- Submit to major online blog directories
 - Technorati.com
 - Icerocket.com
 - Google Blogs
 - Yahoo blogs
- Add to your email signature
- Send an email to your contact list
- Highlight posts in your email newsletter
- Allow people to subscribe via RSS or email.
- Comment, comment, comment!!
- Profiles/Guest bloggers



Increasing Readership

- “Link love”
 - Include links to others blogs in your blogroll
 - Call them out on your blog posts
 - Help promote their posts on Twitter by retweeting
- Cross promote
 - Twitter
 - Facebook
 - MySpace
 - Friendfeed



Increasing Readership

- Be active on forums, groups, social networks in your industry
 - Moms groups – PoshMama, MomBloggers
- Network locally – Lowcountry Bloggers
- What posts generated the most readers? Repeat!
- Which keywords brought the most people? Use them again!
- Pay per click

Heather Solos

Lowcountry Bloggers

Home Ec 101

Moncks Corner Moments

Contributor, Type A Mom

Blissfully Domestic

How to Fit Blogging Into Your Life

- Put it on your to do list; consider it efforts toward marketing/new business
- Set aside 45 minutes-1 hour twice a week to research, write, comment on other blogs
- Write a few at a time and schedule them to appear later.



Case Studies

Case Study 1: Business Blogging

Breakaway Adventures Blog

- Blogging with a purpose
- Be creative
- To date it has resulted in more than 1200 page views

Case Study 2: Small Business

The Organizing Mama Blog- Stacey Crew

<http://staceycrew.blogspot.com>

- 20,000 hits/month
- Success
 - Contributor to several communities/blogs
 - Promotes on Twitter
 - Includes in email newsletter
 - Links to other sites/blogs



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