

LET YOUR FINGERS DO THE WALKING BLOGGING MADE SIMPLER

PROFESSOR OF BLOGS, SCOTT SHEPHARD
WATERTOWN COMMUNITY U.

WWW.SCOTTSCHEPHARDPHOTOGRAPHY.COM

WHAT IS A BLOG?

- "Blog" is a hybrid term for "web log"
- All blogs are web pages
- Not all web pages are blogs
- There are 152,000,000 blogs!!!

ALL BLOGS HAVE SIMILARITIES

- Content is regularly updated
- Content is generally broken down into “posts”
- Posts are presented in reverse chronological order
- Readers can leave comments (ENGAGEMENT)
- Content is syndicated via RSS (really simple syndication)

BLOGGING PLATFORMS

- [wordpress.com](https://www.wordpress.com)
- [blogger.com](https://www.blogger.com)
- [tumblr.com](https://www.tumblr.com)
- [squarespace.com](https://www.squarespace.com)
- [wordpress.org](https://www.wordpress.org)

THE OPTIMAL BLOG

- Two times a week
- 500 words???????
- Use keywords in your blog
- Interlink
- Use a picture in every blog post
- Use tags if the the platform allows it (Wordpress)

DRAFTING YOUR FIRST POST

- Find your voice - write as if you were speaking to someone in front of you
- Inverted pyramid
- Break it up - with pictures and sub-headings
- Ask questions (ENGAGEMENT)
- Respond to responses (ENGAGEMENT)

FINDING THE SPOTLIGHT

- Publicize (facebook)
- Encourage subscriptions (RSS, email)
- Link to other blogs and web sites
- Titles with searchable terms
- SEO = Search Engine Optimization

RESOURCES

- *The Zen of Social Media Marketing*
- *The Complete Guide to Blogging With Squarespace*