

Building Your Blog Audience

Elise Bauer

BlogHer Conference

San Jose, CA

July 28, 2006

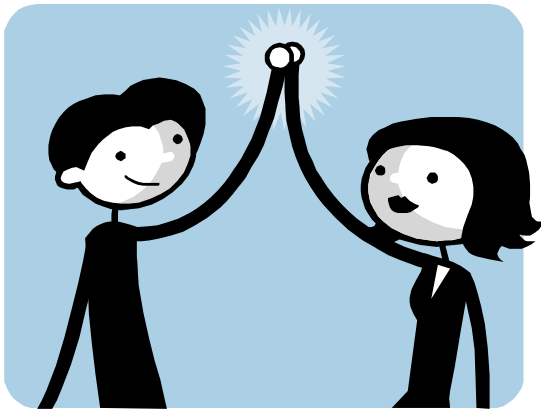


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Content



Community

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Technology



Content



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Be

Useful

Entertaining

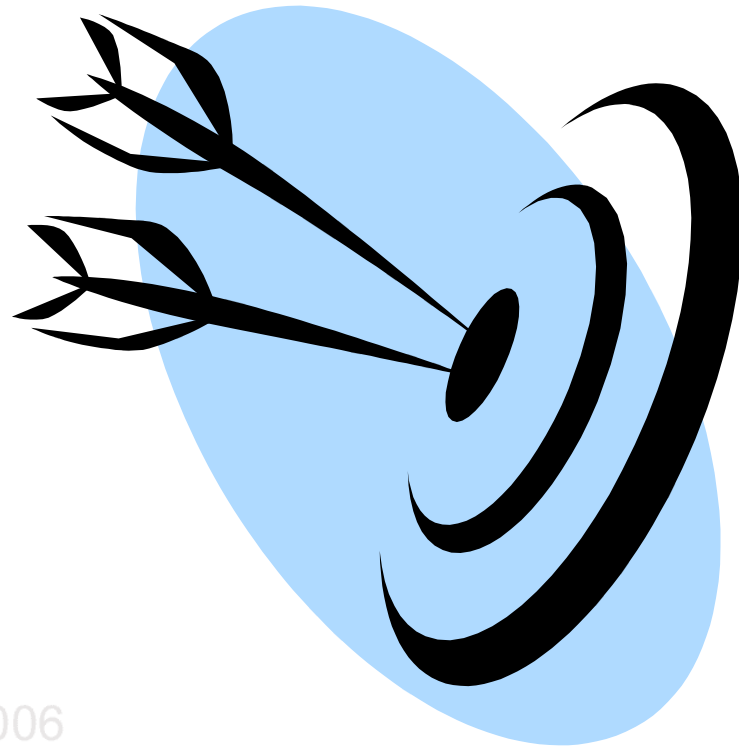
Timely



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Focus



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Post frequently, but not at the
expense of quality

Use images and photographs

Write well

Consider headlines, post size

Polls, Top 10 lists, Contests, How-to's,
Interviews, Controversial topics...





Be Excellent



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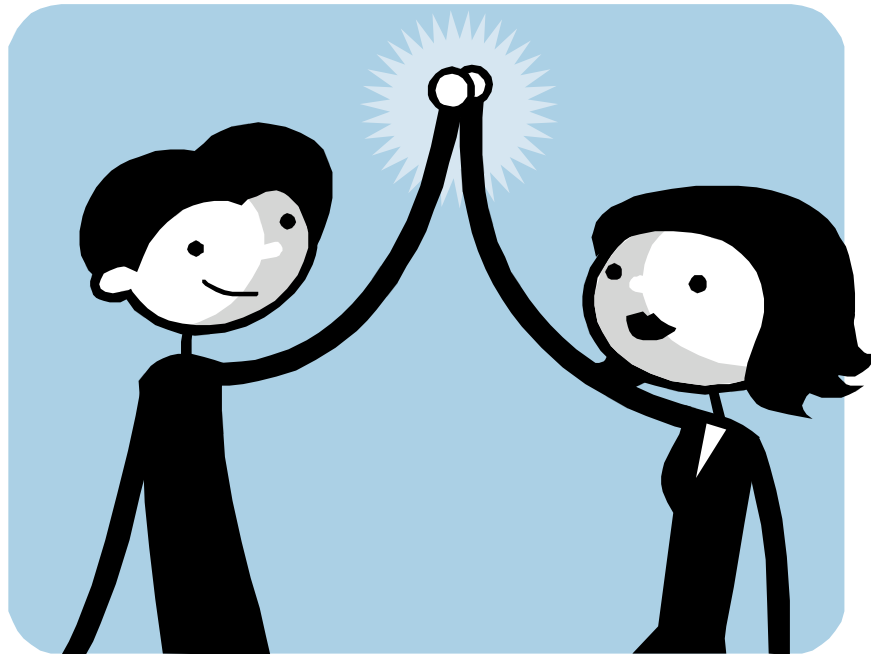


Blog about something
you care about.
A lot.



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Community



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Connect to bloggers who share your interests

Link!

Leave comments!

Plan and join online events (e.g. blog carnivals)

Contribute to the community



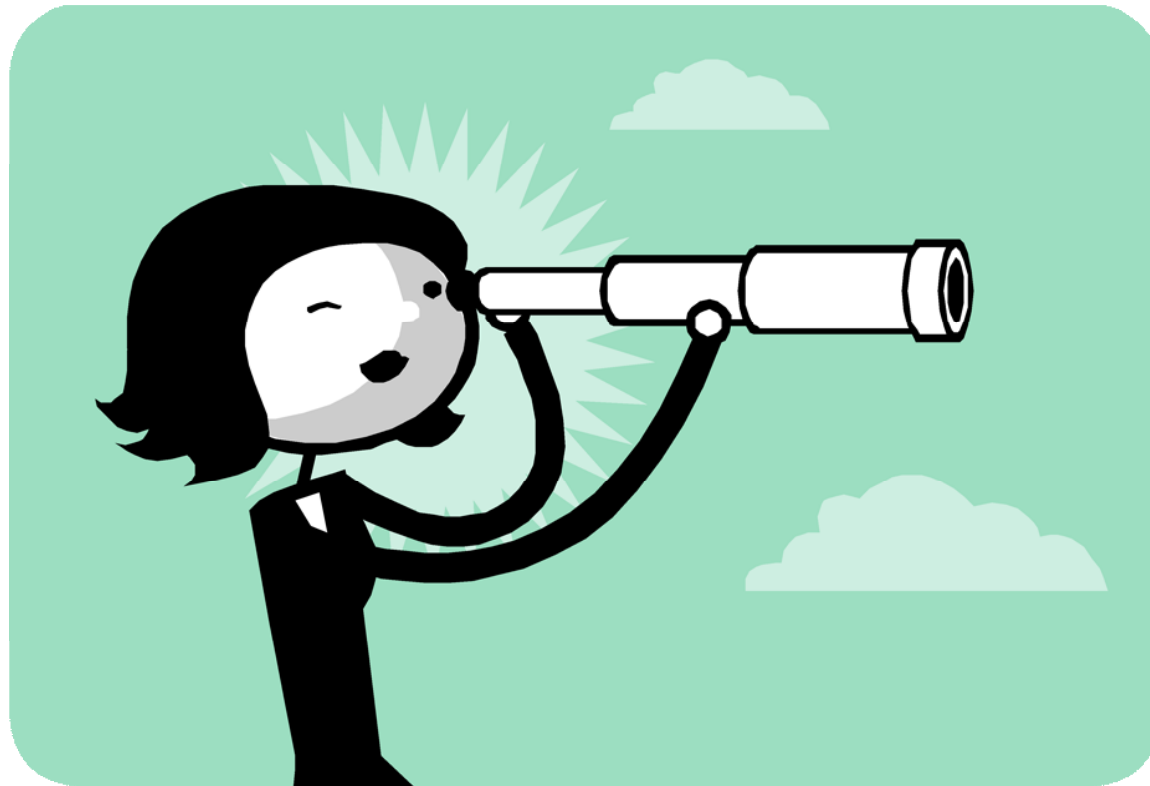
Technology



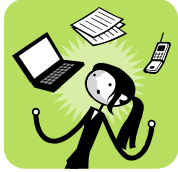
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How do people find your blog?



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How do people find your blog?

- 1) Someone else's website
- 2) Google or other search engines
- 3) Repeat visitor who has bookmarked the site
- 4) Newsfeeds – Bloglines, MyYahoo, Personalized Google
- 5) Del.icio.us, Technorati or other tagging or social bookmarking tool
- 6) Someone emailed your URL
- 7) Press





Google, SEO, Search Engines

Page Rank



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Google, SEO, Search Engines

What contributes to page rank?

- 1) Links from other websites
- 2) Links from websites with high page rank
- 3) Text-based content (not flash or images)
- 4) Use of keywords in text
- 5) Page title
- 6) Good HTML structure (header tags, etc.)





Google, SEO, Search Engines

What detracts from page rank?

- 1) Links to link-farms, spam sites
- 2) 404 errors – links that go to pages that don't exist

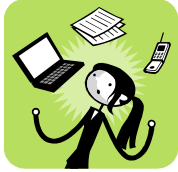




Site Design

Make it easy to load,
easy to read,
easy to find stuff
on PCs and Macs
at 800x600 dpi.





Site Design

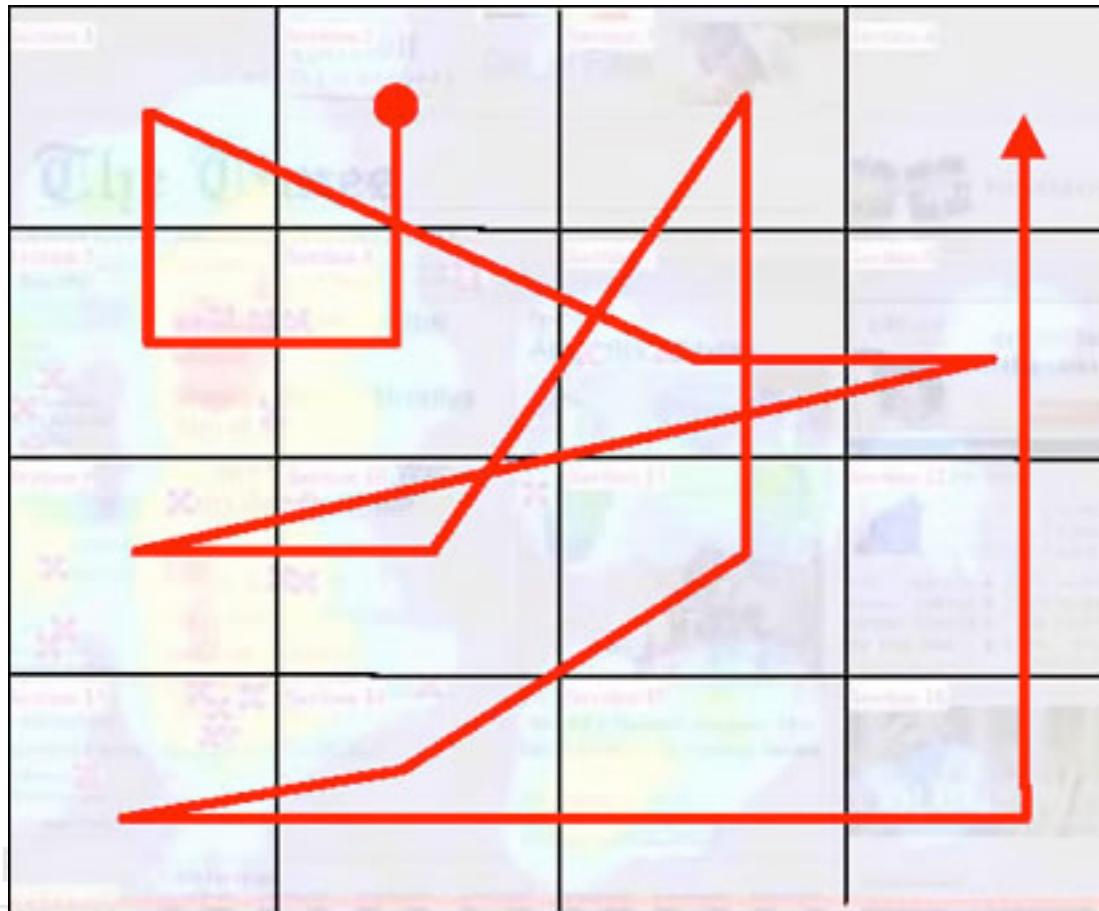
- Image Size (ideally under 15.5K)
- Page length and size (under 100K)
- Font Size (must be readable)
- Clutter (reduce)
- Colored backgrounds (avoid for main text)
- Eye-tracking study (focus on upper left corner)
- Search bars
- Categories
- Multiple browsers (IE-PC, FireFox-PC, FireFox-Mac, Safari-Mac)
- Screen resolution





Site Design

Eye-tracking study



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Source: <http://www.poynterextra.org/eyetrack2004/main.htm>



Site Design

Eye-tracking study



Priority 1

Priority 2

Priority 3



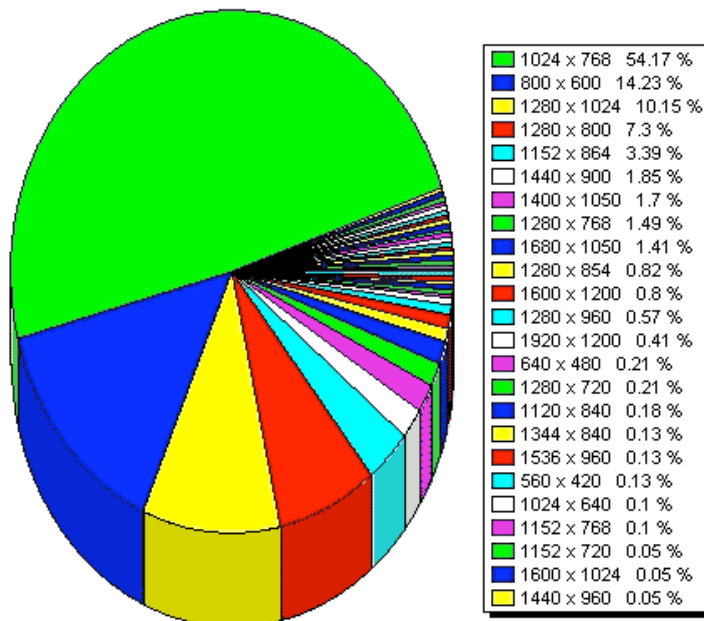
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Source: <http://www.poynterextra.org/eyetrack2004/main.htm>

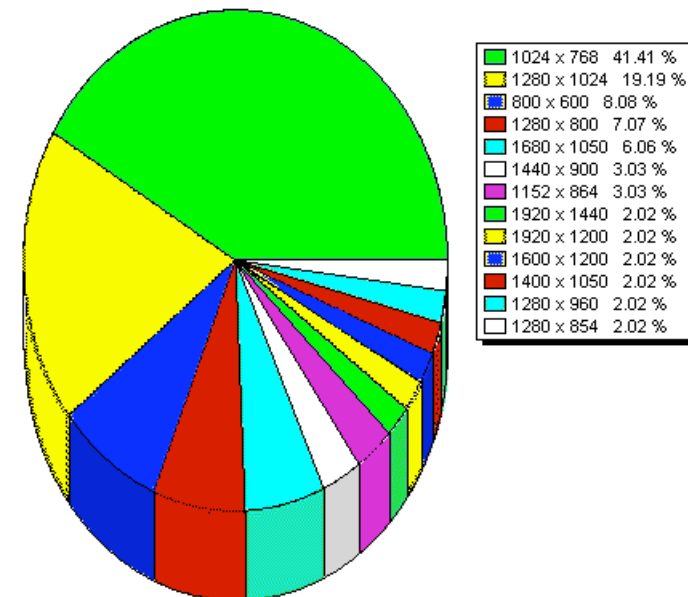


Site Design

Screen resolution



Consumer site*
14% 800x600



Technical site*
8% 800x600



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*Simply Recipes and Learning Movable Type



RSS



Click to subscribe to feed



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RSS – definition

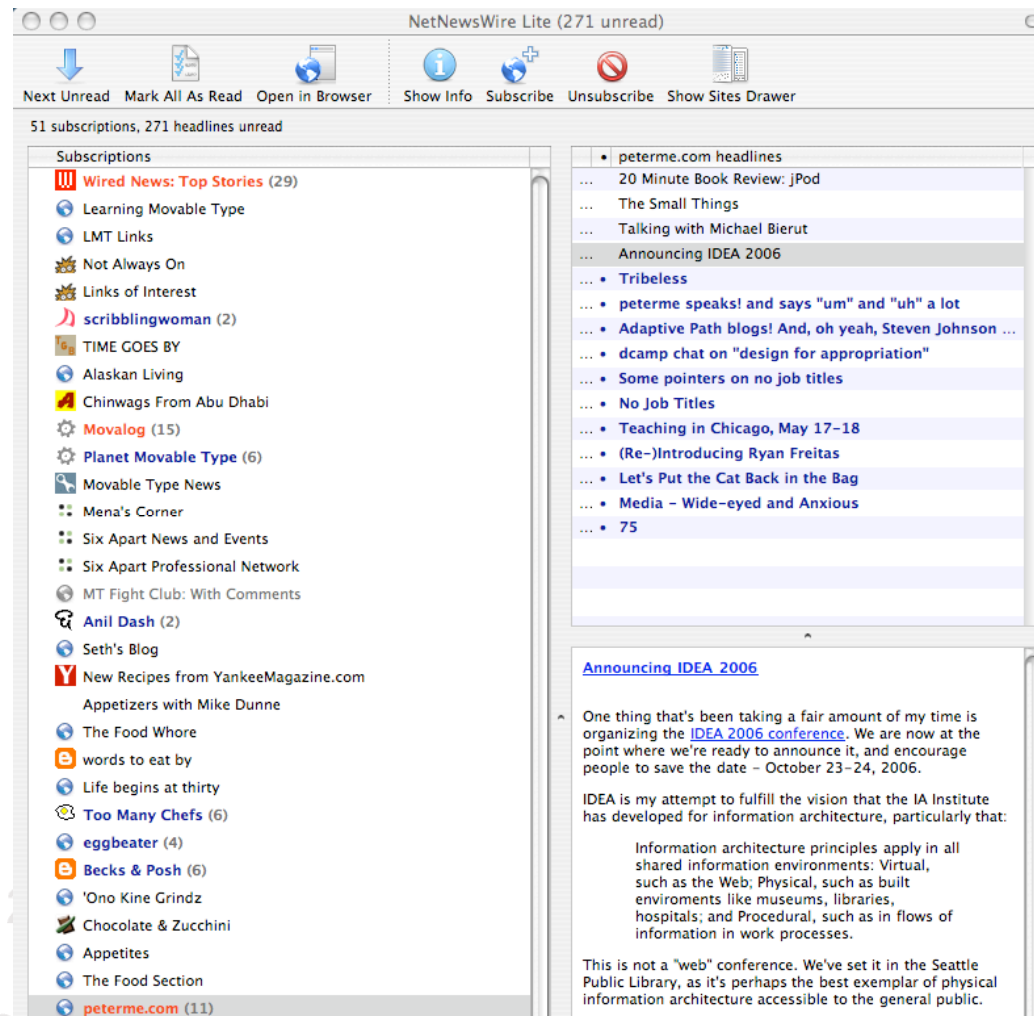
“RSS is a system that allows a blog (or any website) to alert an RSS reader that a blog has been updated.

RSS means that a user can subscribe to any website that supports RSS. It means that once the user has an RSS reader (and there’s one inside of MyYahoo and Firefox and Safari and soon just about everywhere) she can pick a dozen or a 100 blogs and have them home delivered.”





RSS – feed reader





RSS – Personalized Google

[Add content »](#)



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Maps](#) [more »](#)

Google Search

I'm Feeling Lucky

New York Times

[edit](#) [x](#)

[A Hands-On Tribute to the Pain and Valor of 9/11](#)

[The Energy Challenge: Pollution From Chinese Coal Casts a Global Shadow](#)

[Commutes of 1,000 Miles Grow a Bit Longer in Airline Industry](#)

New Zealand Herald - National News

[edit](#) [x](#)

[Kindy teacher gets job back and compensation](#)

[Diabetes breakthrough welcomed](#)

[Liquor boss leaves millions to staff](#)

BBC News

[edit](#) [x](#)

[Palestinian heads clash over vote](#)

[West Bank gunmen free US man](#)

[Hariri inquiry requests extension](#)

About

[edit](#) [x](#)

[Australia/New Zealand for Visitors:](#) [Most Popular Articles](#)

[Devonport, Tasmania](#)

[What Are Stromatolites?](#)

[West Coast Glaciers - Fox Glacier - New Zealand](#)

Weather

[edit](#) [x](#)

[Auckland](#)

17°C

Partly Cloudy

Wind: W at 17 km/h

Humidity: 59%

Today



18° | 14°

Mon



17° | 11°

Tue



13° | 11°




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RSS – Personalized Google

 [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Maps](#) [more »](#)

Accidental Hedonist [edit](#) [x](#)

[Where'd Who Go?](#)

[Kitchen time and the lack thereof](#)

[Consumer group sues FDA over biotech foods](#)

chez pim [edit](#) [x](#)

[Eat My Blog sidebar update](#)

[Yet another whatzit](#)

[How to wake up properly in Spain](#)

101 Cookbooks [edit](#) [x](#)

[Toast and Smash Spice Blend](#)

[Elba's Quinceanera](#)

[Triple Chocolate Espresso Bean Cookies](#)

Simply Recipes [edit](#) [x](#)

[Broccoli Salad](#)

[Shopping Alert - Cuisinart Food Processor](#)



[Six Rules for Eating Wisely](#)

Weather [edit](#) [x](#)

[Carmichael, CA](#)

72°F

Mostly Cloudy
Wind: S at 12 mph
Humidity: 57%

Today	Sun
	
83° 56°	78° 58°



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RSS – Feedburner



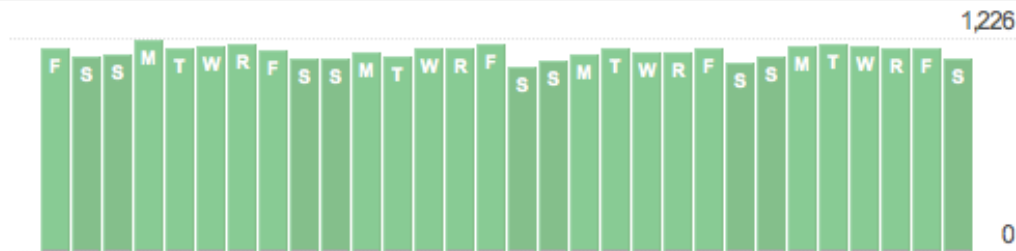
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RSS – Feedburner

Feed Stats Dashboard

Show stats for



Friday, June 23 – Saturday, July 22

♦ **1,157** subscribers (on average) ⓘ

[See more about your subscribers »](#)

Popular Feed Items

NAME	CLICKS
Total	54
A Safe Way to Upgrade to MT 3.3	6
Plugin Compatibility and MT3.3	5
Is Someone Stealing Your Content? The DMCA Is Yo...	5



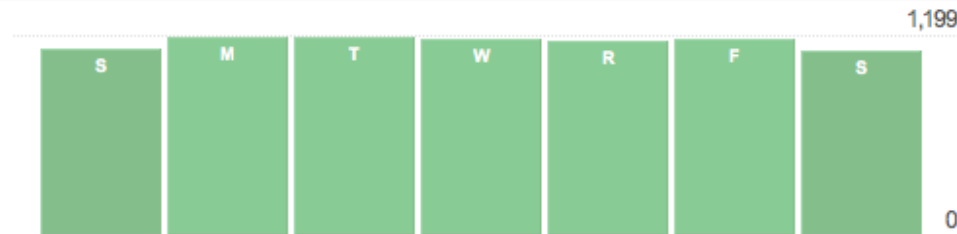
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RSS – Feedburner

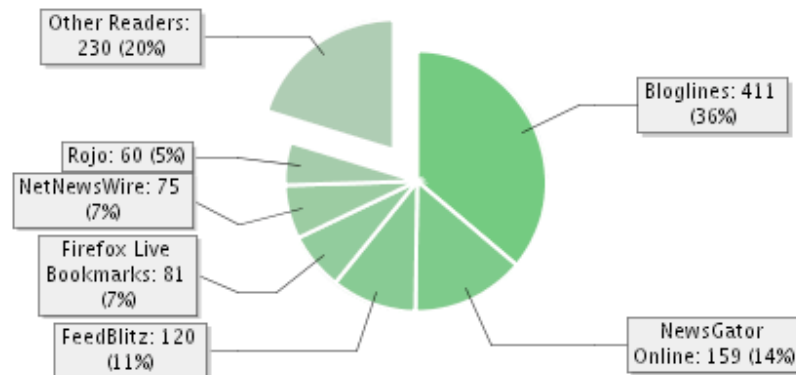
Feed Subscribers

Show stats for last 7 days



Sunday, July 16 – Saturday, July 22

♦ **1,168** subscribers (on average) ⓘ



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RSS – Feedblitz

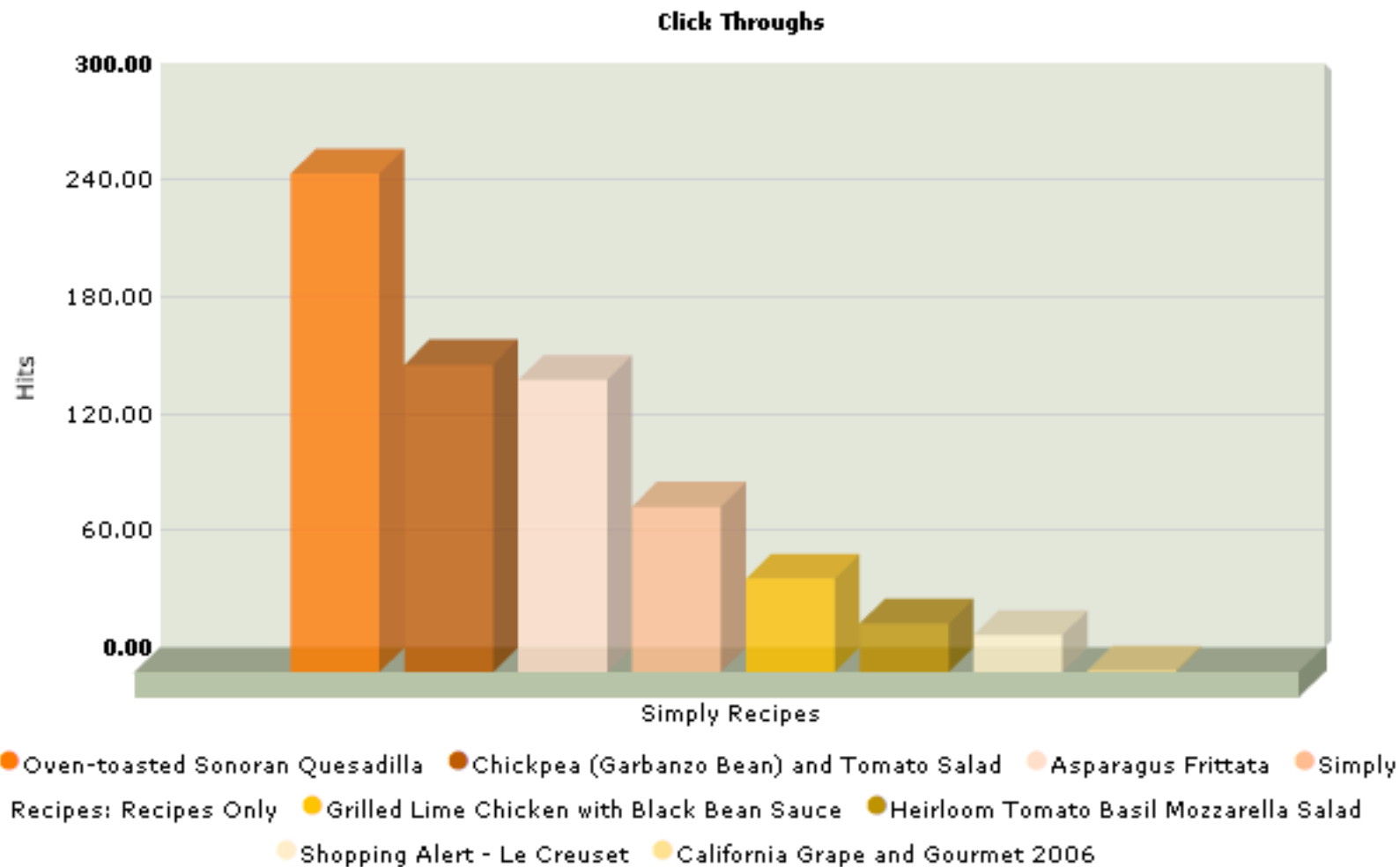
FEED*blitz*



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RSS - Feedblitz



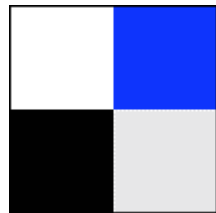


RSS – Promote Your Feed





Tags

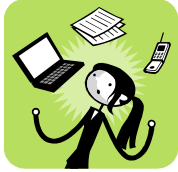


del.icio.us

flickr



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Measuring Site Traffic

Visitors

Page Views

Individual page views

Referrals

Search engine bots - 5-15%

Stats packages

Services - Sitemeter, Google Analytics

Software - AWStats





General

[Summary](#)
[Who's On?](#)
[Traffic Prediction](#)

Recent Visitors

[By Details](#)
[By Referrals](#)
[By World Map](#)
[By Location](#)
[By Out Clicks](#)
[By Entry Pages](#)
[By Exit Pages](#)

Visits

[Day](#) [Week](#) [Month](#) [Year](#)

Visits and Page Views

[Day](#) [Week](#) [Month](#) [Year](#)

Page Ranking

[Entry Pages](#)
[Exit Pages](#)

the amateur gourmet Site Summary

VISITS

Total	1,949,399
Average Per Day	3,145
Average Visit Length	1:34
Last Hour	110
Today	7
This Week	22,017

PAGE VIEWS

Total	3,341,837
Average Per Day	5,753
Average Per Visit	1.8
Last Hour	169
Today	10
This Week	40,271





What stats should you care about?

Number of subscribers (feed or email)

Number of subscribers clicking through

Visitors

Page Views

Individual page views

Technorati – who is linking to you?

Server referrals





In conclusion

Be useful

Focus

Engage your community

Tune your site

Promote your feed

Create a blog of which you are proud



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