



# Building Your Blog Audience

Elise Bauer & Vanessa Fox

BlogHer Conference

Chicago

July 27, 2007

**Content**

**Community**

**Technology**

## Content

Be....

Useful

Entertaining

Timely

# Community

The difference between broadcasting your message and engaging a peer group.

## Community

- Link out to other bloggers
- Leave comments on their sites
- Plan and participate in blog events
- Contribute to the community
- Participate in social networks (put your blog in your profile)

# Technology

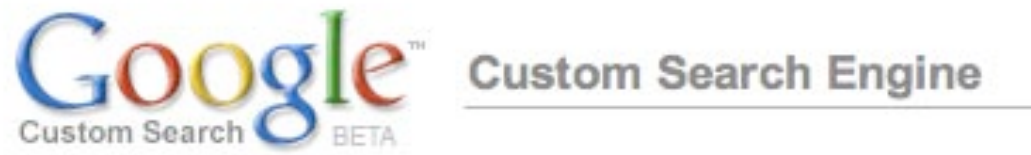
# Google Alerts & Technorati



Welcome to Google Alerts



# Custom Search





## Site Design

Make it easy to load,  
easy to read,  
easy to find stuff,  
on PCs and Macs

## Site Design

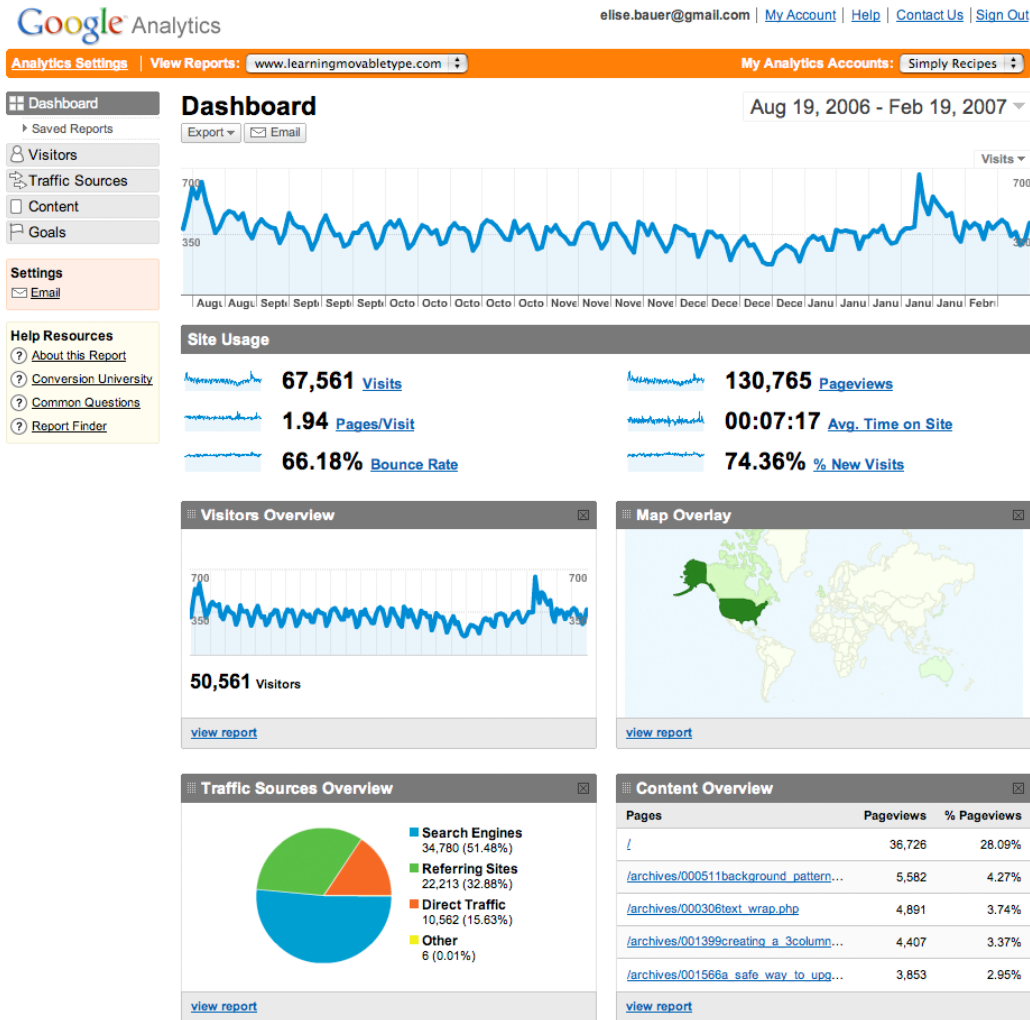
- 1) Image size (ideally under 15.5K each)
- 2) Page length and size (try to keep under 100K)
- 3) Font Size (must be readable)
- 4) Clutter (reduce)
- 5) Colored backgrounds (avoid for main text, too hard to read)
- 6) Search bars (have them up top where people can see them)
- 7) Categories (categorize your entries)
- 8) Multiple browsers (check your site on IE-PC, Firefox-PC, Safari-Mac, Firefox-Mac)
- 9) Screen resolution (remember that some people still use 800x600 monitors)
- 10) Broken links (find and fix them)

## Stats - Measuring Site Traffic

Are you flying without an instrument panel?

- 1) Google Analytics
- 2) Sitemeter

# Stats - Measuring Site Traffic



# Stats - Measuring Site Traffic



statistics | manager | logout

- home
- 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
  - Current Day
  - Previous 7 Days
  - Previous 30 Days
  - Previous 12 Months
- visits and page views
  - Current Day
  - Previous 7 Days
  - Previous 30 Days
  - Previous 12 Months
- page ranking
  - Entry Pages
  - Exit Pages

## Learning Movable Type Site Summary

### VISITS

Total	803,019
Average Per Day	684
Average Visit Length	1:49
Last Hour	18
Today	582
This Week	4,791

### PAGE VIEWS

Total	1,684,542
Average Per Day	1,267
Average Per Visit	1.9
Last Hour	26
Today	998
This Week	8,867

Plus 10,074 visitors before joining *Site Meter* on April 16, 2004

## How do people come to your blog?

- 1) Google or other search engine
- 2) A link on someone else's website
- 3) Newsfeeds - Bloglines, MyYahoo, iGoogle
- 4) Social bookmarking site - StumbleUpon, Del.icio.us, Technorati, Digg
- 5) A link in an email
- 6) Press

# Syndication

# Syndication



Click to subscribe to feed



# Syndication - Feed Readers

mail@elise.com | Settings | My Account | Help | Sign Out

Google Reader

Home  
All items (100+)  
Starred items  
Shared items  
Add subscription Browse »

Show: updated - all Refresh

- 100 Tomato Plants (18)
- 101 Cookbooks
- 18thC Cuisine (2)
- 28 Cooks (10)
- 80 Breakfasts (8)
- A Full Belly (1)
- A Mingling of Tastes (10)
- Accidental Hedonist (32)
- Aidan Brooks: Trainee... (16)
- alaska cooks (4)
- Alice Q. Foodie (13)
- alpineberry (10)
- an open cupboard (7)
- Andrea's Recipe Box (6)
- Anne's Food (31)
- Appetites (8)
- Avenue Food: Recent E... (4)
- Baby Rambutan (6)
- Bacon Press (3)
- bakingsheet (6)
- Banlieusardises.com -... (12)
- Basic Juice - the win... (10)
- Becks & Posh (20)
- French Kitchen in Ame... (34)
- Have you met the Baki... (26)
- La Tartine Gourmande (14)
- Peppermint Tea (39)
- Rookie Cookery (3)
- Simply Recipes (21)
- The Old Foodie (22)
- WELL FED (2)


## 101 Cookbooks

Show: 0 new items - all items Mark all as read Refresh

Feed settings... Expanded view List view

### ☆ A Few Favorite Things

Feb 16, 2007 9:17 PM




It has been a [few months](#) since I've pulled together a "favorites" list. So, here goes...

#### Victory Gardens

Amy Franceschini is [working on a project](#) that beautifully demonstrates how life, art, food, design and community can intersect to make a positive impact on the way we live. Some of you might remember the Victory Gardens of World War I & World War II? It was long before my time, but Amy's project is referencing history as it re-imagines these gardens and how we could deploy them again. I attended a talk last night at the SFMoMA where Amy presented her vision to a modest crowd. I spent the entire hour trying not to fidget in my seat - excited to get involved, wondering what I could contribute to help push this project/movement forward. The archival images she presented and statistics she cited were both compelling and inspiring. A couple examples:

- In 1943, 20 million Victory Gardens were producing up to 41 percent of all the vegetable produce that was consumed in the nation - it was my understanding that the bulk of this transformation took place over two years. In San Francisco and across the country public land was put to use, including portions of Golden Gate Park. [Have a look at this garden](#) near the front steps of San Francisco City Hall.
- There are roughly 1822 acres of possible food production land in backyards, public lots, and

# Syndication - Feed Readers


**Bloglines** 

Feeds | Blog | Clippings | Playlists

Add Edit Options


6 feeds Mark All Read

- Adam Kalsey
- BlogHer**
- Brad Choate (21)
- Simply Recipes (98)
- tima thinking outloud. (1)
- The Tweezer's Edge: Blogging

Additional Features 

- B** Image Wall New!
- B** Recommendations | Tips
- B** Create Email Subscriptions
- B** Open Notifier | Download Notifier
- B** Get a Subscribe To Bloglines Button
- B** Easy Subscribe Bookmarklet
- B** Tell A Friend
- B** Import Subscriptions
- B** Export Subscriptions
- B** Directory
- B** Share

Welcome elise Ask | Account | Help | Log Out

Search for Posts   More Options

Forums Search

**67 subscribers** | related feeds | mark all new | unsubscribe | edit subscription

## BlogHer

Where the women bloggers are

9 Items | [Sort Oldest First](#) | Updated: Fri, Mar 16 2007 3:27 PM

- [Health and Science News of the week \(3/16/07\)](#)
- [Sofia Coppola Feminism](#)
- [ClubPenguin.com is Safe Haven for Kids](#)
- [Fabrics, Buttons, Bows, Ribbon and Sample Sales in New York](#)
- [Women at Work: Blogging the Cheerleader - Pharmaceutical Sales connection](#)
- [Nominate your favorite hi-tech social impact project for this award](#)
- [Fashion Week in Review | Hello patent leather, goodbye skinny jeans](#)
- [LaLaGirl - Twinfinite Chaos](#)
- [Life Learning Today](#)

Display items within the last

Hotkeys: **j** - next article **k** - previous article **m** - collapse/expand left pane **s** - next sub **f** - next folder  
**A** - read all **n** - toggle keep new **o** - open article **O** - open article in background **r** - refresh left pane

# Syndication - iGoogle



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

Google Search I'm Feeling Lucky

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

[Where'd Who Go?](#)  
[Kitchen time and the lack thereof](#)  
[Consumer group sues FDA over biotech foods](#)

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

[Toast and Smash Spice Blend](#)  
[Elba's Quinceanera](#)  
[Triple Chocolate Espresso Bean Cookies](#)

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

[Eat My Blog sidebar update](#)  
[Yet another whatzit](#)  
[How to wake up properly in Spain](#)

## **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%



83° | 56°



78° | 58°

# Syndication - My Yahoo

MY YAHOO!

Welcome, **elisebauer2**  
[ Sign Out, My Account ]




[? help](#)

CUDDLE TIME. **YAHOO! PERSONALS**

IM A  W  SEEKING A  M   
 AGE  TO  ZIP

Category: [Web](#) [Images](#) [Video](#) [Local](#) [News](#) [Shopping](#)

Fri, Mar 16, 04:49 pm

Search:

[Try the new My Yahoo! Beta »](#)

[+ Add Content](#)
[+ Change Layout](#)
[+ Change Colors](#)

[My Front Page](#) | [Add New Page](#)


**Weather** edit x

<a href="#">Burbank, CA</a>	53...83 F	
<a href="#">Carlisle, MA*</a>	23...28 F	
<a href="#">Carmichael, CA</a>	52...83 F	
<a href="#">New York, NY*</a>	27...32 F	
<a href="#">Palo Alto, CA</a>	50...77 F	
<a href="#">San Francisco, CA</a>	54...75 F	

\*Indicates severe weather alert

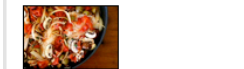
search by Zip Code or City

experian What's Your **Credit Score?**



**Simply Recipes** edit x

Show One at a Time...



**Tilapia with Pimiento Sauce** - 15 hours ago



**Irish Soda Bread** - 7 hours ago



**Lead Photo** edit x

**Reuters: Business** edit x

- [Wal-Mart pulls bank petition, Home Depot still in](#) - 4 hours ago
- [CVS finally wins Caremark for \\$24 bln](#) - 2 hours ago
- [Mortgage lenders get a lifeline, troubles linger](#) - 2 hours ago

**MarketWatch** edit x

- [Microsoft and SEC discussed revenue reporting](#) - 17 minutes ago
- [Stocks fall as resource sector loses ground](#) - 17 minutes ago
- [St. Patrick's Day always a boost for alcohol companies](#) - 17 minutes ago

**Reuters: Top Stories** edit x

- [No decision on Rove testifying](#) - one hour ago
- [Iranian leader's trip to New York OK with U.N.](#) - 4 hours ago
- [CIA spy at heart of leak scandal breaks silence](#) - 2 hours ago

**Reuters: Technology** edit x

- [More video games, fewer books at schools?](#) - 5 hours ago
- [Memory workouts beat other computer games in study](#) - 5 hours ago
- [Slacker personalizes Internet radio with iPod rival](#) - 3 hours ago

**The Unofficial Apple Weblog (TUAW)** edit x

- [Adobe Teams up with Apple for CS3 Launch + Webcast](#) - 4 hours ago
- [Apple to amend options for employees](#) - 4 hours ago
- [rex remote from Silk](#) - 5 hours ago
- [Apple's Magical Mystery Touch Screen](#) - 5 hours ago
- [Wooden iPod cases](#) - 6 hours ago

**Slashfood** edit x

- [Friday Happy Hour: Hot Irish Coffee](#) - 6 hours ago
- [What do you drink on St. Patrick's Day?](#) - 8 hours ago
- [Food Porn: Key Lime Cheesecake](#) - 10 hours ago
- [Pop Food: The Battle of the New Doritos](#) - 11 hours ago
- [Will you still buy Peter Pan?](#) - 12 hours ago

**Stock Portfolios** edit x

**My First Portfolio** Edit

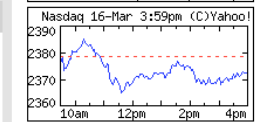
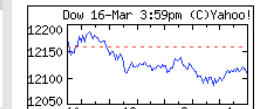
DJIA	12110.41	-49.27
NASDAQ	2372.66	-6.04
^SPC	1386.95	-5.33
^TYX	4.695	+0.003
YHOO	29.88	-0.18
SYMC	16.90	+0.28
ARTG	2.26	-0.02
EBAY	31.74	0.00
AAPL	89.59	+0.02
AMZN	37.85	+0.07
ADBL	10.93	-0.04
Total (\$):	904.00	-3096.00

U.S. Markets closed

[Symbol Lookup](#)

[Providers - Disclaimer](#)  
 Quotes are delayed 20 minutes.  
 Get [Streaming Real-Time Quotes](#).  
 \* = news in the last 24hrs

**Market Summary** edit x



Dow 12110.41 -49.27 (-0.41%)

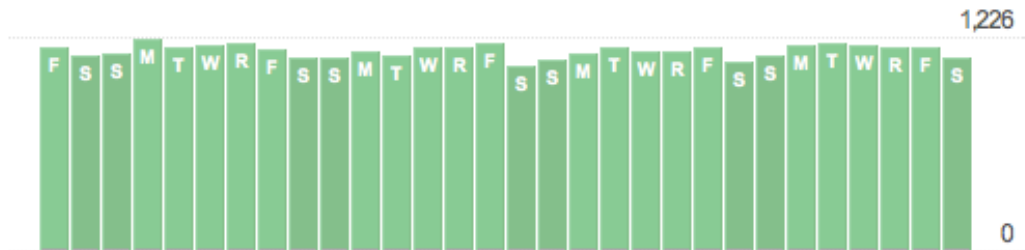
# Syndication - Promote Your Feed



# Syndication - FeedBurner

## Feed Stats Dashboard

Show stats for



Friday, June 23 – Saturday, July 22

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

[See more about your subscribers »](#)

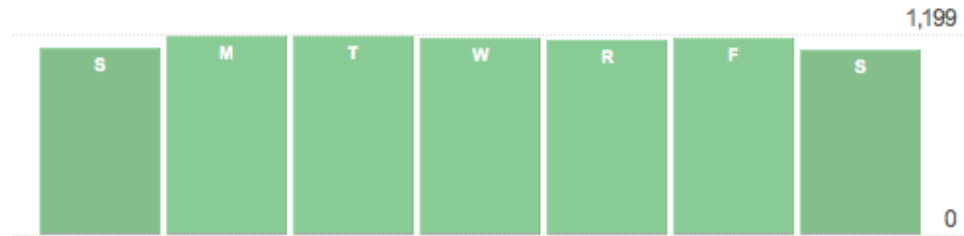
### Popular Feed Items

NAME	CLICKS
<b>Total</b>	<b>54</b>
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

# Syndication - FeedBurner

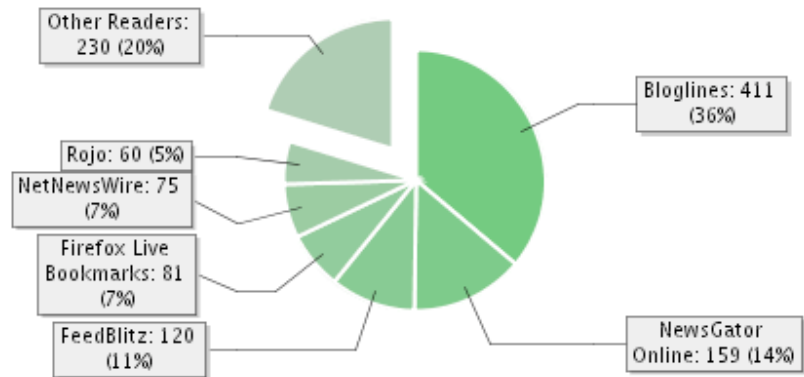
## Feed Subscribers

Show stats for last 7 days



Sunday, July 16 – Saturday, July 22

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



## Syndication - Feed to Email





## Syndication - Discoverability

Make sure this code is in the header section of your site code:

```
<link rel="alternate" type="application/rss+xml" title="A title for your feed" href="http://the-url-for-your-newsfeed.com" />
```

Example:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

```
<html xmlns="http://www.w3.org/1999/xhtml" >
```

```
<head>
```

```
<title>Learning Movable Type </title>
```

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
```

```
<link rel="shortcut icon" href="http://www.learningmovabletype.com/images/favicon.ico" />
```

```
<link rel="stylesheet" href="http://www.learningmovabletype.com/lmt.css" type="text/css" />
```

```
<link rel="alternate" type="application/rss+xml" title="RSS" href="http://feeds.feedburner.com/LMT" />
```

```
</head>
```

## Great resources

- 1) [http://www.alexac.com/site/devcorner/site\\_report](http://www.alexac.com/site/devcorner/site_report)
- 2) <http://www.websiteoptimization.com/services/analyze/>
- 3) <http://probblogger.net>
- 4) <http://www.successful-blog.com>
- 5) <http://eMomsAtHome.com>

# Search Engine Optimization

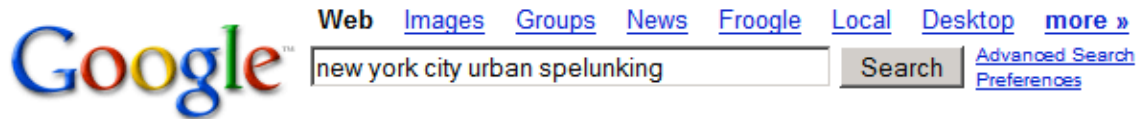
## Why is search important?

Search is **reverse advertising**: potential visitors to your site are broadcasting exactly what they are looking for.

You can connect with your readers in an individualized way by harnessing this.

You have a captive audience, looking for exactly what you have to offer.

# An overview of search



Web

Results 1 - 10 of about 29,800 for [new york city urban spelunking](#). (0.17 seconds)

## [Infiltration: Ben Hines Interview](#)

However, I bet the oldest steam tunnels would be under **New York City**. NYC has an amazing underground ... I hope to go **urban spelunking** there someday. ...

[www.infiltration.org/utility-benhines.html](http://www.infiltration.org/utility-benhines.html) - 18k - [Cached](#) - [Similar pages](#)

## [Infiltration: Infilspeak Dictionary](#)

... or thousands of people who live in the tunnels under **New York City**, ... **spelunking** <from caver jargon> n.v. exploring caves, whether natural or manmade ...

[www.infiltration.org/resources-infilspek.html](http://www.infiltration.org/resources-infilspek.html) - 19k - [Cached](#) - [Similar pages](#)

## [The Big Apple: Creepers & Infiltrators \(\*\*urban\*\* explorers\)](#)

... quotations, and evidence on the true origins of a **New York City** nickname, ...

The **spelunking** doyenne of the **New York urban** exploration scene, ...

[www.barrypopik.com/article/744/creepers-infiltrators-urban-explorers](http://www.barrypopik.com/article/744/creepers-infiltrators-urban-explorers) - 7k - [Cached](#) - [Similar pages](#)

## [SUBCULTURE / Going underground / \*\*Urban\*\* explorer documents the ...](#)

The **spelunking** doyenne of the **New York urban** exploration scene, ... Like other old cities, **New York** is an underground bonanza of architectural relics: the ...

[sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/03/06/LVGVPBI8MC1.DTL](http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/03/06/LVGVPBI8MC1.DTL) - 31k - [Cached](#) - [Similar pages](#)

### Goals:

- Relevant, useful results
- Exactly what searcher is looking for
- Searcher spends as little time on the page as possible

Google search results

# The mechanics of showing up in search results

**Discovery:** search engines have to know the site exists.

- Following links from other pages
- Through a Sitemap submission

**Crawlability:** search engines have to be able to access the pages.

- Are they allowed to access the pages?
- Can they technically access the pages?
- Can they extract text from the pages?

**Relevance:** is a page from the site the most useful result for the search query?

- What is the page about? What words are used on the page?
- How well is the page linked and how is it described by other sites?

## Building your site

**What is your site about? Who is your audience?**

List top ten phrases for your site.

Each phrase should be at least two words (“running shoes” rather than “shoes”)

If time allows, research what people are actually searching for.

# Researching your phrases: Yahoo and Google

Searches done in June 2006	
Count	Search Term
616197	shoes
276153	new balance shoes
111746	shoes store
92420	womens shoes
79308	jordan shoes
67404	nike shoes
49962	shoes repair
44199	man shoes
42994	puma shoes
32618	aldo shoes
32278	merrell shoes
30757	bakers shoes
27857	wholesale shoes
27434	running shoes
27258	sexy shoes

<u>Keywords</u>	<u>Search Volume</u>
dress shoes	
ladies shoes	
shoe	
shoes	
shoes women	
walking shoes	
wide shoes	
women's shoes	
womens shoes	
basketball shoes	
black shoes	
chaussures	
clarks shoes	
converse shoes	



## Researching your phrases

<http://searchengineland.com/070709-082957.php>

## Using those phrases in your content

Have good, relevant, unique content for each phrase (blogs are naturally great for this)

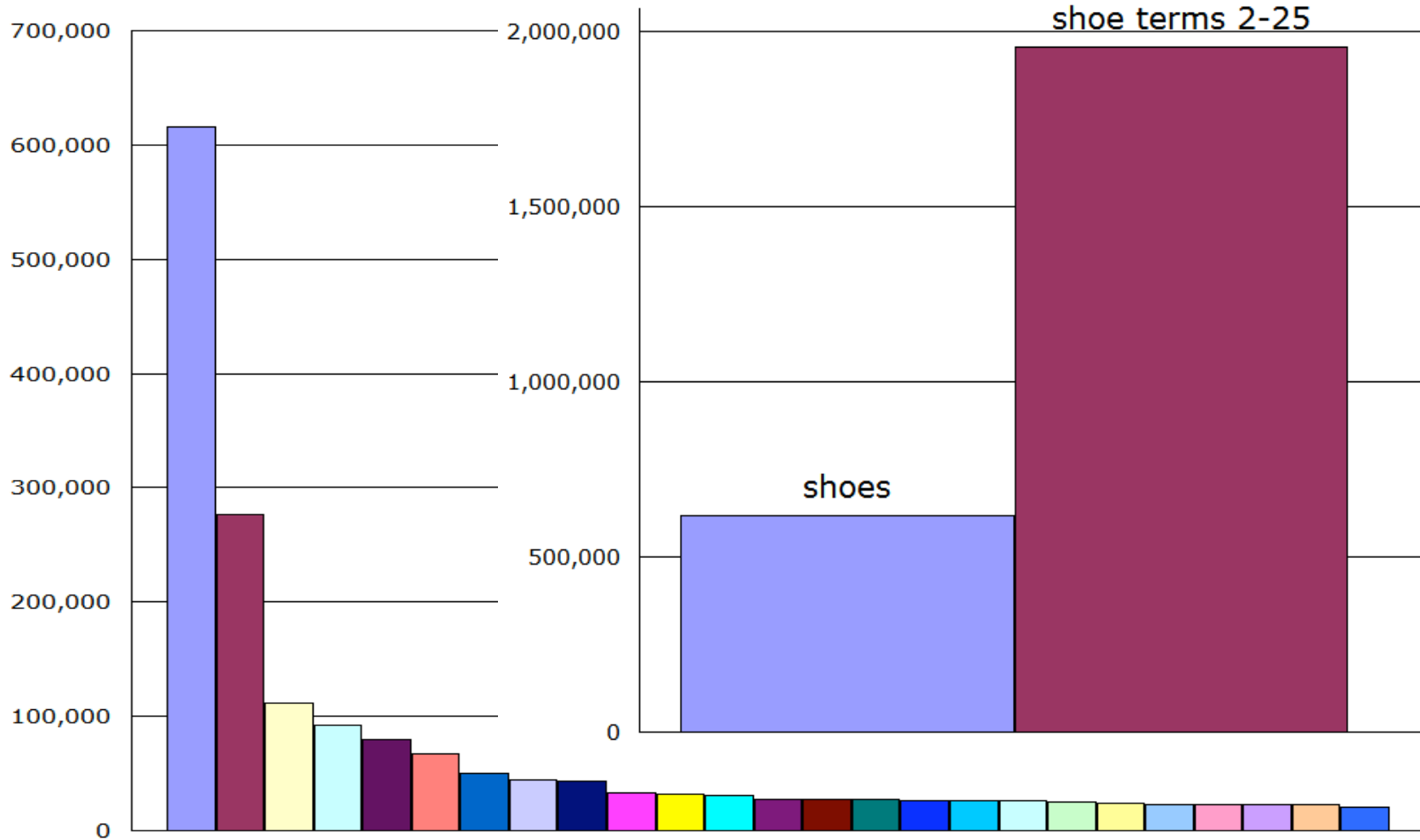
Try searching your own site for your keywords. If you can't find them, search engines won't!

Text in graphics, videos, Flash, and other multimedia doesn't count.

Remember that less important (“long tail”) terms add up

# The “long tail” of search can really add up

<http://blog.searchenginewatch.com/blog/050314-164653>



## Are you using your keywords?

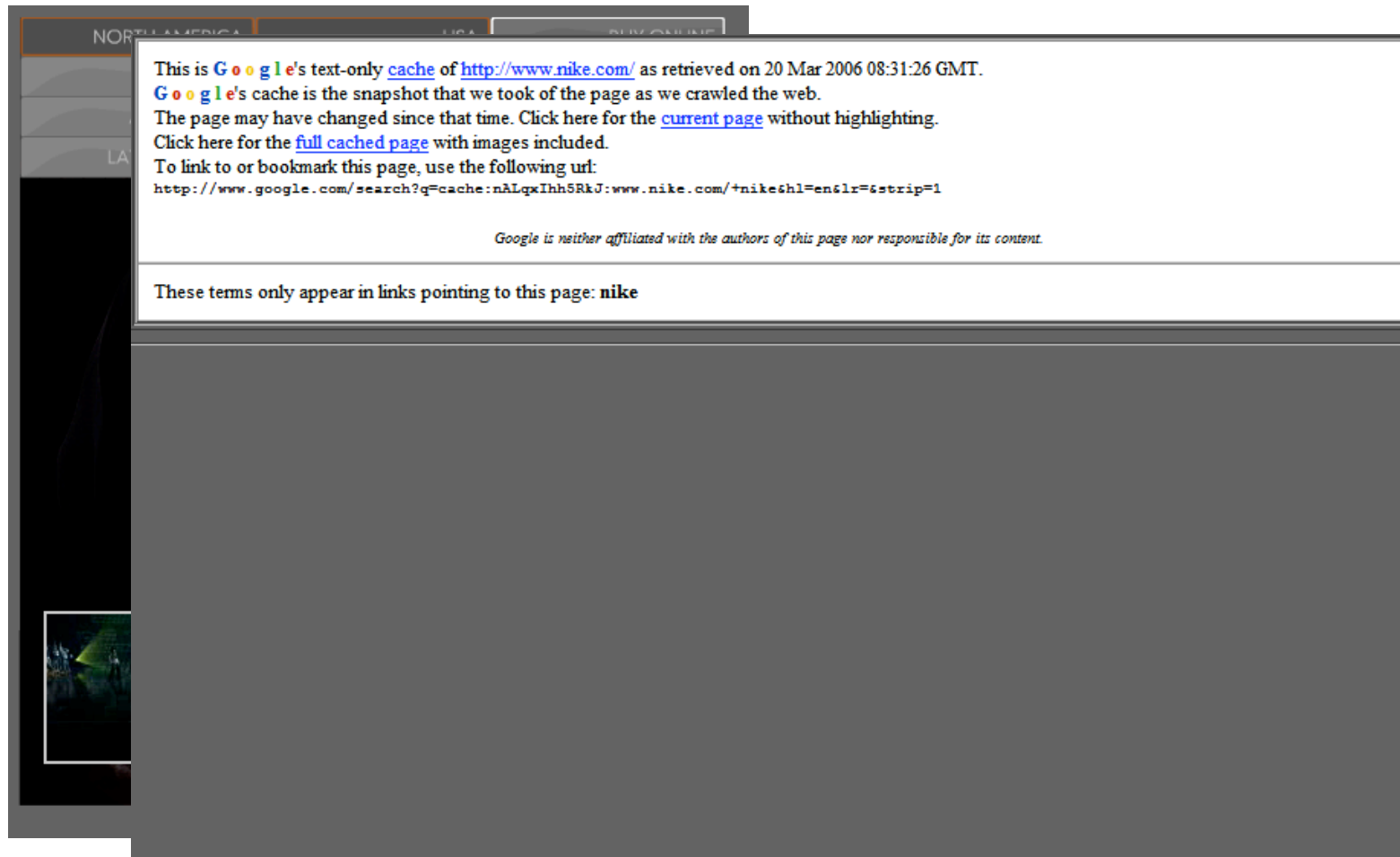
Zappos – 21% of all traffic for “shoes”

- Top of 191 sites measured by Hitwise.com in the United States for Feb. 2006

Nike – 1% of all traffic for “shoes”

- 14<sup>th</sup> ranked for the term

# Nike: What Google Sees



# Nike: What Google Sees



The screenshot shows the Nike website's navigation area. At the top right, there are links for "GET EMAIL UPDATES" and "SEARCH". On the left, the Nike logo is visible. Below it, a "Men's" dropdown menu is open, listing various product categories. To the right of the menu, there are several navigation links: "Shop Nike Home", "Register with Niketown.com", "Sign In", "View An eCatalog", "Catalog Quick Shop", and "Shopping Cart". Below these links, there is a "product search" section with a list of product categories and their corresponding links. The categories include Men's, Women's, and Kids', each with a list of sub-categories and links. At the bottom, there are links for "Customize and Buy!", "Customer Service Store Locator", and a list of footer links including "nike.com", "Site Map", "privacy policy", "terms of use", and "2005 nike all rights reserved".

GET EMAIL UPDATES SEARCH



- ◆ [Shop Nike Home](#)
- ◆ [Register with Niketown.com](#)
- ◆ [Sign In](#)
- ◆ [View An eCatalog](#)
- ◆ [Catalog Quick Shop](#)
- ◆ [Shopping Cart](#)

Men's ▾

- : All Foot
- : All Appa
- : All Equip
- : All Head
- : Baseball
- : Basketball
- : College
- : Cycling
- : Football
- : Golf
- : Jordan
- : Lance 1
- : NIKE iD
- : NIKE6.0
- : Olympic
- : Outdoor
- : Running
- : Soccer
- : Sport C
- : Tennis
- : Training
- : Clearan

product search

Men's [All Footwear](#)[All Apparel](#)[All Equipment](#)[All Headwear](#)[Baseball](#)[Basketball](#)[College](#)[Cycling](#)[Football](#)[Golf](#)[Jordan](#)[Lance 10//2NIKE](#)[iDNKE6.0](#)[Olympics](#)[Outdoor](#)[Running](#)[Soccer](#)[Sport Culture](#)[Tennis](#)[Training](#)[Walking](#)[Clearance](#)

Women's [All Footwear](#)[All Apparel](#)[All Equipment](#)[Cardio](#)[Fitness](#)[Dance](#)[Golf](#)[NIKE iD](#)[Olympics](#)[Outdoor](#)[Running](#)[Soccer](#)[Sport Culture](#)[Tennis](#)[Walking](#)[Yoga](#)[Clearance](#)

Kids' [Boys'](#)[Girls'](#)[Jordan](#)[NIKE iD](#)[All Apparel](#)[All Equipment](#)[All Footwear](#)[Clearance](#)

[Ready to Run](#)

[Spring Preview 2006 eCatalog](#)

[Nike Shox Ballo \\$100](#)

[Keep dancing feet happy.](#)

Women's:

- : All Foot
- : All Appa
- : All Equip
- : Cardio
- : Fitness
- : Golf
- : NIKE iD
- : Olympic
- : Outdoor
- : Running
- : Soccer
- : Sport C

- ◆ [nike.com](#)
- ◆ [Site Map](#)
- ◆ [privacy policy](#)
- ◆ [terms of use](#)
- ◆ 2005 nike all rights reserved

# Zappos: What Google Sees

Shoes delivered in 4-5 days when you order your shoes with free standard shipping!

[Zappos Couture](#) [Trends - The newest in designs and designers!](#) [Handbags](#)  
[Easter Shoes for Kids](#) [Men's and Women's Boots](#)  
[Boots](#) [Sandals](#) [Slippers](#) [Juniors](#) [Kids](#)

Find Shoes! [View More Brands](#)  
[Clarks](#) [Bandolino](#)  
[New Balance](#) [Keen](#)  
[rsvp](#) [Lacoste](#)

Find **shoes** from over 500 brands!  
[Brand List](#) | [Designer Collection](#)

Women's [Athletic](#), [Dress](#), [Casual](#), [Sale](#)  
 Men's [Athletic](#), [Dress](#), [Casual](#), [Sale](#)

**Shoes by Lifestyle** [View More Lifestyles](#)  
[shoes from our finest brands](#) [athletic footwear for every activity](#) [limited edition shoes](#)  
[shoes for the office](#) [comfortable shoes](#) [shoes for the skate park](#) [shoes to lounge around in](#)

**Shoes by Department** [Men's](#) | [Women's](#) | [Kids'](#) | [Accessories](#)

**Men's Dress Shoes:**  
[Dress Boots](#), [Dress Comfort Shoes](#),  
[Lace-Up/Oxford](#), [Dress Slip On](#), [more...](#)

**Men's Casual Shoes:**  
[Boat Shoes](#), [Casual Boots](#), [Casual Comfort Shoes](#),  
[Clogs/Mules](#), [Loafers](#), [Oxfords](#),  
[Casual Sandals](#), [Slippers](#), [Trendy Shoes](#),  
[Walking/Comfort](#), [Work & Duty](#), [more...](#)

**Women's Dress Shoes:**  
[Dress Boots](#), [Dress Comfort Shoes](#), [Dress Flats](#),  
[Dress Sandals](#), [Dress Shoes](#), [more...](#)

**Women's Casual Shoes:**  
[Casual Boots](#), [Casual Clogs](#), [Casual Comfort Shoes](#),  
[Casual Flats](#), [Loafers](#), [Mary-Janes](#),  
[Mules](#), [Oxfords](#), [Casual Platforms](#), [Casual Sandals](#),  
[Slippers](#), [Work & Duty](#), [more...](#)

[Free Shipping on all Shoes](#)  
[Latest Shoe Styles](#)

Congratulations to this week's winner,  
**Elizabeth D. from Boulder Heights, CO!**  
[Win Free Shoes!](#)

[Search](#)

[Home](#)  
[Brand List](#)  
[Latest Styles](#)  
[Handbags](#)  
[Diaper Bags](#)  
[Men's Bags](#)  
[Accessories](#)  
[Couture Collection](#)

# The power of the title tag

The title tag? Yes -- the `<title></title>` tag!

Every page should have a unique title with relevant keywords

Keep it short, attractive and enticing.

- Remember, you want people interested

Visitors will be coming from RSS readers and search results – make sure the title is descriptive of the content.

Make the URL descriptive also

Consider your domain name



## Meta description tag

Use it to describe pages your way, not the search engine's way

- Sell your site, but don't mislead
- Incorporate the page's target term
- 200-250 characters in length, but more is OK
- Make sure each page has a unique meta description tag
- Use your blogging software to use the first paragraph or RSS snippet of your blog entry.

*Let's take a closer look...*

## **Make sure search engines can access your content**

Content should be in HTML whenever possible.

Don't put everything in Flash, images, javascript, AJAX, or video.

Use these elements when useful (for instance, a demo, podcast, video, or images) and create text around them that describes them.

Remember, search engines are text based!

Blogs are generally great for search engines, because they have a lot of indexable text.

## Crawlability

Are all the pages available?

Does your server have downtime or load slowly?

How accessible is your site? Can it be viewed by mobile browsers and in screen readers?

Is your content behind a login or require cookies?

Are you blocking sensitive content with a robots.txt file?

<http://googlecustomsearch.blogspot.com/>

## Discoverability

Search engine crawlers follow links from other sites, so ensure your site is well-linked.

Ensure you have a good HTML site map.

Make sure your major pages are linked from your home page.

Submit a Sitemap file to each search engine – you can submit the RSS feed of your blog!

## Submitting to search engines and using search engine tools

### **Sitemaps standard**

<http://www.sitemaps.org>

### **Google webmaster central**

<http://www.google.com/webmasters/>

### **Yahoo**

<http://siteexplorer.search.yahoo.com>

### **Windows Live Search**

<http://search.live.com/docs/submit.aspx>

### **Ask**

<http://about.ask.com/en/docs/about/webmasters.shtml>

## The power of links

It's more than sheer numbers

Is a site more important than others?

If so, then a few links from quality sites  
is better than hundreds of links from bad sites

- These pages can transmit their importance to other

And context is also key...

## Link building rules

Get links from web pages that are read by the audience you want.

Buy links for traffic, not PageRank.

Link to sites because you want your visitors to know about them.

Blogs are great for community building, link baiting (adding content to your site that lots of people will find interesting), and frequently changing content, all of which attracts links.

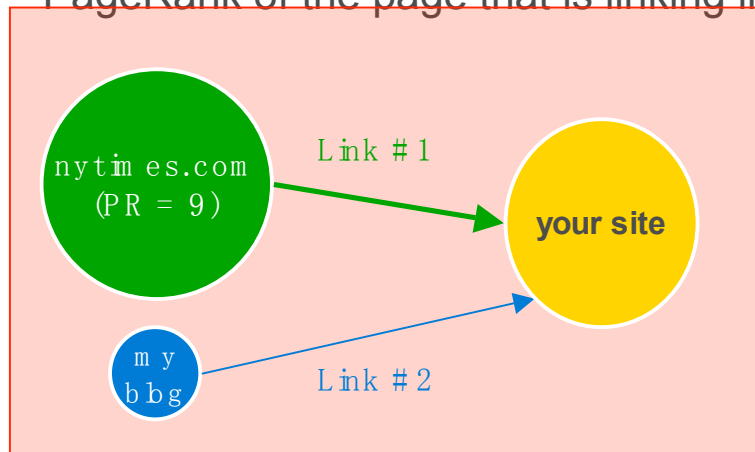
# Ranking factors

200+ factors are considered for ranking in Google, 2 main categories

- **Relevance** | How well the content of a specific page (not site) matches the user's search query, taking into account signals like # times the word appears, where it appears, anchor text of linking pages, etc.
- **Importance** | The popularity and authoritativeness of a page, calculated when index was built. On Google, this factor is known as PageRank

What determines PageRank?

- Number of links that come in to page
- PageRank of the page that is linking in



Both links count...  
But Link #1  
counts more.



## Write and be found

The most important thing in search engine ranking is relevant, useful content.

All these other things just help make sure search engines and visitors can find that great content

Happy writing!