# Building Your Blog Audience

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# Content

# Community

# Technology

## Content

Be….

Useful

Entertaining

Timely

# Community

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

# Community

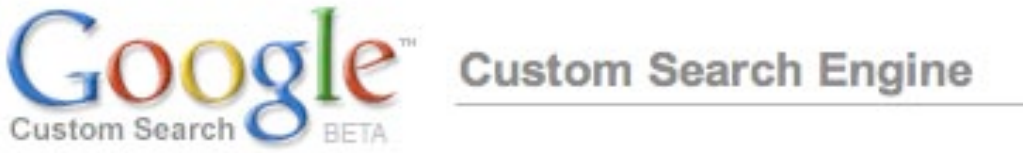
- Link out to other bloggers
- Leave comments on their sites
- Plan and participate in blog events
- Contribute to the community
- Participate in social networks (put your blog in your profile)

# 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

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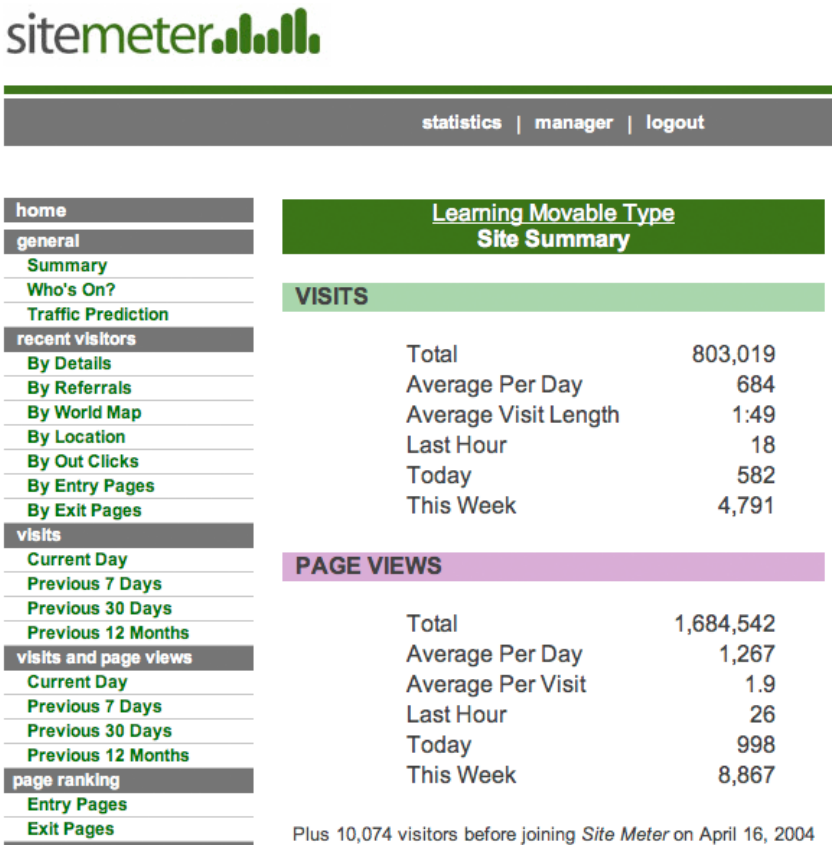


# How do people come to your blog?

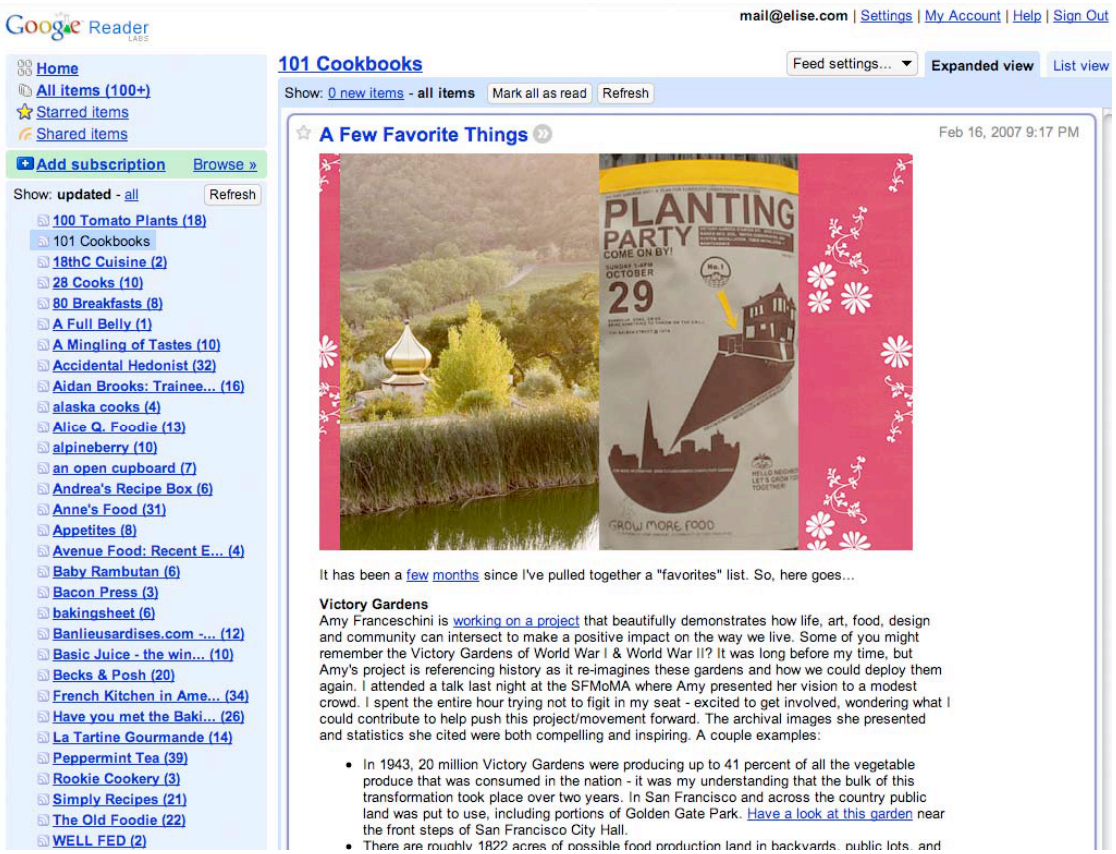
1) Google or other search engine
2) A link on someone else's website
3) Newsfeeds - Bloglines, MyYahoo, iGoogle
4) Social bookmarking site - StumbleUpon, Del.icio.us, Technorati, Digg
5) A link in an email
6) Press

# Syndication

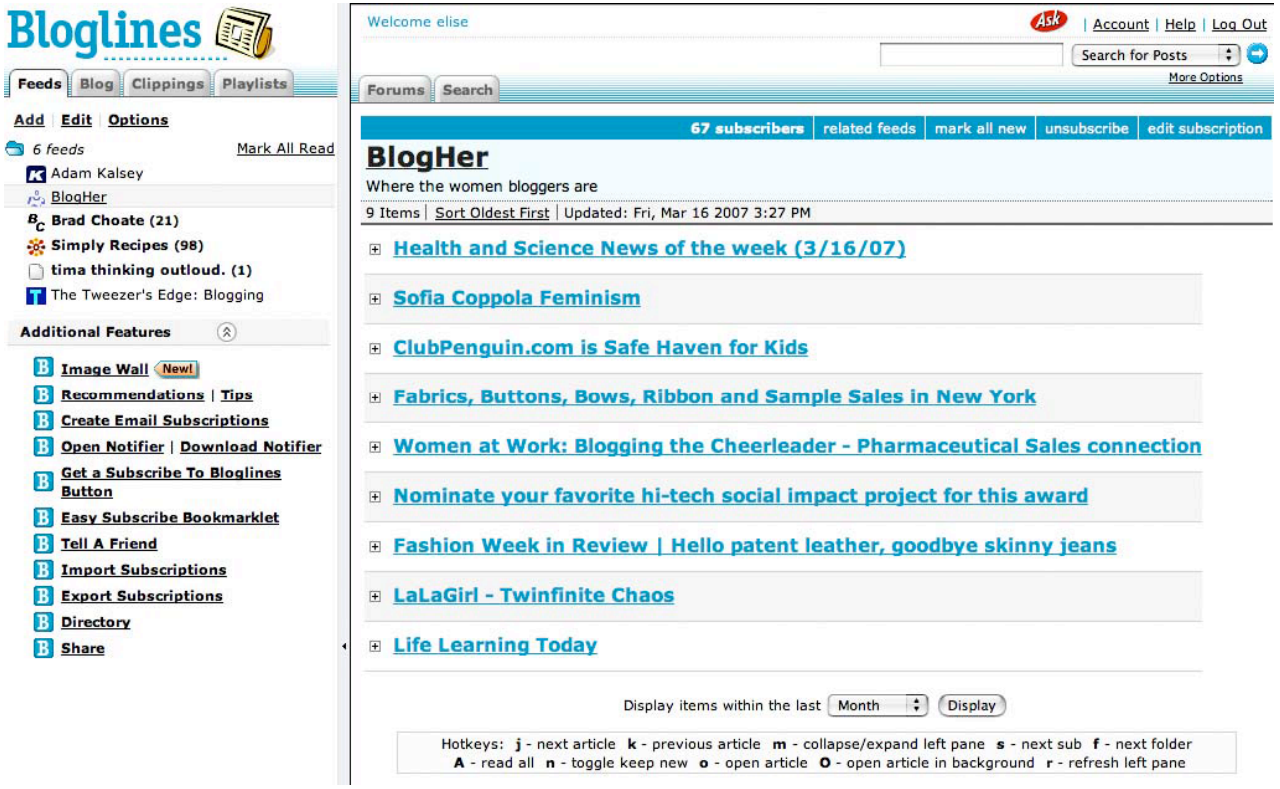
# Syndication

Click to subscribe to feed

# Syndication - Feed Readers

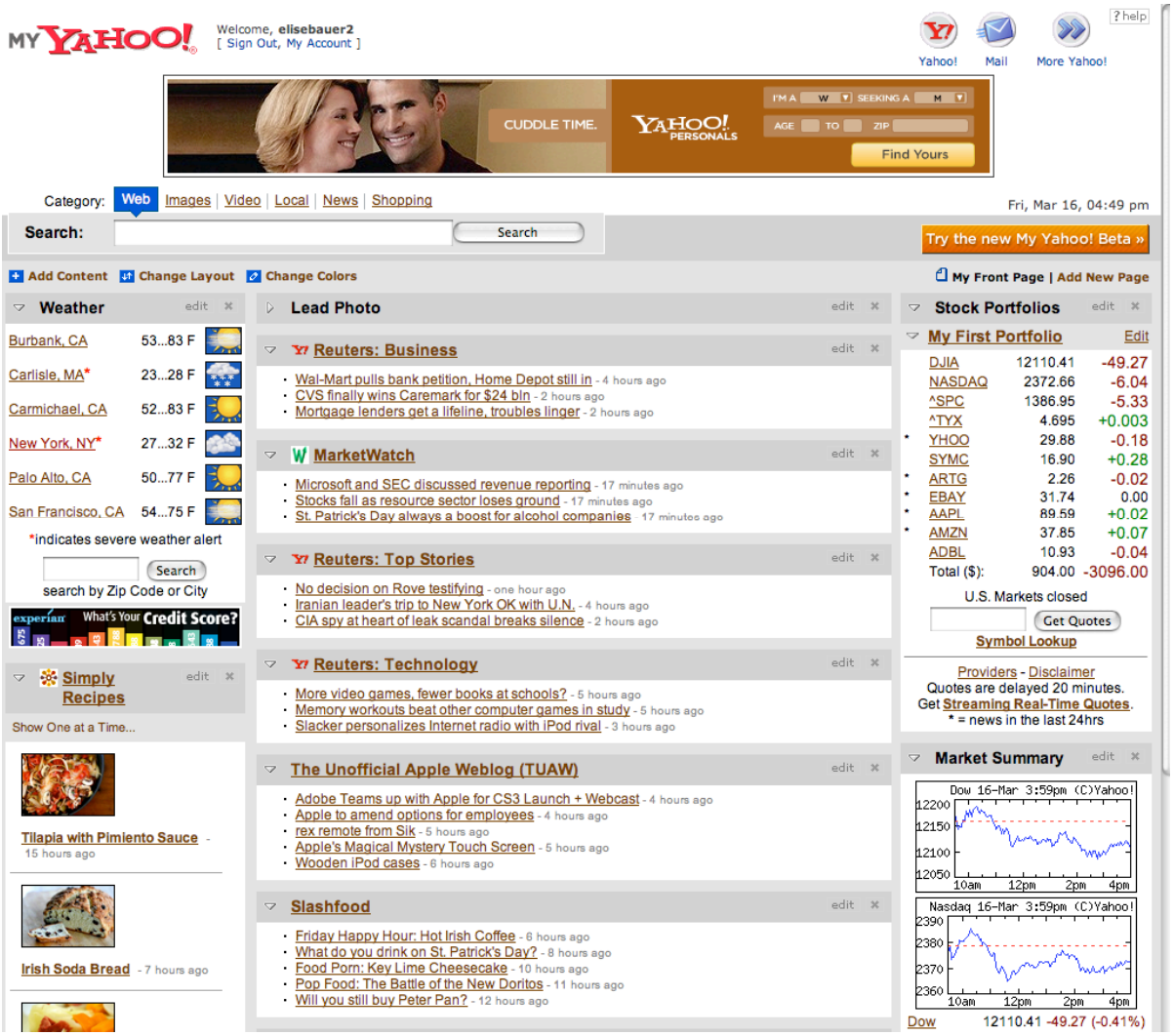


# Syndication - Feed Readers



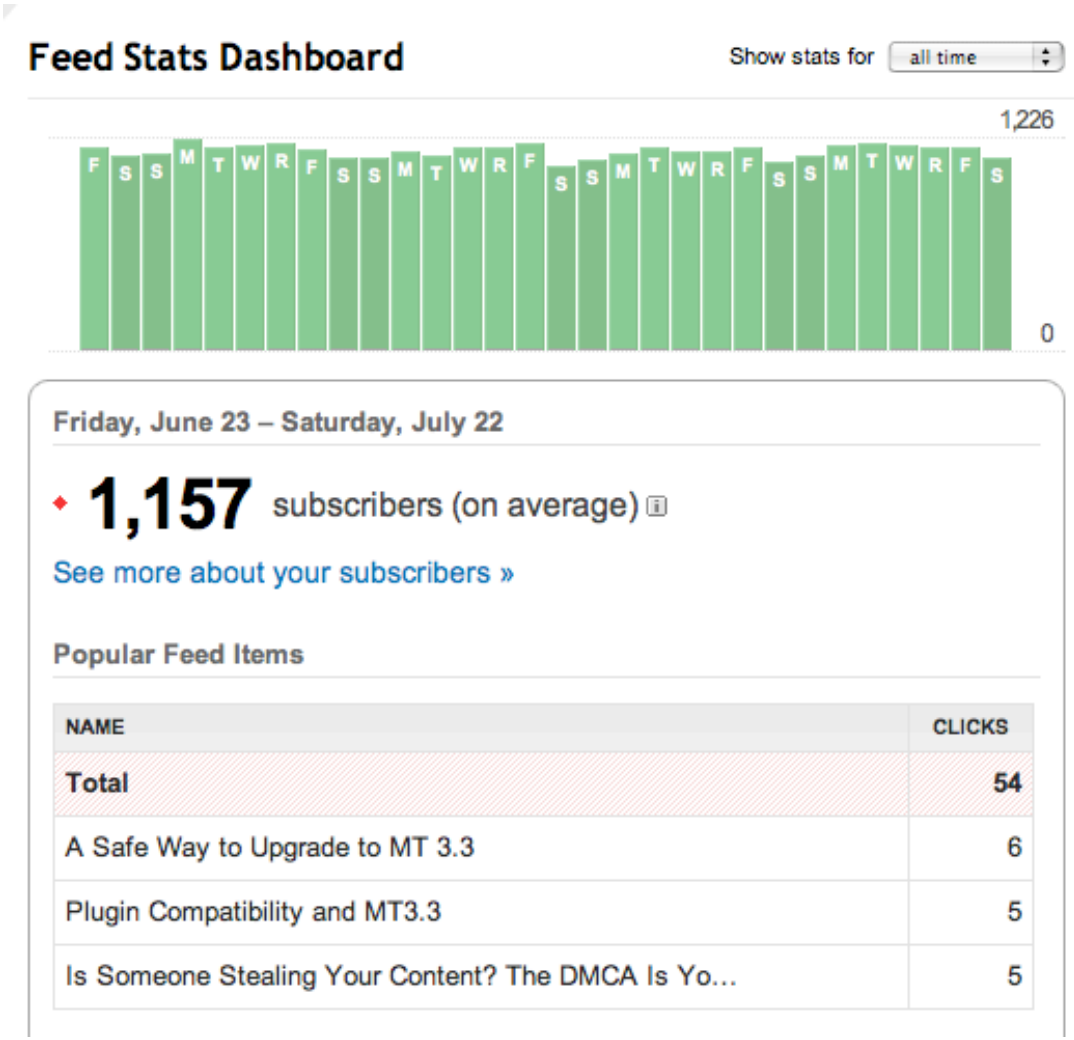
# Syndication - iGoogle

# Syndication - My Yahoo

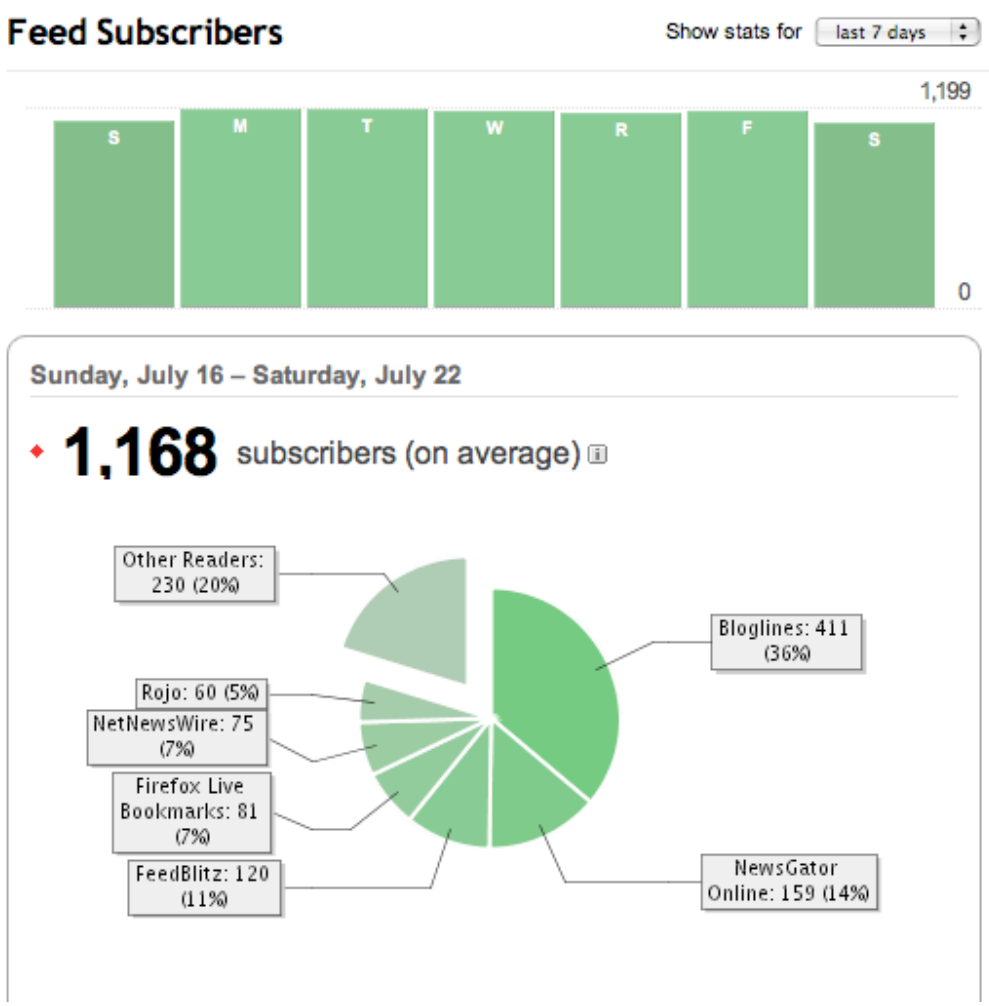


# Syndication - Promote Your Feed

# Syndication - FeedBurner



# Syndication - FeedBurner



# 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.alexa.com/site/devcorner/site_report
2) http://www.websiteoptimization.com/services/analyze/
3) http://problogger.net
4) http://www.successful-blog.com
5) http://eMomsAtHome.com

# Search Engine Optimization

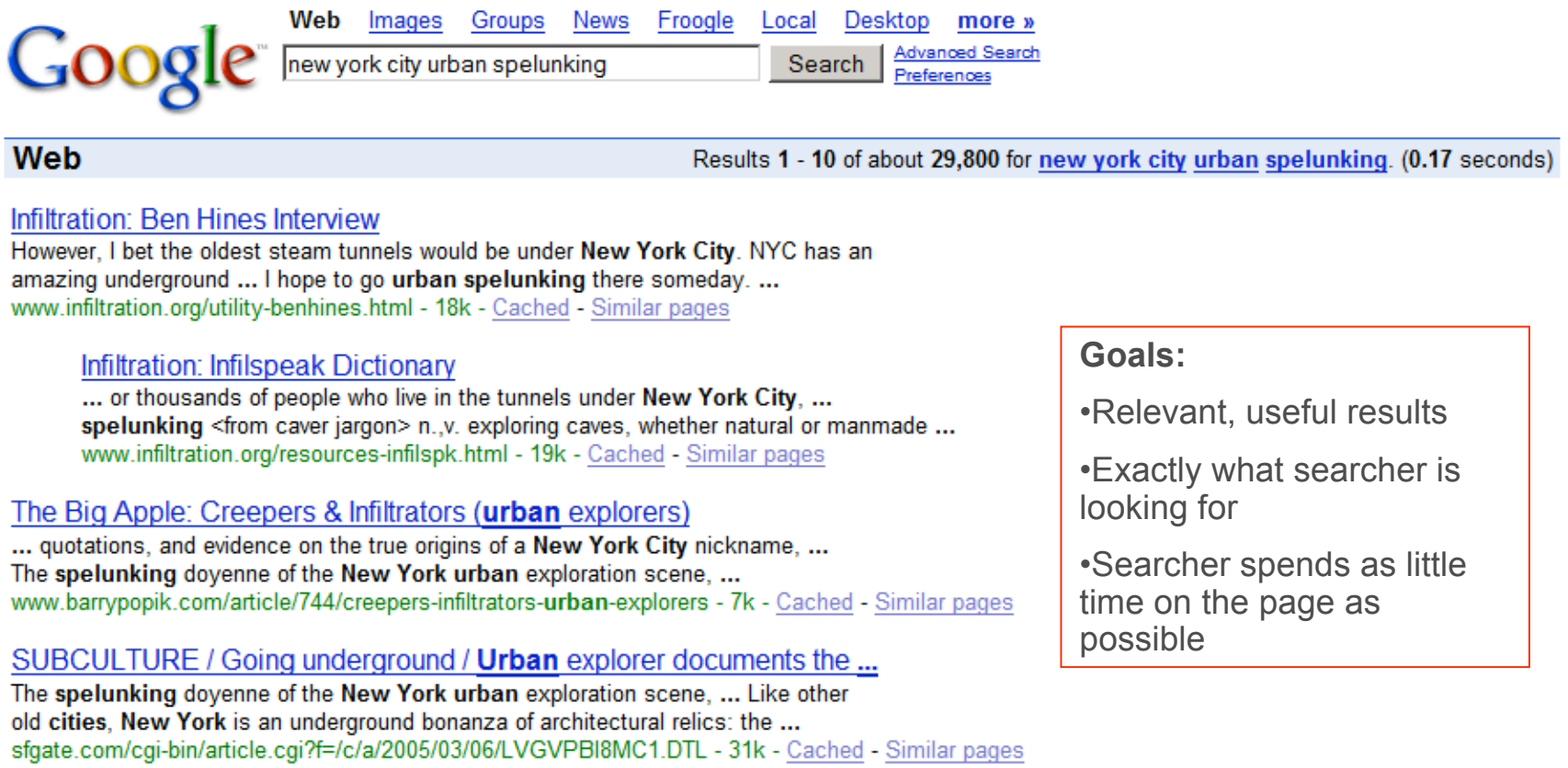
## Why is search important?

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




Google search results

**Goals:**

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

# 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 |

| Keywords | Search Volume |
|---|---|
| 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)

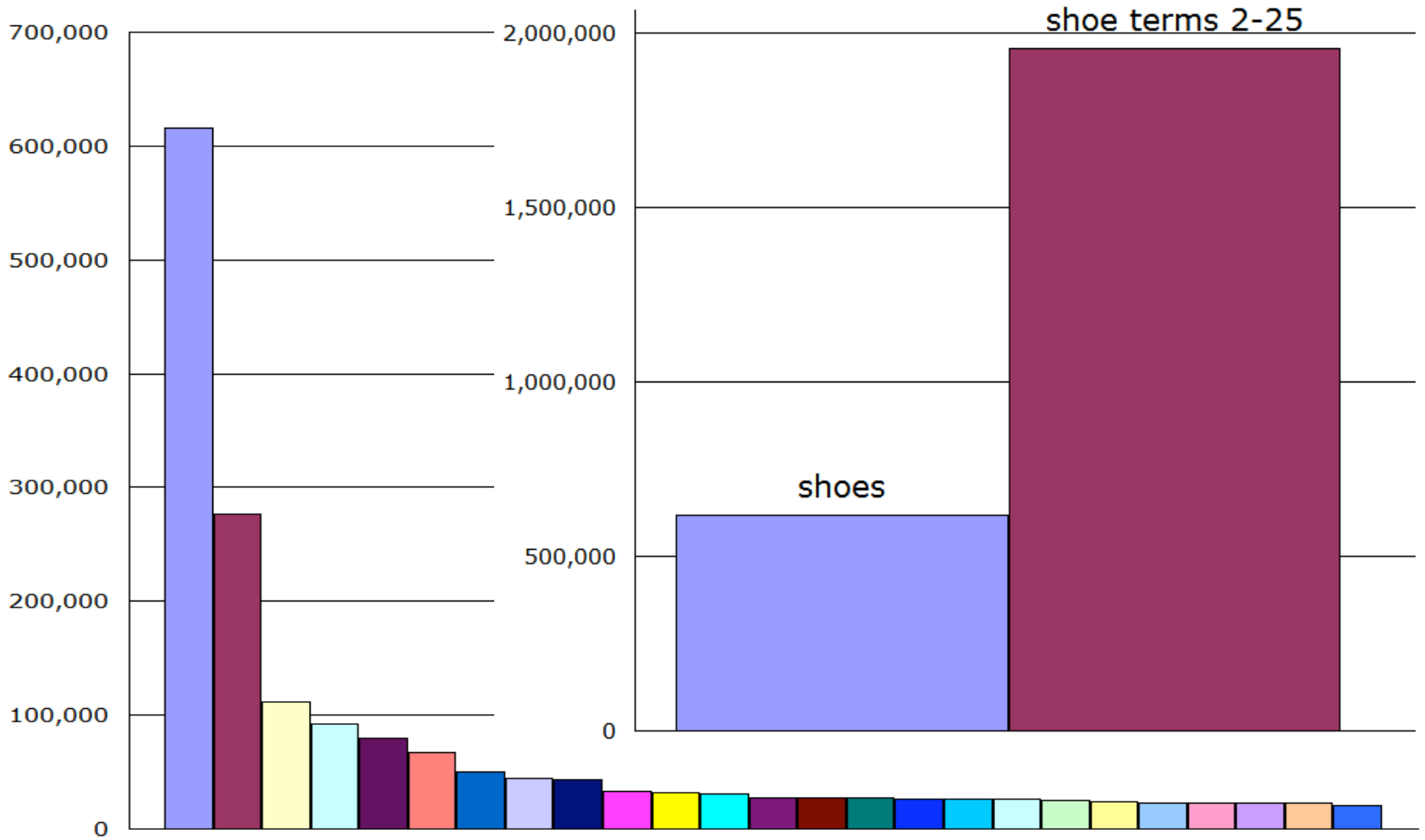
Try searching your own site for your kewords. If you can't find them, search engines won't!

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”

- 14th ranked for the term

# Nike: What Google Sees

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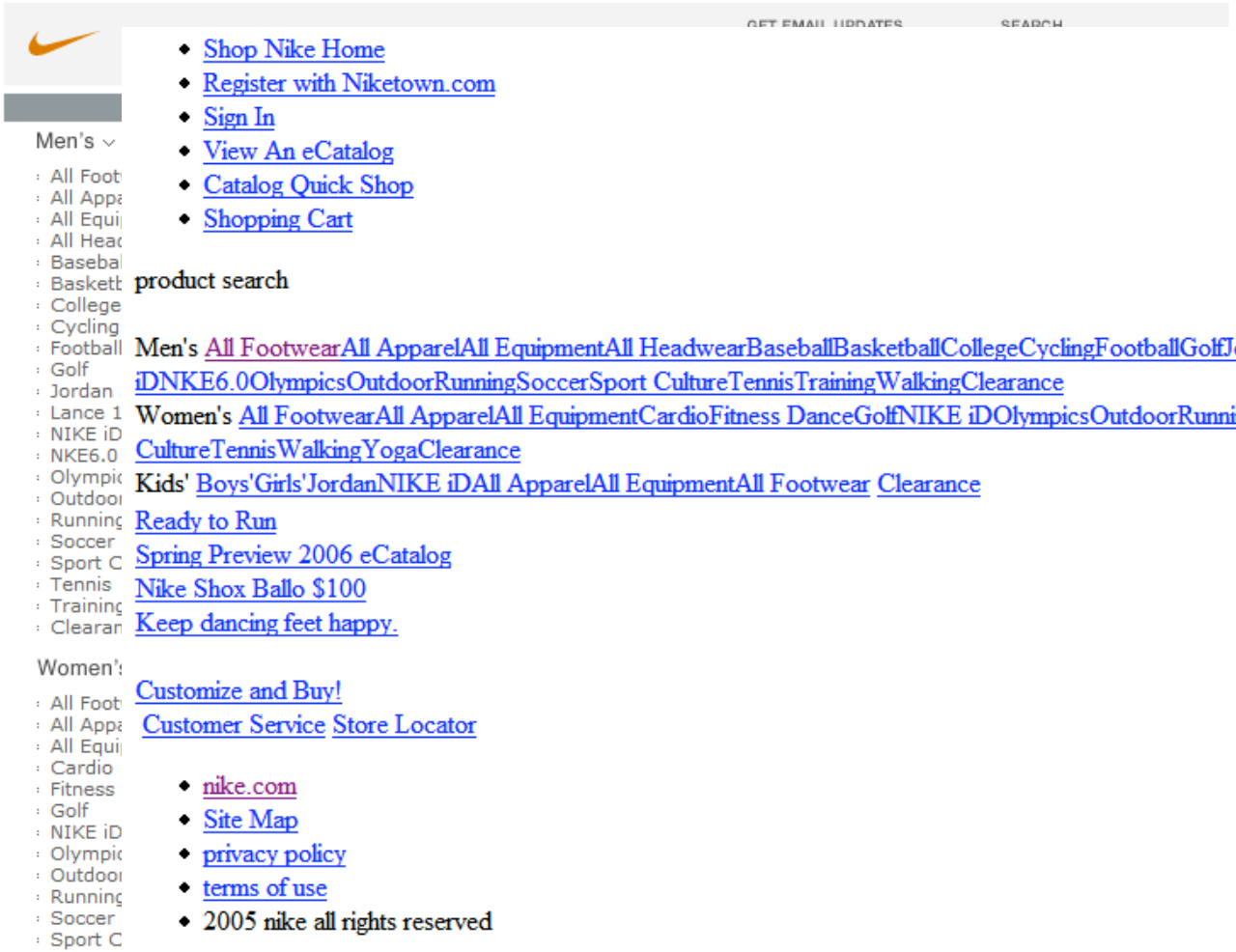


GET EMAIL UPDATES SEARCH

Men's
All Foot
All Appa
All Equi
All Head
Baseba
Basketb
College
Cycling
Football
Golf
Jordan
Lance 1
NIKE iD
NKE6.0
Olympic
Outdoo
Running
Soccer
Sport C
Tennis
Training
Clearan

Women's
All Foot
All Appa
All Equi
Cardio
Fitness
Golf
NIKE iD
Olympic
Outdoo
Running
Soccer
Sport C

- Shop Nike Home
- Register with Niketown.com
- Sign In
- View An eCatalog
- Catalog Quick Shop
- Shopping Cart

product search

Men's All FootwearAll ApparelAll EquipmentAll HeadwearBaseballBasketballCollegeCyclingFootballGolfJordanLance 10//2NIKE iDNKE6.0OlympicsOutdoorRunningSoccerSport CultureTennisTrainingWalkingClearance
Women's All FootwearAll ApparelAll EquipmentCardioFitness DanceGolfNIKE iDOlympicsOutdoorRunningSoccerSport CultureTennisWalkingYogaClearance
Kids' Boys'Girls'JordanNIKE iDAll ApparelAll EquipmentAll Footwear Clearance
Ready to Run
Spring Preview 2006 eCatalog
Nike Shox Ballo $100
Keep dancing feet happy.

Customize and Buy!
Customer Service Store Locator

- nike.com
- Site Map
- privacy policy
- terms of use
- 2005 nike all rights reserved

# Zappos: What Google Sees

# 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.

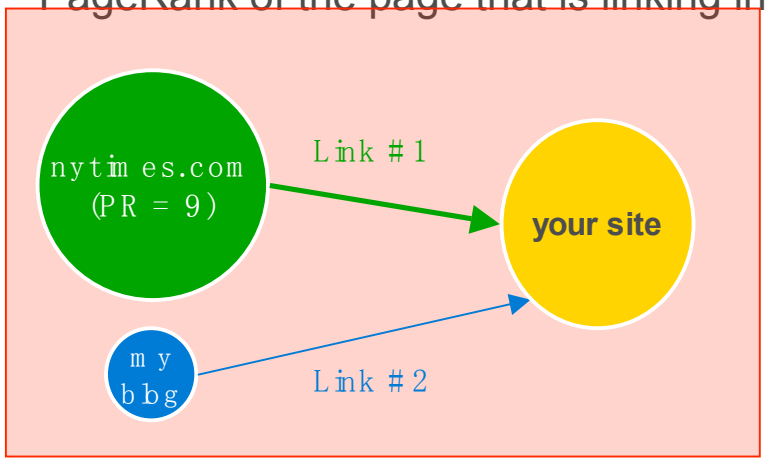
# Ranking factors

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!