



Building Your Blog Audience

Elise Bauer & Vanessa Fox

BlogHer Business Conference

NYC

March 23, 2007

Agenda

- Community
- Syndication (RSS)
- Search Engine Optimization

Community

Community

The difference between an online newsletter and a blog.

(It's not all about you.)

Community

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

Community

Fulfills the marketing mantra, “Make me care.”

Community

- Link out to other bloggers
- Leave comments on their sites
- Plan and participate in blog events
- Contribute to the community

Syndication

Syndication



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Syndication - Feed Readers

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Google Reader

Home
All items (100+)
Starred items
Shared items
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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 

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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 - Personalized Google



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%

Today



83° | 56°

Sun



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:

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[+ Change Colors](#)

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

[Burbank, CA](#) 53...83 F 
[Carlisle, MA*](#) 23...28 F 
[Carmichael, CA](#) 52...83 F 
[New York, NY*](#) 27...32 F 
[Palo Alto, CA](#) 50...77 F 
[San Francisco, CA](#) 54...75 F 

*Indicates severe weather alert

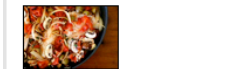
search by Zip Code or City

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](#)

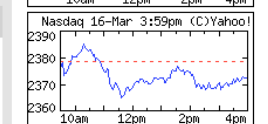
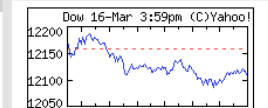
[Providers - Disclaimer](#)

Quotes are delayed 20 minutes.

Get [Streaming Real-Time Quotes](#).

* = news in the last 24hrs

Market Summary [edit](#) [x](#)

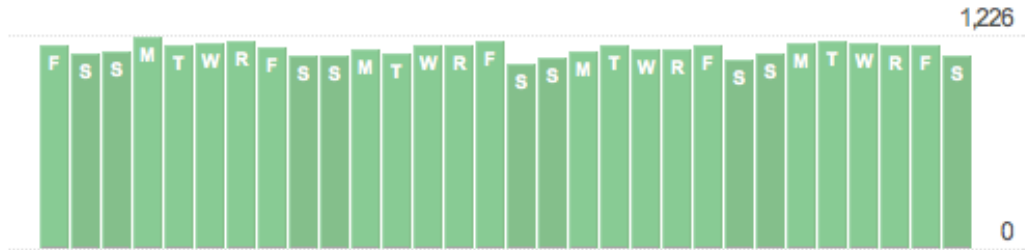


Dow 12110.41 -49.27 (-0.41%)

Syndication - FeedBurner

Feed Stats Dashboard

Show stats for



Friday, June 23 – Saturday, July 22

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

[See more about your subscribers »](#)

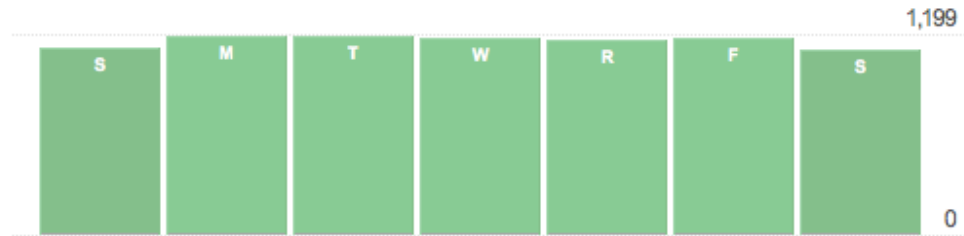
Popular Feed Items

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

Syndication - FeedBurner

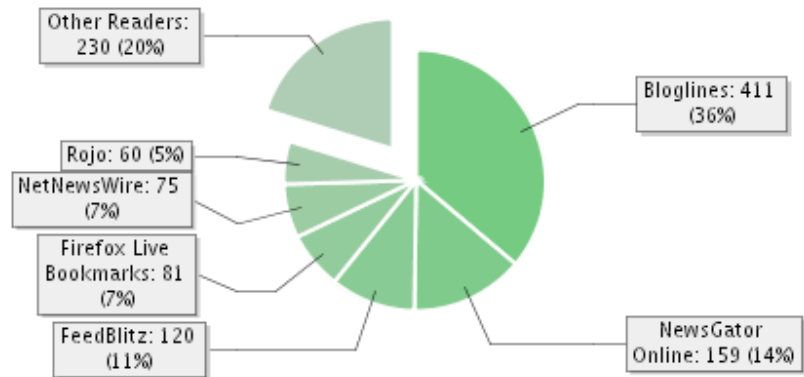
Feed Subscribers

Show stats for last 7 days



Sunday, July 16 – Saturday, July 22

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



Syndication - Feed to Email



Syndication - Promote Your Feed



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>
```