



# Building Traffic to Your Blog

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BlogHer Conference  
San Francisco  
July 19, 2008

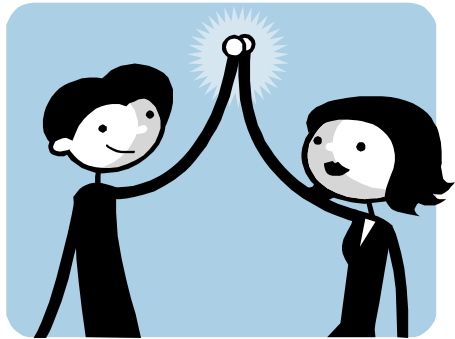


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[www.elise.com](http://www.elise.com)

# Traffic?



# Content



# Community

# Technology



# Content



Be....

Useful

Entertaining

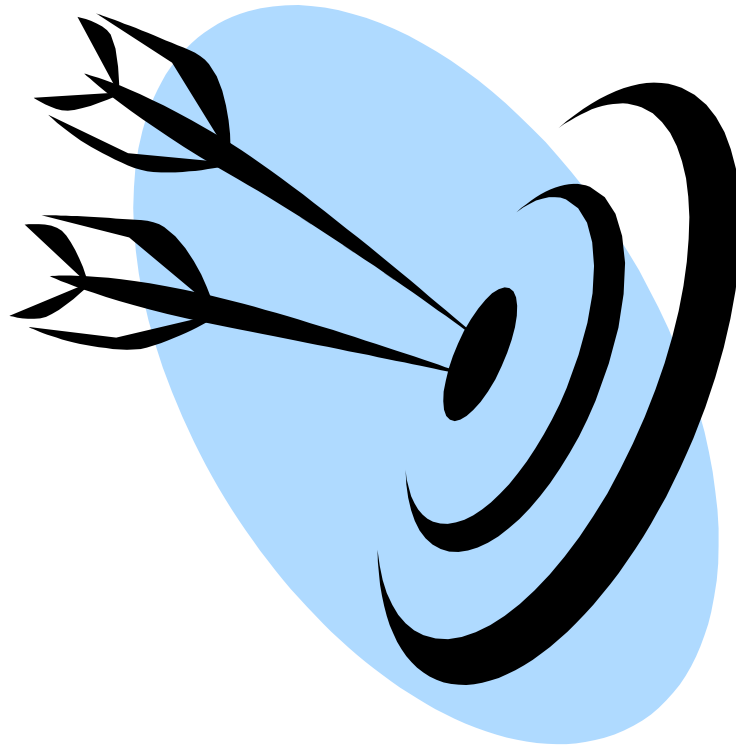
Timely



# Content



## Focus



# Content



Post frequently, but not at the expense of quality

Use images and photographs

Write well, check spelling, grammar

Compelling headlines

Short posts easier to read than long posts

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

Keep it real. Be authentic. Show a sense of humor.

# Content



Acquire and learn to use a

# DSLR camera

(that's Digital Single Lens Reflex)

And a 50mm lens, and Photoshop or Lightroom

## Content



Blog about something  
you care about.

A lot.



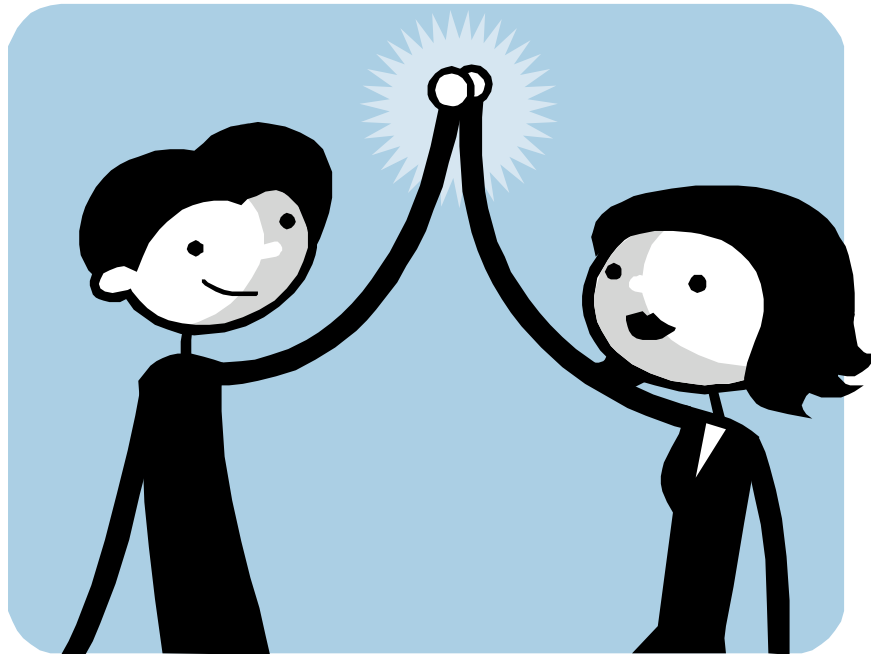


# Content



Keep at it.

# Community



# Community



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

It's not all about you.

(Unless it is, and you happen to be extraordinarily interesting.)



# Community



## What's Community?

Why Should You Care?



# Community



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

# Community



## Examples

- Foodie Blogroll
- Blogger Blog Lists
- Weekend Herb Blogging
- FoodBlogSearch.com
- Blogger meetups
- Guest blogging
- Lydia of The Perfect Pantry



# Community



## Hints

- Try to connect with blogs that are at about the same stage you are. A-listers are getting pinged so often they usually can't pay much attention to a new blogger.
- Try to avoid being too self-promoting in your comments on other people's blogs. Avoid the "look what I did on my blog" comments, unless such feedback is asked for or is highly relevant. No one likes getting spammed, especially by a fellow blogger.



# Community



## Social Sites

- Twitter
- Facebook
- Stumble Upon
- Digg, Delicious, Kirtsy





# Technology



## Technology: Site Design



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



## Technology: Site Design



- 1) Image size (ideally under 50K)
- 2) Page length and size (keep it reasonable)
- 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 or tag your entries)
- 8) Multiple browsers (check your site on IE-PC, Firefox-PC, Safari-Mac, Firefox-Mac)
- 9) Screen resolution (largest chunk of readers - 1024 x 768)

## Technology: Stats - Measuring Site Traffic



Are you flying without an instrument panel?

- 1) Google Analytics
- 2) Sitemeter

# Technology: Stats - Measuring Site Traffic



Google Analytics elise.bauer@gmail.com | [My Account](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)

Analytics Settings | View Reports: [www.learningmovabletype.com](#) | My Analytics Accounts: [Simply Recipes](#)

**Dashboard** Aug 19, 2006 - Feb 19, 2007

Export | Email

**Site Usage**

<b>67,561</b> <a href="#">Visits</a>	<b>130,765</b> <a href="#">Pageviews</a>
<b>1.94</b> <a href="#">Pages/Visit</a>	<b>00:07:17</b> <a href="#">Avg. Time on Site</a>
<b>66.18%</b> <a href="#">Bounce Rate</a>	<b>74.36%</b> <a href="#">% New Visits</a>

**Visitors Overview**

**50,561** Visitors

[view report](#)

**Map Overlay**

[view report](#)

**Traffic Sources Overview**

- Search Engines  
34,780 (51.48%)
- Referring Sites  
22,213 (32.88%)
- Direct Traffic  
10,562 (15.63%)
- Other  
6 (0.01%)

[view report](#)

**Content Overview**

Pages	Pageviews	% Pageviews
/	36,726	28.06%
/archives/000511background_pattern...	5,582	4.27%
/archives/000306text_wrap.php	4,891	3.74%
/archives/001399creating_a_3column...	4,407	3.37%
/archives/001566a_safe_way_to_upg...	3,853	2.95%

[view report](#)

# Technology: Stats - Measuring Site Traffic



sitemeter

[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

## Technology: Referrals - Who is sending you traffic?



Check:

- Google Alerts
- Technorati
- Sitemeter or Google Analytics
- Twitter Search [search.twitter.com](http://search.twitter.com)
- Server stats

## Technology: How do people find your blog?



- Google or other search engine
- A link on someone else's website
- Newsfeeds - Google Reader, MyYahoo, iGoogle
- Social site - Twitter, Facebook, Skirty, StumbleUpon, Del.icio.us, Technorati, Digg
- A link in an email
- Press



# Technology: Syndication



Click to subscribe to feed

# Technology: 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 fight 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

# Technology: 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%

Today



83° | 56°

Sun



78° | 58°

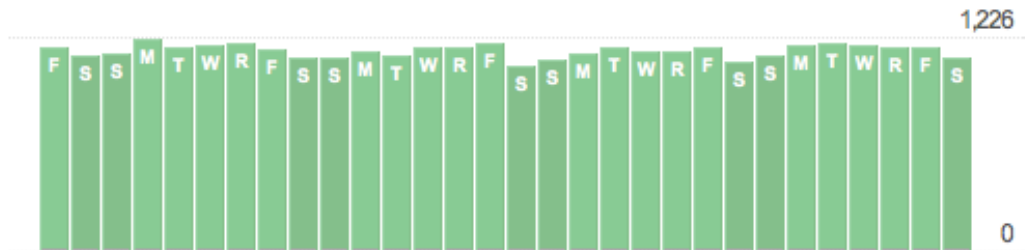


# Technology: Syndication - FeedBurner



## 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

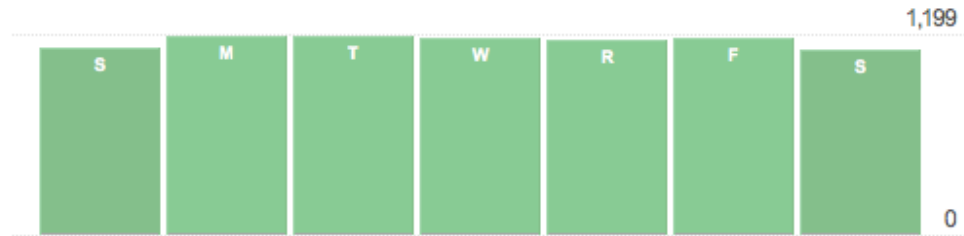
NAME	CLICKS
<b>Total</b>	<b>54</b>
A Safe Way to Upgrade to MT 3.3	6
Plugin Compatibility and MT3.3	5
Is Someone Stealing Your Content? The DMCA Is Yo...	5

# Technology: Syndication - FeedBurner



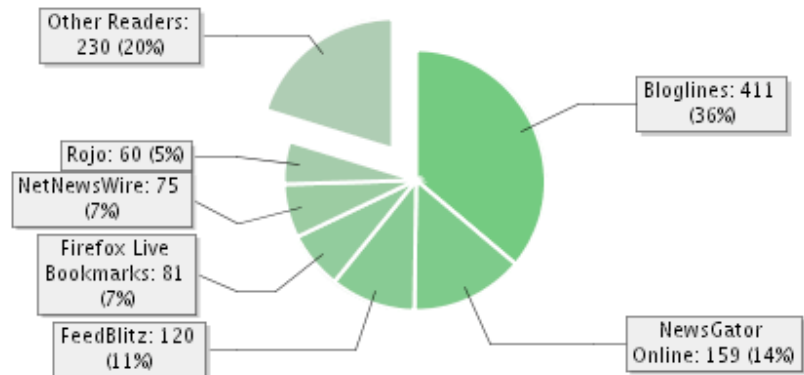
## Feed Subscribers

Show stats for last 7 days



Sunday, July 16 – Saturday, July 22

♦ **1,168** subscribers (on average)



# Technology: Syndication - Feed to Email



# Technology: Syndication - Promote Your Feed



# Technology: Syndication - Discoverability



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

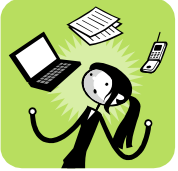
```
<link rel="alternate" type="application/rss+xml" title="A title for your feed" href="http://the-url-for-your-newsfeed.com" />
```

Example:

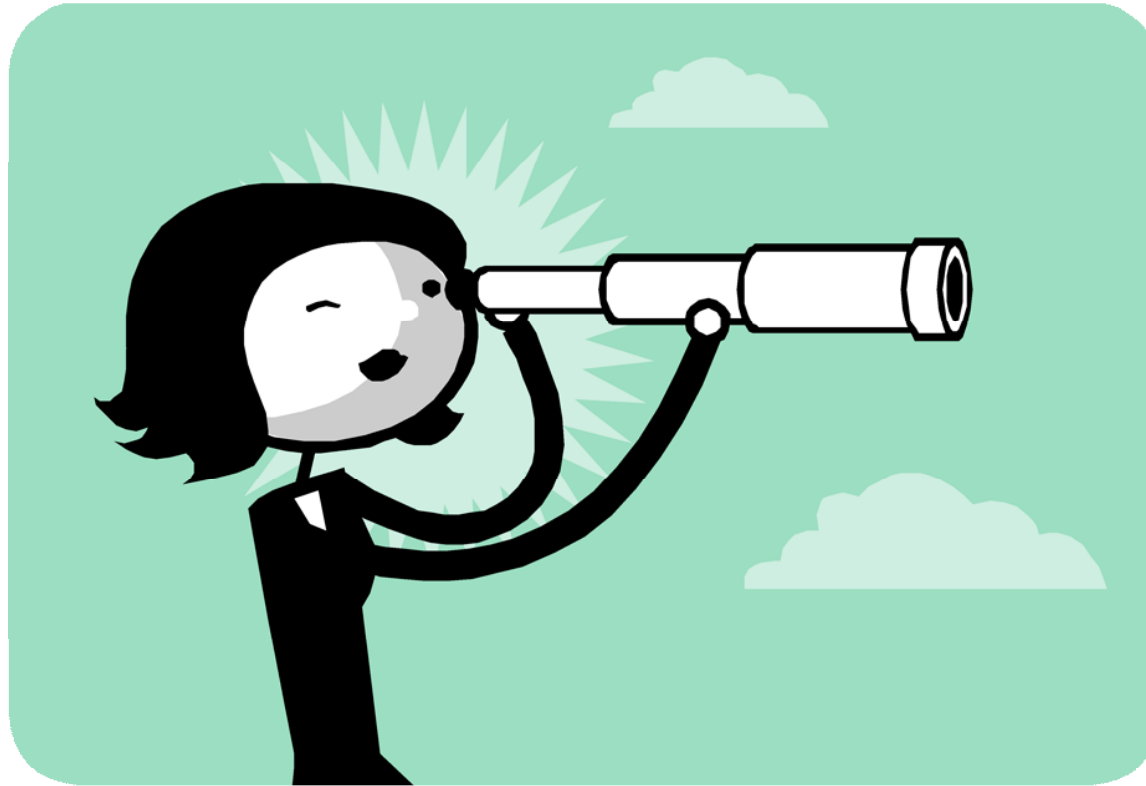
```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

<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>
```





## Search Engines



## Technology: Search Engines



### Why is search important?

Because you want to make it easy for people to find you, if you have what they are looking for.

# Technology: Search Engines



## Search engines care about

- Relevance
  - » Text-based
  - » Keyword-driven
- Importance
  - » Inbound links

# Technology: Search Engines



## Search engines care about

- 1) Links from other websites
- 2) Links from websites with high page rank
- 3) Text-based content (not video or images)
- 4) Use of keywords in text and titles
- 5) Page Title tag `<title></title>`
- 6) Page Meta Description tag `<meta name="description" content="...">`
- 7) Good HTML structure (header tags `<h2></h2>`, etc.)
- 8) Anchor text in inbound links `<a href=http://site.com>anchor-text</a>`
- 9) Your domain name and page URLs
- 10) Bounce rates

## Technology: Search Engines



### What can get you into trouble

- 1) Links to link-farms, spam sites
- 2) 404 errors - links that go to pages that don't exist
- 3) Keyword stuffing - if a keyword shows up on a page more than the Search Engine algorithm thinks is natural
- 4) Hidden text on a page
- 5) Anything that the search engine might interpret as trying to "game" the system.

## In Conclusion



Be Useful



Focus

Engage your community



Tune your site

Promote your feed

Be search engine aware

**Create a blog you love!**



Find this presentation, plus all past BlogHer presentations  
by Elise and a list of resources at

<http://elise.com/blogher>

