Building Traffic to Your Blog

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BlogHer Conference
San Francisco
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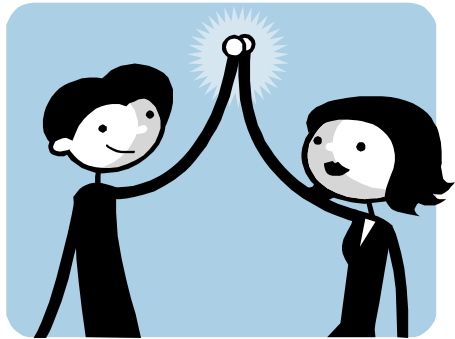
Traffic?

Content

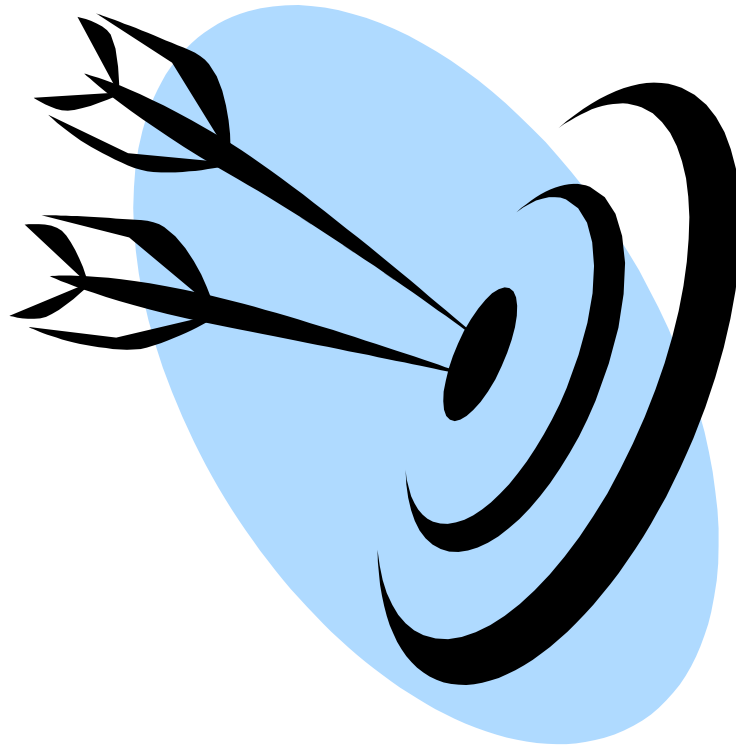# Technology

Community

Content

Be….

Useful

Entertaining

Timely

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

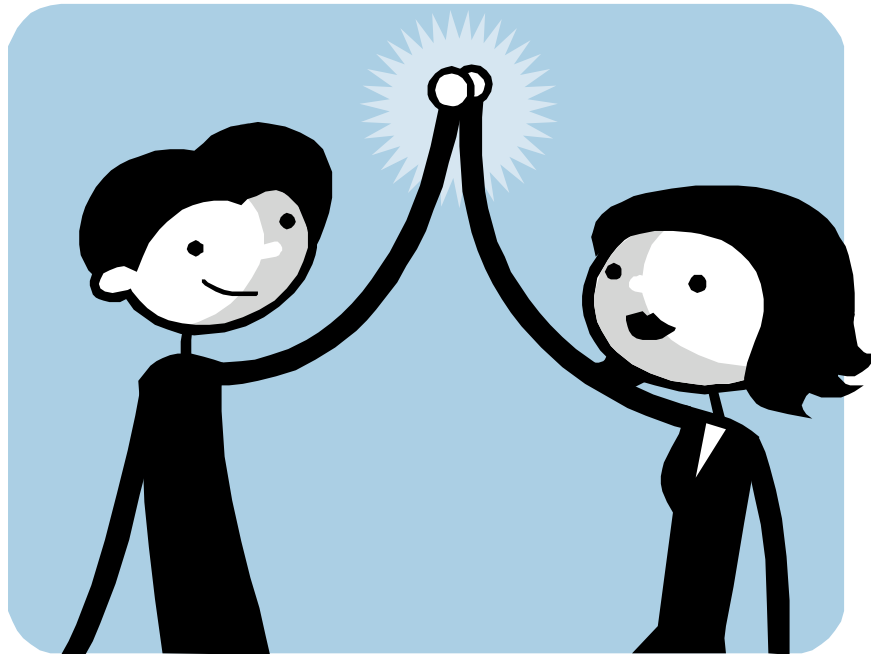Blog about something

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.)

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

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

- 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

Technology: Syndication - iGoogle

Web   Images   Groups   News   Froogle   Maps   **more »**

Google

Google Search   I'm Feeling Lucky

Accidental Hedonist   edit ☒

Where'd Who Go?

Kitchen time and the lack thereof

Consumer group sues FDA over biotech foods

101 Cookbooks   edit ☒

Toast and Smash Spice Blend

Elba's Quinceanera

Triple Chocolate Espresso Bean Cookies

chez pim   edit ☒

Eat My Blog sidebar update

Yet another whatzit

How to wake up properly in Spain

Simply Recipes   edit ☒

Broccoli Salad

Shopping Alert - Cuisinart Food Processor

Six Rules for Eating Wisely

Weather   edit ☒

Carmichael, CA

72°F

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

Today   Sun

83° | 56°   78° | 58°

27

Technology: Syndication - FeedBurner

Feed Stats Dashboard

Show stats for [all time]

1,226

F S S M T W R F S S M T W R F S S M T W R F S S M T W R F S

0
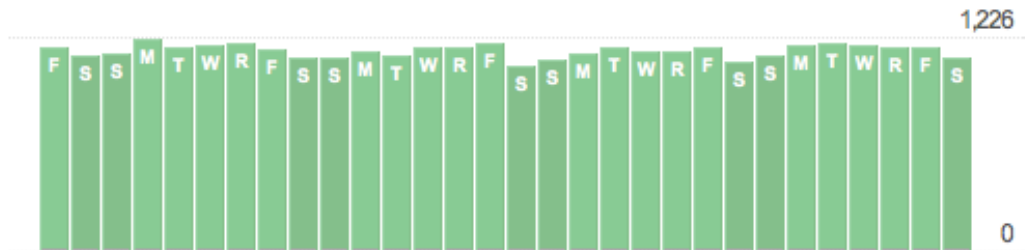
Friday, June 23 – Saturday, July 22

◆ **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

Technology: Syndication - FeedBurner

Feed Subscribers   Show stats for [last 7 days]

1,199

S M T W R F S

0
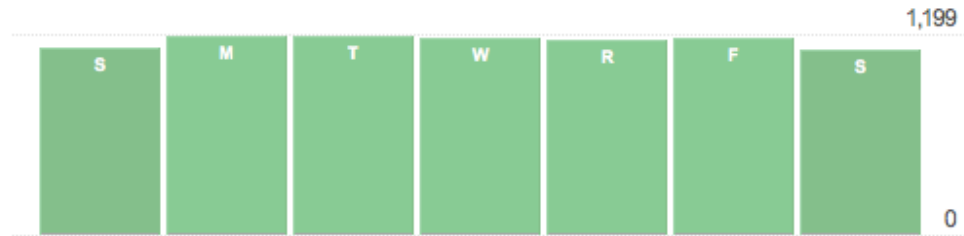
Sunday, July 16 – Saturday, July 22

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

Other Readers: 230 (20%)
Rojo: 60 (5%)
NetNewsWire: 75 (7%)
Firefox Live Bookmarks: 81 (7%)
FeedBlitz: 120 (11%)
Bloglines: 411 (36%)
NewsGator Online: 159 (14%)
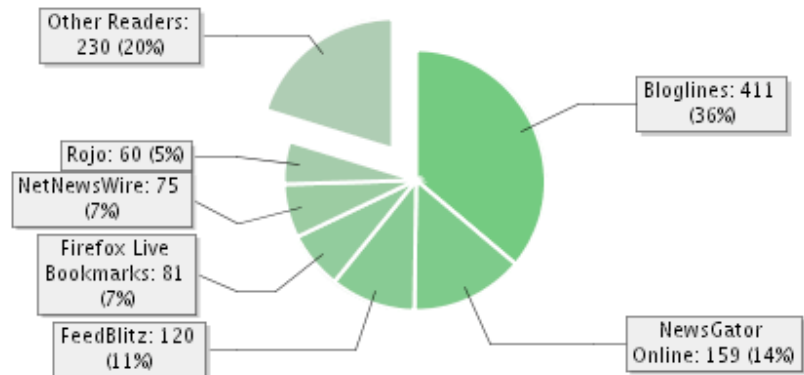
Technology: Syndication - Feed to Email

Technology: Syndication - Promote Your Feed

Technology: Syndication - Discoverability

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

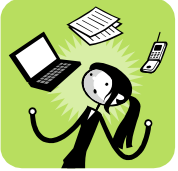<link rel="alternate" type="application/rss+xml" title="A title for your feed" href="http://the-url-for-your-newsfeed.com" />

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
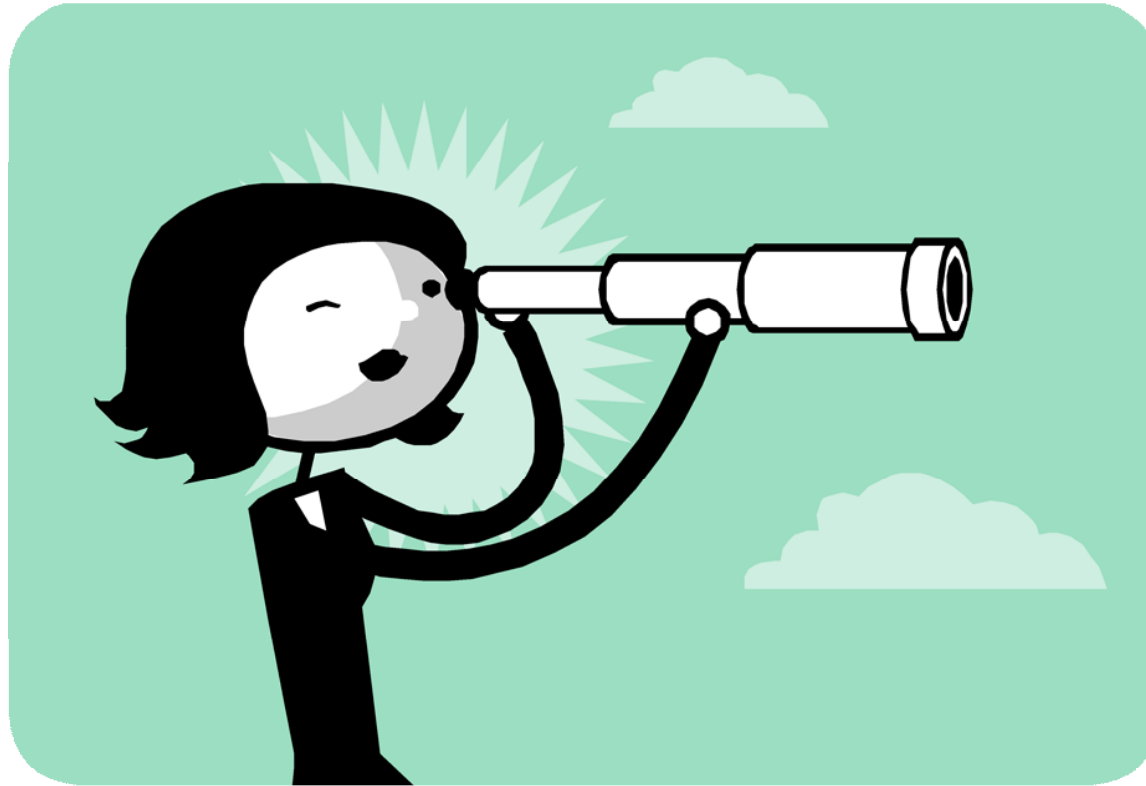
Technology: Search Engines

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 anchor-text

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