



# BEGINNING BLOGGING & SEO

Presented By  
Rebecca Sebek

# WHAT IS A BLOG?

“What is a blog?” This is a question that many people ask.

First, "blog" is shortened from the word web log. A blog is a website, usually maintained by an individual who makes regular entries or commentaries, describes events, or includes graphics or video.

If you are going to use media, you may consider purchasing a MAC computer (Apple) because they handle graphics and videos very well.



# WHAT IS A BLOG?

Blog entries are posted in reverse-chronological order. The most recent posting always appears first. You can set-up categories, an archive section, a blogroll (links to other websites), RSS feeds, and so much more.

Blogging is a great way for you to share your thoughts with the world. However, you may want to be careful about what you write on your blog because the entire world will be reading it. If you are a college student, your admissions office may "surf" the internet to see if you are on the internet. What you post on your blog will in cyberspace forever!



# DESIGNING AND NAMING YOUR BLOG TIPS

- Choose a pleasing color scheme.
- Choose a URL (Domain Name) that is “short and catchy.”
- Compliment the theme of your blog with the name of your business/website, i.e. MysticCafe.com has a “coffee theme.”
- Don't go overboard with graphics
- Make sure visitors can easily navigate your site



# NAMING YOUR BLOG

- Technically, you can name your blog anything you want to, if the domain name is NOT already taken.
- If you're using a hosted blog service such as [WordPress.com](#), [Typepad](#), [Blogger](#), or [Vox](#), you are assigned a web address, which will look like this:

www.yourblogname.wordpress.com

www.yourblogname.typepad.com

www.yourblogname.blogspot.com

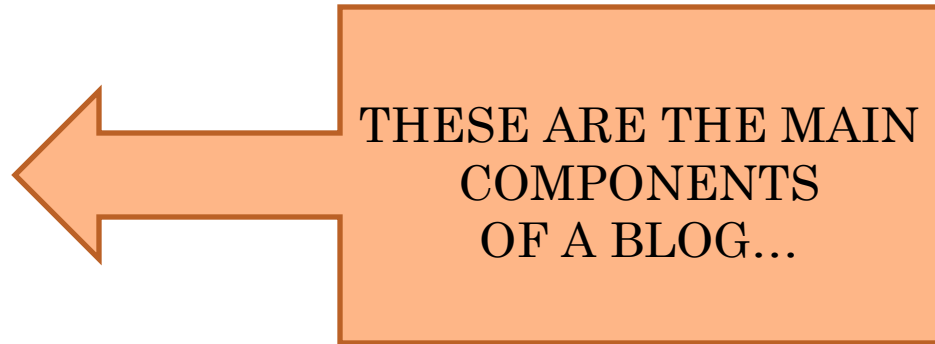
www.yourblogname.vox.com

The alternative is to PAY for a domain name and register it. A domain name can cost anywhere from \$10 and up.



# COMPONENTS OF A BLOG

- Header
- Sidebar(s)
- The blog posts



## Other Components of a Blog

- Pages
- Categories
- Tags
- Tag Clouds
- Blogrolls



# FREE BLOGGING WEBSITES

- WordPress.com
- WordPress.org (need web hosting company or host it on your computer)
- Blogger.com
- Typepad
- Weebly.com
- StumbleUpon
- MySpace (Social Media site)



# WEB HOSTING SERVICES – DOMAIN NAME

These are some web hosting companies that will “host” your blog. Packages start at \$6.95 per month.

- BlueHost.com
- 1&1.com
- Omnis Web Hosting
- easy CGI
- Web Hosting Pad



# SEO

- What is SEO? This stands for Search Engine Optimization. It's a way to “drive” traffic to your blog using keywords and keyword phrases.
- SEO includes keywords and keyword phrases that pertain to YOUR blog.
- What is Keyword Density? It's the number of times your keyword appears throughout your blog post. Do not STUFF a blog post with keywords. Google frowns upon this!



# SEO

- When you write a blog choose ONE to TWO keywords. Note: If you write a 400 word blog, use your keyword approximately 6 times throughout the post.
- Underline, Bold, and Italicize the keyword. If you're using a keyword 6 times in your blog, you would underline, **bold**, and *italicize* the keyword one time (3 keywords would be “regular text” and the other 3 keywords would be bold, underlined, and italicized.)



# SEO TOOLS

Google is very useful when you're looking for keywords to use in your blog. Perform a Google search on your particular keywords and keyword phrases to see how many entries appear.

- Use Google AdWords Keyword Tool to search keywords.  
<https://adwords.google.com/select/KeywordToolExternal>
- Use Google Trends to review/analyze what people are searching. <http://www.google.com/trends>
- Google Insights for Search.  
<http://google.com/insights/search/#>



# SEO TOOLS

- SEO Book – Offers free tools or you can pay a membership to really OPTIMIZE this site.

<http://tools.seobook.com/general/keyword-density>

- Live-Keyword-Analysis.com – This tool will analyze your blog post and show you your Keyword Density.

<http://www.live-keyword-analysis.com>



# HTML CODING

WordPress.com includes HTML coding within its word processing system. Below are just some examples of what the coding looks like.

- BOLD = `<b>BOLD</b>`
- UNDERLINE = `<u>UNDERLINE</u>`
- ITALICS = `<em>ITALICS</em>`



# BLOG POST TIPS

- Keep blog posts between 350 – 700 words.
- Choose a “niche” or whatever interests you and begin to blog about it at least 3 times per week.
- Blogs are usually written in 2<sup>nd</sup> person speech, i.e. you, your, yourself, etc... However, you can write in the 1<sup>st</sup> person speech as well.
- Proofread your work.
- Create UNIQUE content.
- Include graphics and video.
- Create “eye-catching” headlines.
- Provide links in your blog.
- Give readers a REASON to visit your blog, i.e. free stuff, great content, eBooks, newsletters, etc...



# SETTING UP A BLOG WITH WORDPRESS.COM

- Google WordPress.com – Click on the link for WordPress.com and Click SIGN UP NOW.
- Create a USERNAME, fill in your email address, and agree to the terms.
- Next, choose your blog's domain name, title, and select your privacy settings. Click on the SIGN UP button.
- Next, you can start BLOGGING immediately, choose a TEMPLATE for your blog, or visit the administration page for your blog
- Click on CHANGE YOUR TEMPLATE. Select a new template/theme.



# YOUR FIRST POST WITH WORDPRESS.COM

- Use WordPress's WORD PROCESSOR and begin to type your first post. The alternative is to type your post in NOTEPAD. DO NOT use WORD because there is CODING behind it which can make your WordPress blog post look “funky.” In fact NOTEPAD has coding as well, but it seems to get rid of any coding from Word when you copy and paste from Word to Notepad.
- Enter your post's title in the TITLE field.
- To add an image, click on the IMAGE button and select your image. When finished, click on INSERT in POST.



# YOUR FIRST POST WITH WORDPRESS.COM

- When you finished writing your post click on **SAVE DRAFT OR PUBLISH**. You will be given an option to **VIEW** your post.
- When you're ready to write your next post, click on **WRITE** or **ADD POST** ([WordPress.org](https://WordPress.org)).



# EXPLORING WORDPRESS.COM – THE DASHBOARD

- Dashboard – allows you to change the title of your blog, manage comments, control your settings, and update your Profile Page.
- You can set-up your domain, if you purchased one. Click on the DOMAINS link in the OPTIONS section.



# EXPLORING WORDPRESS.COM – PROFILE PAGE

- Change the About page. Click on the ABOUT link in the sidebar. It will bring you to your About Page where you can edit it.
- To edit your “behind-the-scenes” profile information, click on the USERS tab and then the YOUR PROFILE button. Change your information and click on the UPDATE PROFILE button to save your changes.



# WHAT'S SO GREAT ABOUT BLOGGING?

- It's fun and easy.
- Keep family and friends informed about you're doing and where you're at in the world.
- Share information about topics that you have a passion for.
- You can find your "inner" writer.
- Connect with people all over the world.
- If you'd like to become a writer, your blog makes a GREAT portfolio.
- It's a fast and easy way to promote and grow your business!



# SAMPLE BLOGS

The screenshot shows the MysticCafe blog homepage in a Mozilla Firefox browser window. The browser's address bar displays <http://misticcafe.com/>. The page features a decorative background with a coffee cup, a fountain pen, and a notebook. At the top, there are four navigation buttons: "About Me", "Health and Wellness", "Mind, Body, Spirit", and "Portfolio". The main heading is "MisticCafe" with the tagline "More Than a Blog — It's Newsworthy". A search bar is located below the heading. The main content area displays a blog post titled "Even Gardens Do Not Take That Long to Grow" by Rebecca, dated 28 Apr. The post text discusses manifesting dreams and goals through gardening. To the right of the post, there is a "Subscribe" button and a "Recent Posts" section listing several articles. Below the post, there is a "Pages" section with links to "About Me", "Health and Wellness", "Mind, Body, Spirit", and "Portfolio". The browser's taskbar at the bottom shows several open windows, including "How to Set Up a Blo...", "MisticCafe - Mozilla...", and "Beginning Blogging...". The system clock indicates 3:00 PM on Desktop.

MisticCafe - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

<http://misticcafe.com/> MyWebSearch

Most Visited Getting Started Latest Headlines Weblog Tools Collecti... Start Stumbling...

Search Web Mail Shopping Personals My Yahoo! News Games Travel Finance Answers Sports

About Me Health and Wellness Mind, Body, Spirit Portfolio

## MisticCafe

More Than a Blog — It's Newsworthy

Something about... QUAI

Search ...

**Even Gardens Do Not Take That Long to Grow**

28 Apr Rebecca | Edit

Many people compare manifesting your dreams and goals to planting and harvesting a garden. However, gardens do not take that long to grow. You till the soil, plant the seeds, cover them, and then water the seeds. Some people even use MIRACLE GROW to speed up the growth process and to enrich the soil. It does not take 10 to 25 years to grow a garden!

Digg submit

Subscribe

**Recent Posts**

- Even Gardens Do Not Take That Long to Grow
- What Happens to the Planet After We're Gone?
- What Are the Real Reasons You're Overweight?
- Curious about Cellular Memory and Past Lives
- Non-Americans Take Jobs away from Americans

**Pages**

- About Me
- Health and Wellness
- Mind, Body, Spirit
- Portfolio

**Categories**

<http://misticcafe.com/> SE

How to Set Up a Blo... MisticCafe - Mozilla... Beginning Blogging... Desktop 3:00 PM



# SAMPLE BLOGS

MisticCafe - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://misticcafe.com/ MyWebSearch

Most Visited Getting Started Latest Headlines Weblog Tools Collect... Start Stumbling...

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Many people compare manifesting your dreams and goals to planting and harvesting a garden. However, gardens do not take that long to grow. You till the soil, plant the seeds, cover them, and then water the seeds. Some people even use MIRACLE GROW to speed up the growth process and to enrich the soil. It does not take 10 to 25 years to grow a garden!

People who are trying to manifest the lives they desire are often told to think of their life as a garden. This is true to a certain point — gardens do not take that long to grow! Telling people this can dampen their spirits because theoretically gardens do not take that long to grow.

Yes, in order to manifest your desires, you must "plant the seeds of your desires." You must cultivate a positive and powerful mind-set and keep tending to your "desire garden." But, how long does it take before you see results? Some people see results straight-away, some people do not. What does this mean? They're cultivating a powerful, positive mind-set. So why does it take so long?

Maybe the universe is trying to find the right people to come into your life. Perhaps they are not in your area — they could be thousands miles away from where you live. This is where patience comes into play. Yes, it is a virtue!

A garden does not take that long to grow. If you want to manifest your desires in your life do the following. First, till your "mental soil" — clear out the weeds — strangling your mind. You must have a clean mind before you can plant your desires. Second, plant your seeds of desires. Finally, let your desires go and grow within your mental garden. This is where people (including myself) get tripped up. Sometimes we get in our own way. Let go and let the "powers at be" (God, universe, spirit, or whatever name you give to a higher power) do its job and bring to you that which you desire. Think of it

**Digg**  
submit

**Pages**  
About Me  
Health and Wellness  
Mind, Body, Spirit  
Portfolio

**Categories**  
All Animals  
All Business  
All Finance  
Fashion and Style  
Green Corner  
Healthy and Well  
Just Think  
Life  
Motivation and Inspiration  
Politics and Social Issues  
Relationships  
Travel

**Archives**  
April 2009  
March 2009  
February 2009  
January 2009  
December 2008  
November 2008  
October 2008  
September 2008

What Happens to the Planet After We're Gone?  
What Are the Real Reasons You're Overweight?  
Curious about Cellular Memory and Past Lives  
Non-Americans Take Jobs away from Americans

**Tag Cloud**  
Beauty Environment and Conservation Finance  
**Health and Wellness** Human Rights Money Motivation and Inspiration  
**Personal**  
**Development** Pets  
Politics Professional Development Relationships Travel

**Sponsors**  
CAFE BRIT  
Britt  
Premium Gourmet coffees  
GOURMET GIFT BASKETS

Done

How to Set Up a Blo... MisticCafe - Mozilla... Beginning Blogging...

Desktop 3:01 PM



# SAMPLE BLOGS

Savvy-Writer - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://savvy-writer.com/ MyWebSearch

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## Savvy-Writer

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#### Attract More Business with Twitter

June 17th, 2009 savvywriter Posted in [Freelance Writing](#), [Networking](#), [Search Engine Marketing](#), [Small Business Tools](#), [Social Media](#) | [No Comments >](#)




Twitter can help drive traffic to your website. This *social media* platform has taken the world by storm. If you're not taking advantage of social media, what are you waiting for?

**Twitter** is FREE and easy to use. You can set-up an account in no time and

Digg submit

Pages	Links
<ul style="list-style-type: none"><li>&gt; ABOUT</li><li>&gt; FREE STUFF</li><li>&gt; PORTFOLIO</li><li>&gt; SERVICES</li><li>&gt; Sm. BUSINESS RESOURCES</li><li>&gt; WRITERS RESOURCES</li></ul>	<ul style="list-style-type: none"><li>&gt; DEOR Consulting.com</li><li>&gt; Cheapest-Travel.com</li><li>&gt; MysticCafe.com</li></ul>

Archives	Advertisers
<ul style="list-style-type: none"><li>&gt; June 2009</li></ul>	

Done

Microsoft PowerPoi... Beginning Blogging... Savvy-Writer - Mozil... Desktop Rebecca Sebek 3:59 PM



# SAMPLE BLOGS

The screenshot shows a Mozilla Firefox browser window with the address bar displaying <http://savvy-writer.com/>. The browser's menu bar includes File, Edit, View, History, Bookmarks, Yahoo!, Tools, and Help. The address bar contains a search engine icon and the text "MyWebSearch".

The main content area of the website is titled "Savvy-Writer - Mozilla Firefox" and features an article about Twitter. The article includes a blue Twitter bird logo and the word "Twitter" in large, 3D letters. The text discusses how Twitter can help drive traffic to a website and provides tips for using the platform.

**Twitter can help drive traffic to your website. This social media platform has taken the world by storm. If you're not taking advantage of social media, what are you waiting for?**

**Twitter is FREE and easy to use. You can set-up an account in no time and connect with new and current customers.**

**Social media** platforms such as **Twitter** can help small business owners grow their business. Spending a small amount of time using Twitter each day can increase your business prospects. How do you get Twitter? All you do is "Google" Twitter and sign up. It's that easy.

**Twitter Tips & Tricks**

- **User name can be 15 characters.** Twitter will let you know if a username is available. If the one you want is not available you'll have to think of another username;
- **Choose a design that correlates with your website.** If you can, choose a design that coordinates with your website, i.e., colors and design;
- **Tweets are 140 characters.** What makes Twitter popular is the fact that you can only TWEET 140 characters. Keep it short and get to the point. Not only TWEET about your business, but give "brief" tips.

**Reasons to use Twitter**

- **Twitter is free to sign up.** Your business can soar to new heights by TWEETING each day;
- **Fast and easy to use.** It doesn't take a "users manual" to set-up a Twitter account. What takes a bit of time is tailoring your Twitter page;
- **Limited to 140 characters.** If you have a tendency to be long-winded, you may find Twitter a bit of a challenge.

The sidebar on the right contains several sections:

- Archives**: June 2009
- Categories**: Client Relations (2), Freelance Writers (3), Freelance Writing (2), Networking (4), Search Engine Marketing (1), Search Engine Optimization (1), Small Business Owners (4), Small Business Tools (2), Social Media (3)
- Meta**: Log in, Valid XHTML, XFN, WordPress
- Advertisers**: iContact (Starting at \$9.95! FREE TRIAL), WifeSmoke (2009), bluehost (\$6.95/mo)
- Videos**

The browser's status bar at the bottom shows the system tray with icons for Microsoft PowerPoint, Beginning Blogging, Savvy-Writer - Mozil..., Desktop, Rebecca Sebek, and the time 3:59 PM.



# QUESTIONS

- Question and Answer session.

Thank you for your time!

