



# INTERNET BUSINESS CONCEPTS

## WEEK #4: *THE ADVANTAGES OF BLOGGING*

# TO BLOG OR NOT TO BLOG, THAT IS THE QUESTION

If William Shakespeare were alive today, would he have a blog?

Blogs have emerged as a great mechanism for website SEO. But why, and how come?



# THE ORIGINS OF THE BLOG

**BLOG:** Believe it or not, it's the shortened version of “web log”

Blogs began to emerge as a popular form of direct communication to web readers in the early 2000s.

At first, notable people writing on their websites became the reason to read blogs.

It quickly expanded into ordinary people writing about their experiences. Some of those people became internet celebrities.

# BENEFITS OF BLOGGING: THE EARLY DAYS

**Traffic:** Blogs generate an **inbound source** of traffic – write something of interest to people, they click & come to your website

**Authority:** Bloggers have gotten mainstream attention by becoming notable experts on non-mainstream subjects

**Money:** Advertising revenue from traffic, sponsorship, **monetization** of their audience (books, shows, speaking engagements, etc.)

See: [Richest Bloggers](#)

# BENEFITS OF BLOGGING: GOOGLE & SEO

**Links:** As you've learned, having links to your website/page is seen as a sign of trust by a search engine.

**Mainstream Exposure:** After building your core audience from social media followers & low-level PR links, mainstream websites can take your online **klout** even higher.

The more links & word of mouth your blog gets, the stronger it performs in searches.

# AND THIS IS WHERE BUSINESS STARTS TO CARE

In the 1990s-early 2000s, businesses are told that they need a website.

By 2004, businesses are told by Google that “content is king”. Fresh content drives traffic to your website, and we’ll reward you with better SERPs.

Now a business has a reason to start posting frequent, original content.  
**But what’s the best way to do it?**



# HOW SHOULD YOU WRITE YOUR BLOG?

*Your answer lies within the question: what sort of blogging are you performing?*

- **Corporate:** safe, secure, value added for customers/audience, establishes you as an industry leader
- **Personal:** intimate, emotional, sometimes sharing innermost thoughts, can be edgy
- **Group:** Multiple individuals, subject matter could be varied as well
- **Resource:** factual, even journalistic
- **Entertainment:** driven for amusement

# DETERMINE WHO YOUR AUDIENCE IS

Do they value **gossip** or **professionalism**?

Are they seeking **facts** or **opinion**?

Do they approach the subject with **seriousness** or **whimsy**?

How **old** are they? What's their **profession**? Are they reading your blog looking for a **product/service** or for **recreational** reasons?



# EXAMPLES OF BLOGS FROM ALL OVER:

- [Wood fencing](#)
- [Plumbing](#)
- [Painting](#)
  
- [Digital Marketing](#)
- [Star Wars](#)
- [Personal Finance](#)
  
- [Mommy Issues](#)
- [Future Fonts](#)
- [Living in Japan](#)
- Vancouver Lifestyle: [VanCity Buzz](#), [Miss 604](#)

# DETERMINE **HOW** TO CONNECT WITH YOUR AUDIENCE

How will you **stand out** from other similar blogs/websites?

Why will people want to **tweet** about what you have to say?

Why would **CNN** or a **local TV station** link to your blog post?

**How** – or **should** you – monetize your audience?

# LONG-TERM VS SHORT-TERM STRATEGY

Blogs are driven by **content** – and that means you need to have new content on your blog frequently.

**Ask yourself:** is this a subject that I'm interested in writing about for a while?

**Ask yourself:** if it gets popular, can I bring in other writers?

**Ask yourself:** do you have a long-term strategy in mind, or just a short-term one?

# YOU CAN ALWAYS READJUST YOUR STRATEGY

IF YOU'RE BLOGGING FOR **PERSONAL REASONS**:

There's nothing wrong with blogging because you're **interested in something** (but are a noob), or you want to **share your opinion**.

If your blog gets noticed, and opportunities start coming your way, then you can think about a **monetization strategy**.

# YOU CAN ALWAYS READJUST YOUR STRATEGY

IF YOU'RE BLOGGING FOR **BUSINESS REASONS**:

There's nothing wrong with blogging because **you want traffic**, and to get **higher on the search engines**.

Thinking long-term, a **keyword & SEO strategy** is important.

That said, don't lose sight of writing to **make a connection with your human readers** ([Warline's painting blog](#) is an excellent example of such.)

## 4. RULES OF THUMB FOR GOOD BLOG POST WRITING

- **Aim for 350-500 words minimum:** Less than 250 is too short, and SEs don't like short articles either. If you write longer than that (up to 1000 words), awesome. If you're over 1k in word count, consider splitting your blog post up into multiple parts (more page views, better chance for inbound searches, easier for humans to digest).
- **Use images:** Images connect with human beings. Have one at the top, place another one every 300 or so words minimum. Don't forget to optimize your images for SEO. Grab images that aren't copyrighted or open license! (Check out [Pexels](#), [Pixabay](#), [Stocksnap](#))

## 4. RULES OF THUMB FOR GOOD BLOG WRITING

- **Headings Help With Scanning:** People will scan over a blog post looking for things that catch their interest. Having headings every 200-350 words, and breaking up blog posts into sections, helps. [See this example.](#)
- **Leave Breadcrumbs:**
  - Link to pages on your website/blog that are applicable to the presently discussed subject matter.
  - At the end of your blog, have “Related Posts” (encourages people to read more of your content.)
  - Controversial subject? End with asking your reader to leave their comments below.

# YOU'RE GOING TO BE LEARNING HOW TO USE WORDPRESS

And I would highly recommend that you play with an optional plug-in called [SEO Yoast](#).

SEO Yoast is an easy-to-use way to format your site content/blog posts so that they are [maximized for SEO](#).

It's like a buddy reminding you of keyword density, meta descriptions, image meta descriptions, keywords in your title/URL, etc.



# THIS WEEK'S ASSIGNMENT

Come up with an idea for a blog that will bring in website visitors that could become customers for a business.

I need from you:

- Your blog's name
- 150 word description of your blog's subject matter & audience
- 5 examples of subject headings for blog articles
- Competitor research: find 3 similar style of blogs and write a brief sentence describing their take on the subject
- Your “secret sauce”: how your approach to this subject is different from other blogs
- State at least 3 different ways that you could monetize your blog