

PERSONAL BLOG ON IBM CLOUD STATIC WEB APPS

1. Define the Purpose and Audience:

- The primary focus of blog is **Travel**.
- Travel blog is a place where an individual can share their thoughts, experiences and tips on travel.

2. Choose a Blogging Platform:

- Here we select a platform such as WordPress, free CSS.
- Considering factors like customization, ease of use, and hosting options.

3. Pick a Domain Name:

“FOOTPRINTS” is a domain name that reflects our blog's theme.

4. Select a Hosting Provider:

IBM Cloud Static web apps can be used to host a personal travel blog.

5. Planning the Content:

- Creating editorial calendar to organize posts.
- We can decide content types, such as articles, images, videos, or podcasts.

6. Designing the Blog:

- Choosing a responsive and user-friendly theme/template.

- Customize the colors, fonts, and layout to match the branding.

7. Create Compelling Content:

- By writing high-quality, engaging, and valuable blog posts.
- Using visuals like images and infographics to enhance the content.

8. Optimize for SEO:

- Research keywords and optimize the content for search engines.
- Use proper heading tags, meta descriptions, and alt text for images.

9. Add Social Media Integration:

Including social sharing buttons and links to the social profiles.

10. Set Up a Newsletter:

Collecting emails and sends regular newsletters to subscribers.

11. Test and Optimize:

- Regularly check blog's performance using analytics.
- Making improvements based on user feedback and data.

12. Promote the Blog:

- Share content on social media, forums, and relevant communities.
- Collaborating with other bloggers or influencers.

13. Engage with Audience:

- Respond to comments and messages from readers.
- Foster a sense of community through discussions and Q&A sessions.

14. Stay Updated:

Keep up with industry trends and technology to ensure the blog remains current and relevant.