

A photograph of a Hofstra University clock tower in the foreground on the left. The clock face is white with black Roman numerals and the words 'HOFSTRA UNIVERSITY'. The tower is black with gold-colored decorative elements. In the background, a large, modern building with a curved roof is visible, identified by a sign as 'C.V. STARR HALL'. The scene is set outdoors with trees and a clear blue sky.

# Blogging Intensive at Hofstra CE

Sandra Mardenfeld  
[sandramardenfeld.com](http://sandramardenfeld.com)

# Schedule

- 9-10 What is a blog? Conceptualizing blog. Case histories. Identify audience. Goals.
- 10-12 Designing a blog—Basic instruction, plus a review of a selection of free and paid platforms.
- 12-12:30 Lab time.
- 12:30-1 Lunch or additional lab time.
- 1-2:30 Creating and managing your content—Covers brainstorming, selecting appropriate content/platforms, researching and scheduling
- 2:30-3:30 Monetization. Building community through e-newsletters, appearances, blogging challenges/tours, social media.
- 3:30-5:30 Analytics and SEO

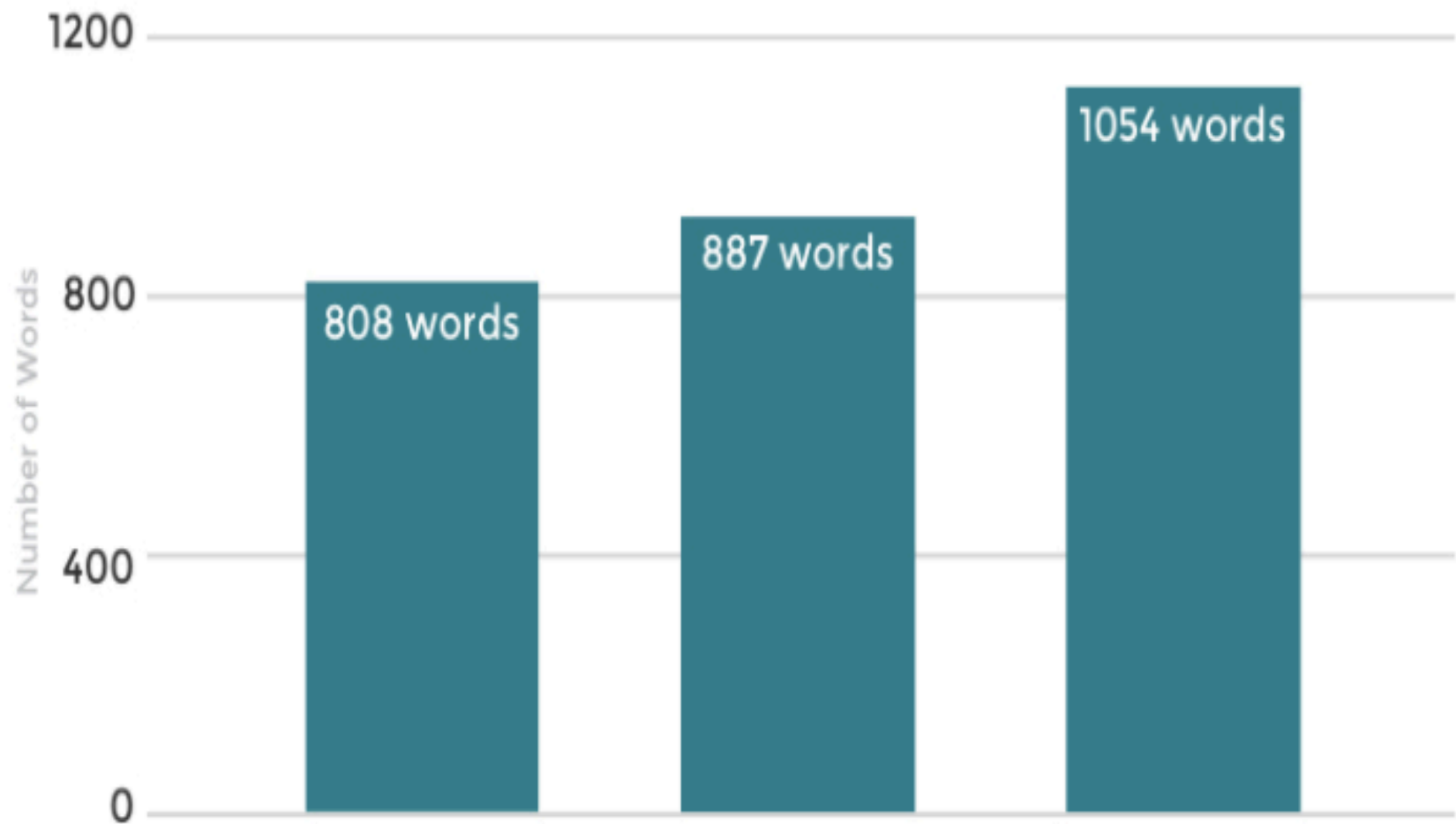


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- Live blog counter
- <http://www.worldometers.info/blogs/>
- It takes average blogger nine hours and 45 minutes for a 3000-word post, according to Orbit Media (<https://www.orbitmedia.com/blog/blogger-trends/>)



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# Why Blog?

- Build platform
- Increase audience
- Sell products
- Build community



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## Fun stats

- **Featuring a blog as a key part of your website will give you a 434% better chance of being ranked highly on search engines. (Source: [Tech Client](#))**
- **94% of people share blog content because they think it might be useful to other people. (Source: [nymarketing.com](http://nymarketing.com))**
- **Companies that published 16+ blog posts per month got almost 3.5X more traffic than companies that published 0-4 monthly posts. (HubSpot, 2015) (Source: <https://www.hubspot.com/marketing-statistics>)**



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# Blog Samples

- Holistic Blog (2005—Leo Babauta)
  - [Zen Habits](#)
- Money-making Blog (2008—Pat Flynn)
  - [Smart Passive Income](#)
- Theater Blog (2008—Ken Davenport)
  - [The Producer's Perspective](#)
- Home Blogs (2010—Chelsea Andrews)
  - [The Paper Mama](#)
- Travel Blogs (2015—Tausha Cowan)
  - [The Globe Getter](#)



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- [www.theglobegetter.com](http://www.theglobegetter.com)

## zen habits : breathe

'Drink your tea slowly and reverently, as if it is the axis on which the world earth revolves.' -**Thich Nhat Hanh**

Zen Habits is about finding simplicity and mindfulness in the daily chaos of our lives. It's about clearing the clutter so we can focus on what's important, create something amazing, find happiness.

My name is Leo Babauta. I live in Davis, California with my wife and six kids, where I eat vegan food, write, run, and read. Read [my story](#).

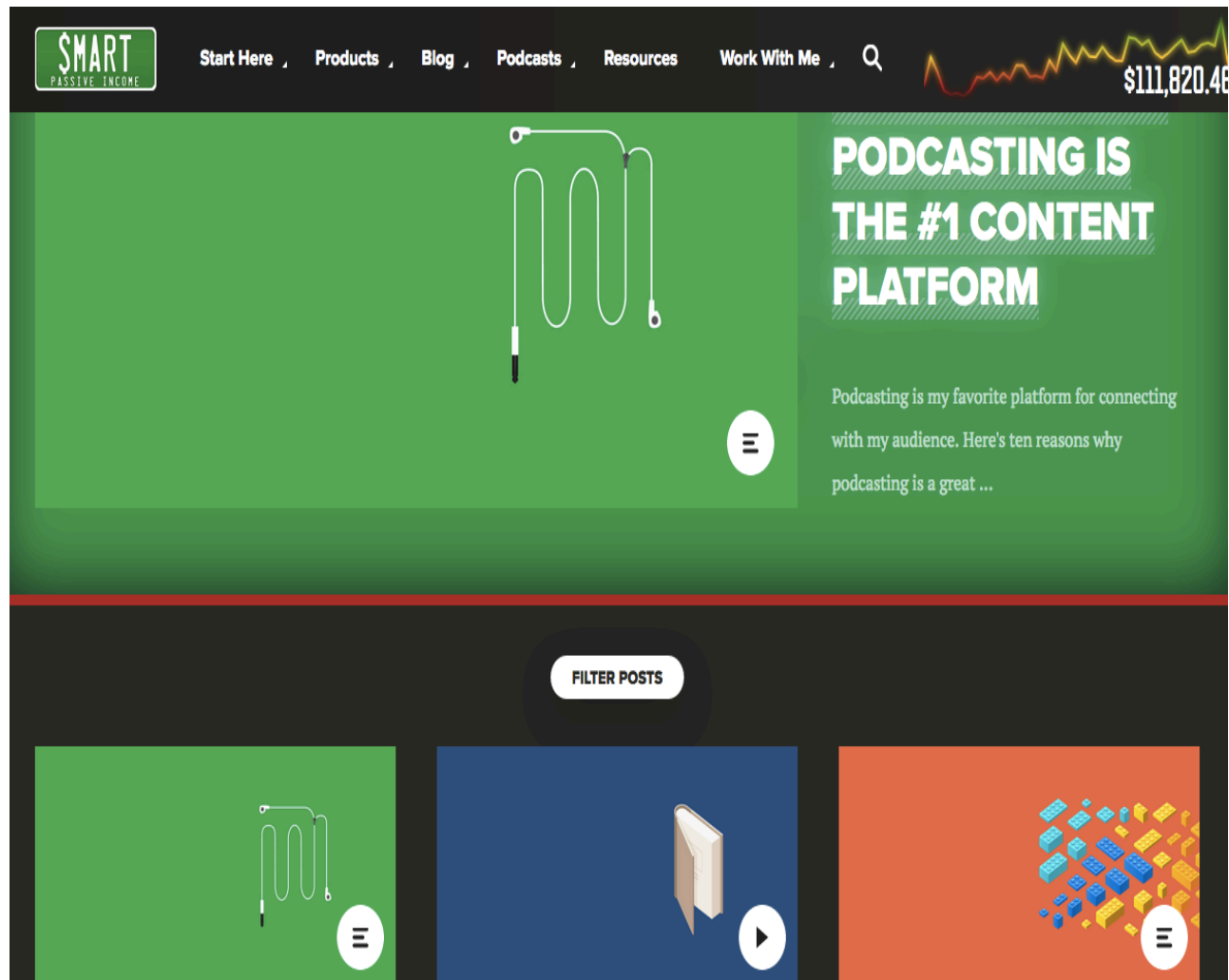


### More info:

- [My books](#)
  - My habits program: [Sea Change](#)
  - [What I'm doing now](#)
  - [Essential links: Zen Habits journal](#)
- 



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# THE PRODUCER'S PERSPECTIVE

A BROADWAY PRODUCER'S OPINION ON EVERYTHING BROADWAY AND BEYOND

HOME ABOUT KEN PODCASTS CONSULTING & SEMINARS SUBMIT YOUR SCRIPT FORUM BOOKS & PRODUCTS  
INVESTORS



## THE SHOCKING QUESTION THAT TWO BUSINESS PIONEERS ASKED ME LAST WEEK.

Just last week, I was chatting with a high-powered theater exec about all things Broadway. We were talking about the current Broadway season, theater inventory (or lack thereof), variable pricing, etc. And then the topic got granular, as the exec-in-question (who is one of the 50 Most Powerful People in the Biz – and toward ...

READ  
MORE

11/10/2015 Miscellaneous Producing



## PODCAST EPISODE #45: THE PRESIDENT OF THE RODGERS & HAMMERSTEIN ORGANIZATION, TED CHAPIN.

Hi. I'm Ken Davenport. I produce stuff. You can too. For more information about me, [click here](#). And sign up below to never miss a post.



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CONSULT WITH KEN >



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PRODUCING 101 >

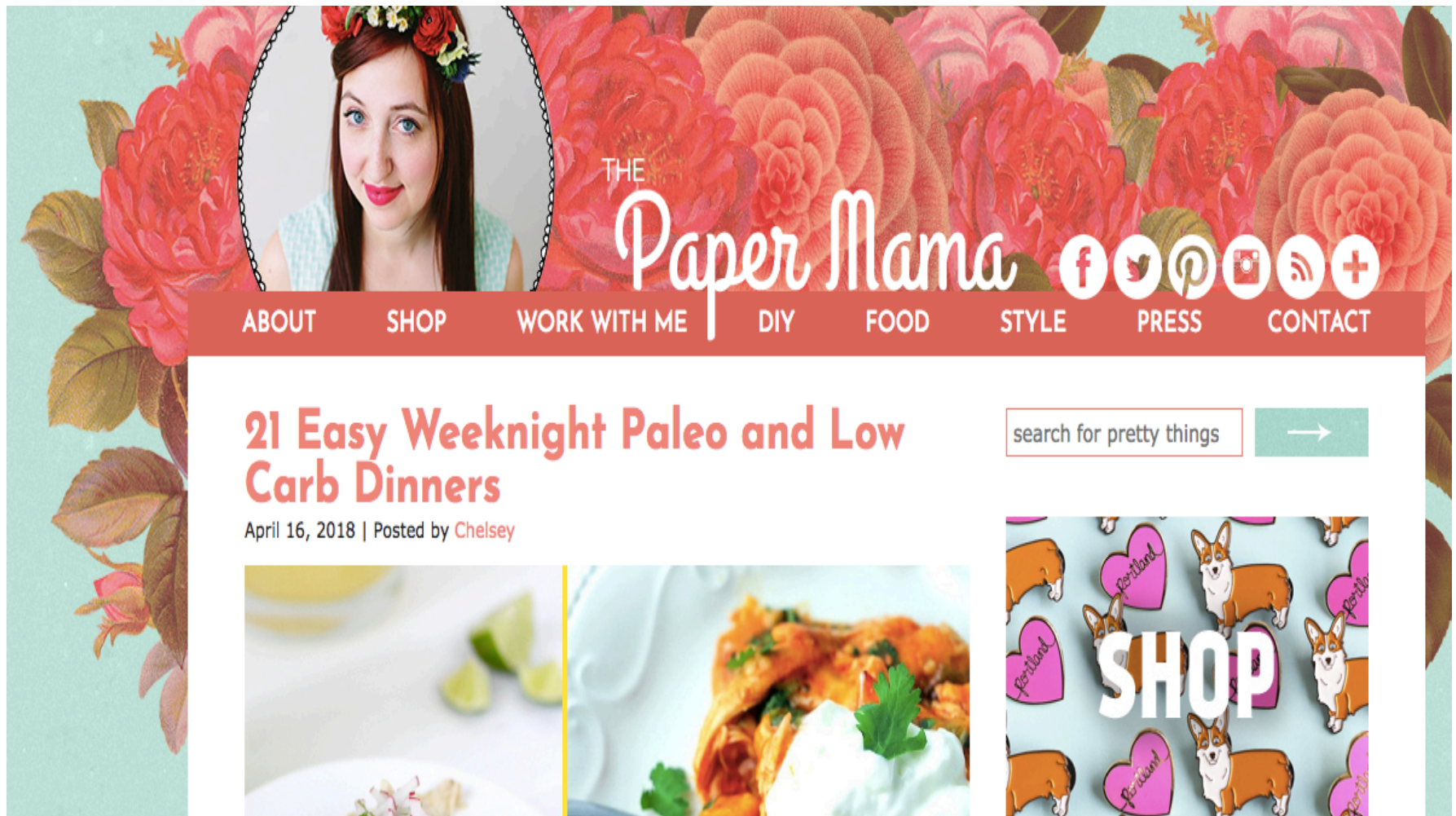


BWAY BUDGETING 101 >



INVESTING 101 >





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# THE GLOBE GETTER

ON A MISSION TO SEE THE WORLD ✈

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## How I Choose My Next Travel Destination

Here are a few factors that go into how I choose my next travel destination.

[Read More →](#)

Jun 14, 2017



## 30 Stunning Photos of Beautiful Bali, Indonesia

Here are 30 of my favorite photos from my limited time exploring beautiful Bali.

[Read More →](#)

Jun 7, 2017



## 8 First Impressions and Observations About Japan

These are a few of my initial observations as a tourist in Japan.

[Read More →](#)

Jun 1, 2017

Do  
Eat  
Favorites  
Musings  
See  
Tips



### POPULAR POSTS

[How My Dad Flew to Europe for \\$95](#)

[What Years of Solo Travel Have Taught Me](#)

[What It's Really Like Being a New Travel Blogger](#)



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# Take a Look

- <https://zenhabits.net/>
- <http://mnmlist.com/>
- <https://www.smartpassiveincome.com/blog/>
- <https://www.theproducersperspective.com/>
- <https://thepapermama.com/>
- <http://www.theglobegetter.com/blog/>



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# What's in a Name?

- What is your goal?
- Why are you here? What is your objective? Where do you want to be in five years?
- How do you want to be branded?
- What is your platform? Remember a platform isn't who you know, it's who knows you. It's your area of influence.
- What key words are applicable to you?



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- What do you, ultimately, want to be known for?
- What is your message? How can it benefit your reader? Readers want to know WIIFM (What's in it for me?)
- Is the name easy to remember? Your name is your identity.



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# Blog Is Your Platform

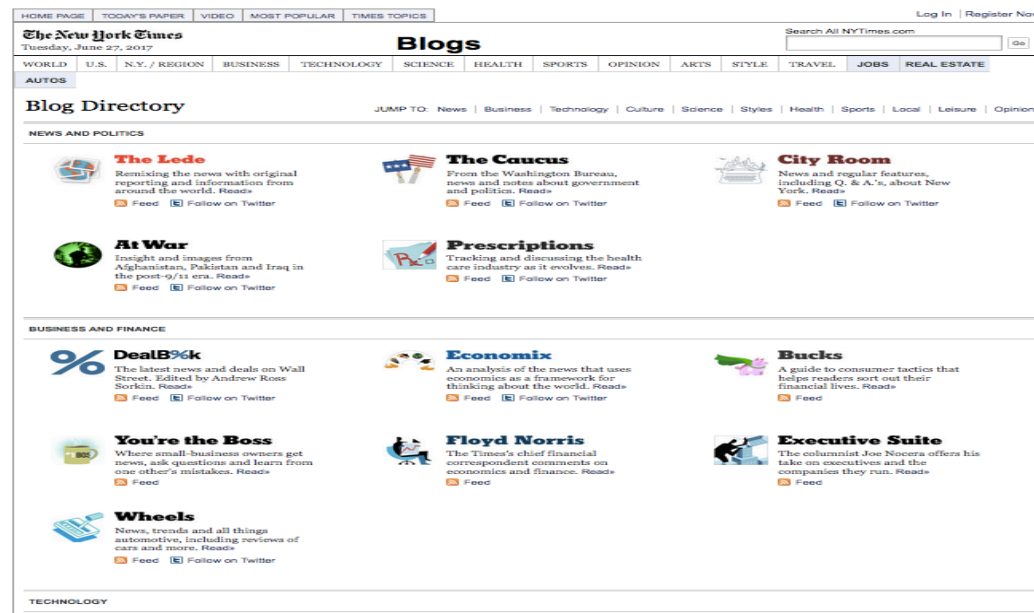
- What is your value? Communicate it clearly.
- Who are you and what do you do?
- Platform is not passive. It's not your CV. You can't do everything—so what is your niche?
- Idea of exchange—who else wants to participate?  
Sharing and caring is how you build community.  
Connecting is important. 80% of your readership will come from this.
- Show you are doing something interesting in an interesting way.



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# Look at Your Competition

- Search engines.
- Lexis-Nexis.
- Blog directories (ie. <https://blogs.botw.org>). Also see: <https://theblogpress.com/blog/10-blog-directories-actually-worth-your-time/>
- NYT blogs



# Blog Content

- What makes a good post?
  - Original, value-added content
  - Aggregated content that appeals to community, presented in a unique way.
- Understanding audience.
- Create editorial calendar and mission statement.



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- Daily Management
  - Regular postings
  - Maintaining communication
  - Follow editorial calendar
  - Look at analytics/research what works/doesn't
- Building Community
  - Integrate blog with social media and other marketing methods such as newsletters
  - Drive traffic to site strategies and implementation
  - Interact and partner
  - Media attention



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# Initial Blog Construction Checklist

- A name to remember and identify with.
- Design and color scheme relevant to your theme/topic.
- Plan to create traffic—use of categories, links, email lists, community.
- Content that provokes and keeps people coming back.
- Find a platform that works for you.



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# Do Now:

- Who is your competition?
- What makes you different?
- What will your site/content look like?
  - Editorial Calendar (Try <https://calendar.google.com/calendar/r>)
  - Special Features
  - Content Ideas (Try <https://www.hubspot.com/blog-topic-generator>)



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# The Importance of Design

- Design is part of the functionality of your page.
- Create a clear hierarchy by emphasizing most important elements.
- Organize content so it is easy to scan and understand.
- Design should enhance usability not deter from it.



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# Design Options

- Use same basic page layout or grid on all pages
- Makes it easy to create pages quickly
- Sets a look for your site
- Speeds up site. Repeating logo/graphics don't need to be reloaded into your memory cache
- Top of page most important; similar to the above the fold part of the newspaper page. Part of the page everyone sees first.
- Do something that IDs your site and sets mood and prevailing style.



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# Color and White Space

- Using same set of colors throughout can create a sense of unity and context.
- Shifting from one color to another may think people wandered into another site.
- Color should be topic-appropriate and should draw attention to elements you want to emphasize.
- White space (unfilled space on the page) can be used to direct the eye and help reader understand how information is organized. I.e., draw attention to a heading, giving it extra emphasis.



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# Contrast

- Your eye is drawn to anything on a page that's different from everything else.
  - Shape
  - Size
  - Color
  - Texture
  - Position
  - Orientation
  - Movement



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# Emphasize Things with Scale

- When everything is the same size it gets equal attention. If size is used according to importance where elements are sized in terms of what you want to highlight, readers see the flow of your intent.



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# Typography

- Which fonts are most user friendly.
  - Times, Courier, Arial or Helvetica Serif fonts are said to be more readable in print because they help guide the eye, but are lost on monitors because of lower resolution.
- Sans serif fonts
  - Arial, Helvetica, Geneva, Verdana.
- Style sheets for web design maintains font, color, size, treatment specifications



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# Do Now:

- Look at several blogs—where do you see the design elements discussed used.
  - <http://www.ebizmba.com/articles/blogs>
  - <https://makeawebsitehub.com/examples-of-blogs/>



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# Creating Your Blog

- Need a domain name/hosting or blogging platform
  - Go for .com, .org, .net rather than weird extensions like .info
  - Pick template/theme
  - Start creating content/design
  - Consider backup system



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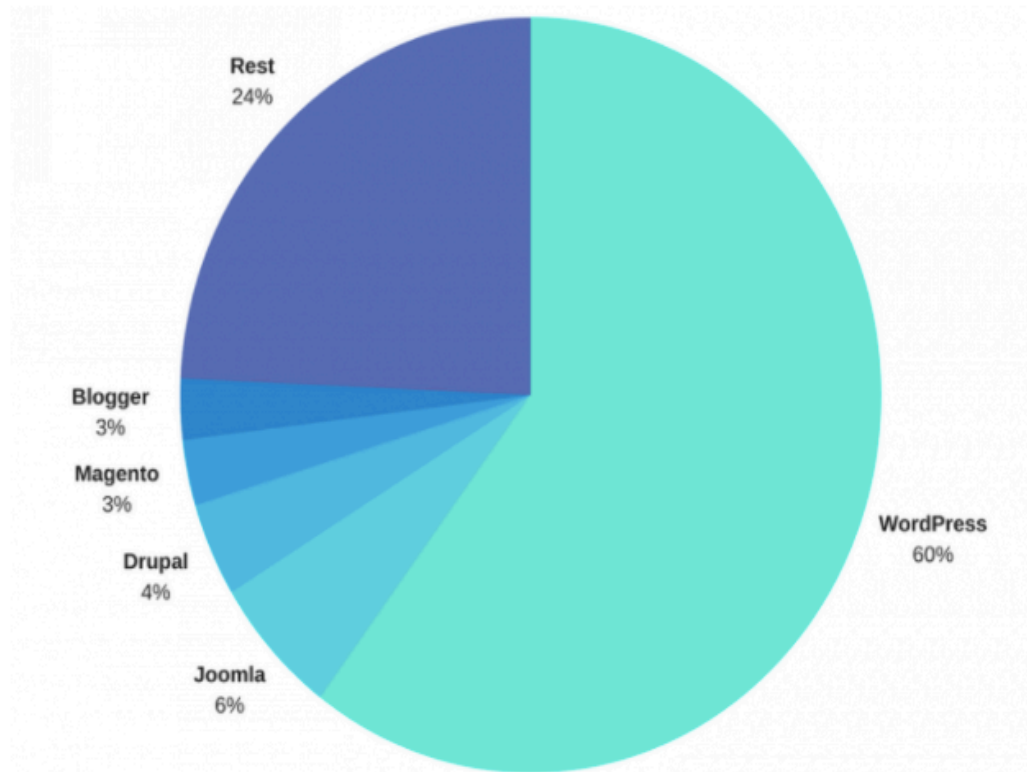
# Platforms

- Blogger
  - Adsense, Google Analytics, Easy-to-Use
- WordPress
  - Lots of utility, Hard to learn
- Tumblr
  - Simple, Visual, Limited utility
- Weebly/Wix
  - Limited free pages, Little template variety



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*How famous and important is WordPress?*



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# WordPress

- Free publishing platform
- Tens of thousands of plugins that extend functionality.
- Potential to extend or modify WordPress code without any licensing fees.
- About a quarter of new sites use WordPress.
- CMS options allow someone with no coding experience to manipulate the site.
- Active WordPress community.



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# Dashboard

- Access site's content
- See WordPress Community
- See Activity
- At a Glance module shows site summary
- QuickDraft allows easy drafting
- Can move things around; add to plug-ins



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# Writing Posts

- In admin panel, click on “Posts,” then click on “Add New” tab
- Add category, tags, etc.
- Click publish
- Some best practices:
  - Use paragraphs and headings
  - Proofread
  - Consider readers
  - Use comments and multimedia
  - Text editor will allow you to see code and make adjustments



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# Pages

- You can add new content with Posts or Pages. But blog entries are more of a post. Pages are really for content such as “About” or “Contact”
- Pages similar to Posts since they both have titles and content.
- Pages cannot be associated with Categories or assigned Tags. Pages not included on site’s feed.



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# Categories and Tags

- Each post is filed under one or more Categories
- This function groups similar material together.
- Category names must be distinct
- Aids in navigation.
- Tags don't have a hierarchy. Must be unique though.



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# Media Library

- All images, videos, recordings and files
- You insert these when writing a Post or Page



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# Comments

- Moderate all comments
- Moderate comments with specific words
- Moderate comments from certain IP addresses
- Moderate comments with links



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# Do Now:

- Start an account in at least two free platforms. Play around with CMS. Design something. Which one works better for you?
  - Look for things you think you need—does the template/theme have audio? Video? Timed posting? Etc.?



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# Creating Content

- Keep Content Fresh and Different.
- Do Your Research So Content Is Engaging.
- Some research hints:
  - Use other blogs. Use something like feedly
  - Use Search operators such as Google and
  - Alerts ([Google.com/alerts](http://Google.com/alerts) and [Yahoo.com/alerts](http://Yahoo.com/alerts))
  - Use search engines well. Learn how to use google better through Google ([www.googleguide.com](http://www.googleguide.com))
  - Do primary research—surveys, interviews. You want original material. Cite sources.



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# Creating **Great** Content

- Stay focused on your topic.
- Write honestly.
- Write in an appealing voice.
- Include multimedia.
- Write and post regularly so your blog is fresh.



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# Use Multimedia

- Use a variety of techniques on site.
- Play with audio slideshows, podcasts, photo slideshows, video, etc.



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# Interesting Storytelling with Video and Photos

- ProPublica Information Videos
- Blank on Blank: Bono on his father's last days
- Fly-Fishing, BDC
- Slideshows
- <https://www.nytimes.com/section/multimedia>



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# Creating a Podcast

- Podcast— “Pod” is an acronym for publishing on demand.
  - Downloaded media file or subscription (where the media is grabbed during synch process)



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# Conceptualization

- It's all in the idea (or there is nothing to produce).
  - Pick something you are familiar with and can talk about over time.
  - Example: <http://www.knitpicks.com/blog>
- Think about continuum. You want audience to subscribe.



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# The Process

- What you need: microphone, camera, software.
- Vocal basics:
  - Keep a good flow. No stuttering. No fixed script. Be comfortable using the mic.
  - Personality. Bring audience in and keep them.
- Podcasts can have video/sound, picture/sound or just sound.



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# Podcasts You Can Do

- Interviews
- Show off your knowledge
- Narration—Take people to local sites, travel spots, etc. Talk them through the places or provide provocative observations.
- Events
- Discussions



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# Audio Or Video

Only audio:

- Easier to produce—lots of open source software. Pro video software sometimes \$.
- More portable
- File space is less so less \$\$ to store.

Video

- Visuals make people look.
- Can make shorter, 2-4 minutes.
- More sites to upload files



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# Other Tips

- Get feedback on your work by posting email address. You can solicit viewer involvement with questions. It's useful to create an open communication channel.
- Distribute everywhere.
- Contain consistent content.
- Maintain a regular schedule.
- Use evergreen content.



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# Cross-Post

- Podcast Directories such as [PodBean](#) and [Techpodcasts.com](#)
- YouTube
- iTunes



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# Do Now:

- Sketch out one piece of content for your site.
  - What is it? Audio, video, text? Do you need captions? Art? Photos?
  - What demographic do you predict will respond to this material?



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# Monetization

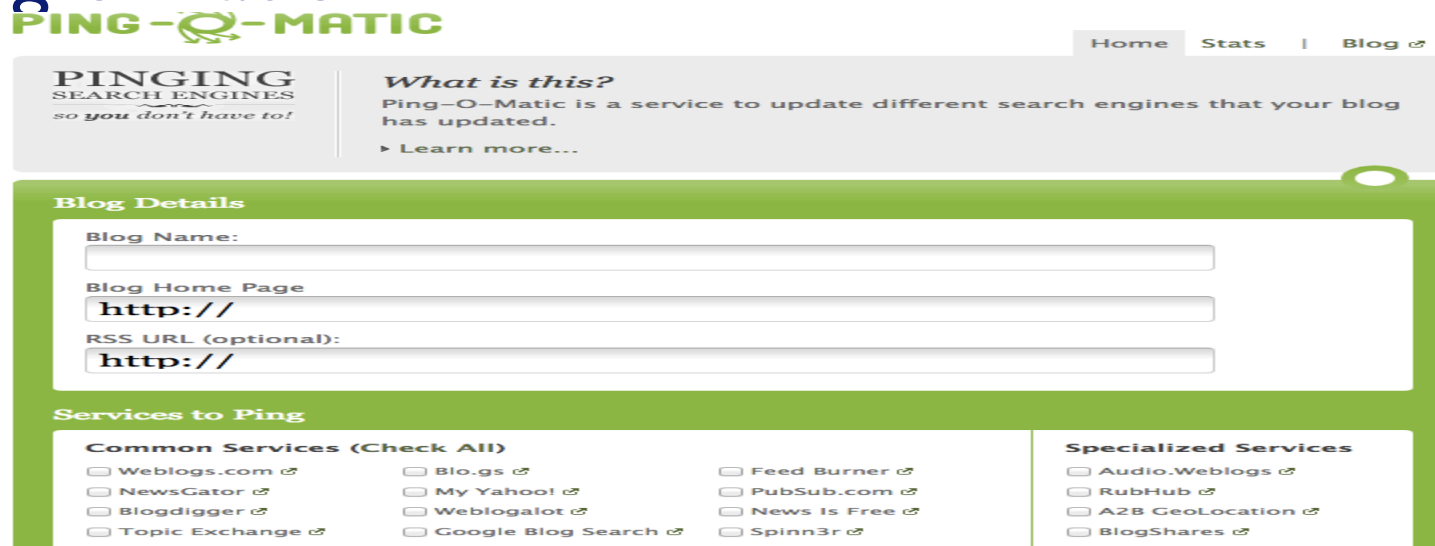
- Adsense
- Sell own ads
- Blog Networks
  - BlogHer, Adclerks, BuySellAds
- Affiliate Programs
  - Amazon
  - List
- Paypal Buttons
- Market services
- Underwriting/sponsorship/partnerships



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# Building Your Readership

- Encourage interactivity
  - Comment
  - Do polls, contests.
  - Have readers submit material and guest blog
  - Hold events and let people know where you are.
  - Arrange link exchanges.
- Ping-o-matic



The screenshot shows the Ping-O-Matic website interface. At the top, there is a navigation bar with links for Home, Stats, and Blog. Below this, a header section contains the site's logo and a brief explanation of the service. The main content area is divided into two sections: 'Blog Details' and 'Services to Ping'. The 'Blog Details' section includes input fields for the blog name, home page URL, and RSS URL. The 'Services to Ping' section is further divided into 'Common Services (Check All)' and 'Specialized Services', each with a list of services and checkboxes for selection.

**PING-O-MATIC**

Home | Stats | Blog

**PINGING**  
SEARCH ENGINES  
*so you don't have to!*

**What is this?**  
Ping-O-Matic is a service to update different search engines that your blog has updated.  
► Learn more...

**Blog Details**

Blog Name:

Blog Home Page

RSS URL (optional):

**Services to Ping**

**Common Services (Check All)**

<input type="checkbox"/> Weblogs.com	<input type="checkbox"/> Blo.gs	<input type="checkbox"/> Feed Burner
<input type="checkbox"/> NewsGator	<input type="checkbox"/> My Yahoo!	<input type="checkbox"/> PubSub.com
<input type="checkbox"/> Blogdigger	<input type="checkbox"/> Weblogalot	<input type="checkbox"/> News Is Free
<input type="checkbox"/> Topic Exchange	<input type="checkbox"/> Google Blog Search	<input type="checkbox"/> Spinn3r
<input type="checkbox"/> BlogCatcher	<input type="checkbox"/> Collecta	<input type="checkbox"/> Superfeedr

**Specialized Services**

- ☐ Audio.Weblogs
- ☐ RubHub
- ☐ A2B GeoLocation
- ☐ BlogShares

# Brand Extension

## Five Things You Can Do to Increase Your Marketability

- Network online and off
- Subscribe and read industry materials
- Use the medium
- Read job postings
- Surf the web regularly



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# Extending Your Blog's Brand

- Unique Selling Propositions in recognition so use them.
- Deepen brand loyalty by providing readers with additional value-added information and/or more personal touch points.
- Use social media for audience growth.
- New additional revenue streams.



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## Other ideas:

- Understand the competition
- Think beyond one platform
- Engage in effective cross promotion
  - Think creatively. Run polls/surveys, for instance.
  - Start an online article and finish it somewhere else.  
Develop interactive features.



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# Know what you want

- Build traffic smartly
- Know your goals: Do you want more site visitors? More qualified/registered users? An expansion of your core demographics? New demographics? SEO? Link exchange. E-Newsletters.
- Evaluate and integrate new technologies appropriately
  - What is appropriate for your needs?



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- Turn readers into a sustainable community
  - Use polls, discussion, RSS, or other things. Be able to turn casual visitors into users who come back again and again for information, service and community.
- Stay one step ahead



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# Blogging Resources

- [www.bloggingpro.com/](http://www.bloggingpro.com/)
  - Weekly job board that features positions for bloggers, editors and more.
- <https://moz.com/beginners-guide-to-social-media/blogging>
  - Comprehensive blogging guide.



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