



Writing for the Web *and* Blogging

Day 2—Social Media Marketing
Intensive

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sandramardenfeld.com

Writing for the Web

- Writing for Social Media (FB and Twitter)
- Basic Content Writing
- LinkedIn Content



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80/20 Rule of Headlines

- Eight out of 10 headlines read
 - The **header tag**, or the `<h1>` **tag** in HTML, will usually be the title of a post, or other emphasized text on the page. It will usually be the largest text that stands out.
- So what does a headline need?
 - Must be useful
 - Provide sense of urgency
 - Convey idea is unique
 - Do all above in ultra-specific way
 - Keep in mind that in *The 100 Greatest Ads* (Julian Lewis Watkins) 95% of earliest ones were eight words or less.



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Use Advertising Strategies

- What's the reward of reading? (adapted from The American Writers & Artists)
 - Provide sense of urgency.
 - Convey the uniqueness.
 - Be as ultra-specific as possible.
 - What's in it for me?
- AIDA (Attention, Interest, Desire, Action)



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The Top Ten Reasons People Drink diet Coke:

1. Taste
2. Taste
3. Taste
4. Taste
5. Taste
6. Taste
7. Taste
8. Taste
9. Taste
10. Taste

Just One Reason. Just For The Taste Of It.



Always
with

TY.

McDonald's introduces
Big Mac.
A meal disguised as
a sandwich.



It's as good as it is big. Under scoops of our own secret sauce are two lean patties of 100% beef. There's a slice of

melty cheddar-blend cheese, some fresh, crisp lettuce, and crunchy dill pickle slices. All wrapped up in a freshly toasted

sesame seed bun. Come now, bring us your bigger than average appetite. It's all at your kind of place.



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No one grows Ketchup like Heinz.



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Call to Action

- Ask readers to do something.
- Don't give away too much information.
- Use questions to tantalize.
- Either link or try to get likes or comments.
- Don't be too obvious about selling services.



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Know your audience and choose what information to share

- Picture your consumers as you write. Who are they? What do they want? What do they already know? AND, MOST IMPORTANTLY, WHAT DO THEY WANT TO KNOW?
- Keep in mind: what are their time constraints? What do they expect in terms of multimedia?
- Lastly, are they passive readers? Are they reading for some intention?



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- Rule of thirds—1/3 links that are useful, 1/3 value-added information, 1/3 relevant personal tidbits.
- Write for electronic media
 - Write meaningful material
 - Be aware of SEO.
 - Use a simple writing style
 - Use active verbs, active voice and stress the positive.
 - Make every word count
 - Tone



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Use Effective Writing

- Clarity
 - Conciseness
 - Consistency
-
- Always edit before you push send



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Engage with Variety

- Yes, you have a strategy. Yes, you have a platform. But, consumers respond to variety.
- Keep an underlying plan, but don't let your consumers be aware of it.



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Social Media is About Sharing

- One-on-one conversation rather than an audience.
- Praise work of competition.
- Transparency
- Engage others' participation. If you ask questions, you need to respond as well.
- Long-term commitment.



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Creating Content Basics

Strategies

1. Original, value-added content
 2. Aggregated content that appeals to your community, presented in a unique way.
- Be cutting edge—use Twitter, alerts, and subscription services to find unusual, on-target stories to share



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Always Consider Audience/Purpose

- First consider your audience and purpose.
 - Why are you writing?
 - Who are you writing for?
 - What do you want to accomplish



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Five Basic Purposes

- ❑ Service: Providing something for your readers.
- ❑ Sales: Either literally or for promoting yourself.
- ❑ Information: ie., gov' t sites, etc. Usually attracts visitor with more patience to filter through information since they **NEED** it.
- ❑ Link lists: offers linked reference. Combination of service and information.
- ❑ Fun: For entertainment.



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Web audience types, in general:

- ❑ **Users**—want to finish a task. Looking for specifics so easy navigation is a must. Beware of slow-loading graphics/technology.
- ❑ **Viewers**—want entertainment. Need to keep their interest. Graphics, color, variety important.
- ❑ **Readers**—between the above two. Want readable fonts and well-written and clear text as well as graphics, color, photography. They want information and to enjoy the experience of getting it.



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SEO Strategies

- Use Chunking
 - Scannable
 - Using captions and headlines wisely
 - One idea per paragraph
 - Lists instead of paragraphs. No more than 7 to 10
 - Clustering
 - Bullets
 - Subheads/Numbers



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The New York Times

Monday, November 14, 2016 | Today's Paper | Video | 53°F | Shanghai -0.27% ↓



World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

THE ALL-ELECTRIC BOLT EV

CHEVY. THE MOST AWARDED CAR COMPANY TWO YEARS IN A ROW JUST RAISED THE BAR HIGHER.

2017 **MOTORTREND** CAR OF THE YEAR

**Based on recognized industry awards for 2014/2015 year-end totals. Limited availability into 2016.*

Learn More

ELECTION 2016

Trump Is Criticized for Hard-Right Pick

Giuliani and Sessions Emerge as Choices for Top Positions

By MICHAEL D. SHEAR, MAGGIE HABERMAN and MICHAEL S. SCHMIDT 9:11 PM ET

- Civil rights groups, Democrats and some Republicans denounced President-elect Donald J. Trump's decision to appoint the hard-right nationalist Stephen K. Bannon to a top position.

- Mr. Trump spent the day in his office trying to sort out his cabinet choices, with Rudolph W. Giuliani, Jeff Sessions and John Bolton all vying for various spots.

891 Comments

- Transition Briefing: Justice Ginsburg Wants Court Vacancy Filled Quickly 6:48 PM ET
- The Cabinet Shortlist

Putin and Trump Agree in a Phone Call to Improve Ties



Stephen K. Bannon at a Trump rally in Canton, Ohio, in September. *Damon Winter/The New York Times*

From the Fringe to the White House

By JEREMY W. PETERS

Mr. Bannon's ascent has become the focus of Mr. Trump's critics, who broadly condemned the choice as divisive, if not racist.

- Stephen Bannon and Breitbart News, in Their Words

Investors Transition: Selling Bonds and Buying Stocks

By LANDON THOMAS JR. 7:23 PM ET

Sovereign wealth funds and hedge funds, as well as retirees' accounts, restructure portfolios to profit from what they expect will be a free-spending administration.

- Mary Jo White to Step Down as S.E.C. Chief

EDITORIAL

Colombia's Revised Peace Accord

After marathon negotiations, the Colombian government and the FARC struck a new deal that serves as a road map to officially end five decades of war.



- Editorial: Donald Trump Is Hiring
- Blow: Trump's Rural White America
- Krugman: Slump Coming?
- Op-Ed: Can Marine Le Pen Win?
- On Campus: Harvard's Rank and File

The Opinion Pages

OP-ED CONTRIBUTOR

What Could Be Worse Than Repealing All of Obamacare?

By JONATHAN GRUBER

By keeping only the most popular parts, Donald Trump would leave patients worse off than they were before the law was passed.



APPRECIATIONS

The Grace of Gwen Ifill

By BRENT STAPLES

As a black woman in journalism, she had spent her entire career proving people wrong.



TIMES INSIDER

U.S. Torture: Reporting on a Legacy of Ruined Lives

THE CROSSWORD

Play Today's Puzzle



39m

A series based on characters in Marvel's "The Inhumans" is headed to the small screen in a big way: It will **debut next year on Imax screens** before episodes air on ABC.



3h

Early screenings suggest that **Zika infection remains rare** in the continental United States.



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21 TRAVEL HACKS YOU NEED TO KNOW THIS SUMMER

BOOKING + AIRPORT HACKS

1

BE AN ONLINE NINJA
Travel sites tend to monitor your visits to their site and will increase prices if it looks like you're interested. Cheeky, right? Before you book your flight or hotel, channel your inner ninja (dressing up is optional) and clear your browser history, cookies and cache to cheat the system.



2

GET THE ENTIRE ROW
If you're travelling as a couple, be annoying and book the window and aisle seat - leaving the middle seat spare. If this seat remains unbooked, you've got yourself the entire row! If it does get booked, just politely ask to sit next to your partner (and hope they're nice.)



3

BOOK AT THE LAST MINUTE
Wait for it... wait... now book! Many airlines will slash their flight prices days before departure as they want to clear their inventory. This hack may not be ideal if your heart is set on a specific location, but it's great for the more spontaneous of you.



4

GET THE WI-FI PASSWORD
Holidays are supposed to be a time to relax, but most of us are unable to go a whole week without checking social media. Hotels can often charge quite a lot for wi-fi use, so search travel forums

5

TAKE A CAR PARK SELFIE
No, it's not a bad first holiday



6

PACK AN EMPTY BOTTLE
You may not be allowed to take liquids through security (Except for the thing you always forget about), but you can take an empty bottle. Fill it up once you're through airport security from a water



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Use Electronic Media Techniques

- Conversational
- Clear-cut sentences. Don't overuse dependent clauses.
- Short is better than succinct
 - The automobile crashed into the house.
 - The car crashed into the house.
 - Always opt for clearness first
- Translate English into better English. I.e. Hazmat. Translate other tongues into English.
- Be dynamic. Never start sentence with time reference.



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And Some Print Medium Ones

- Descriptive word better than dull.
 - Active verbs
 - Literary devices
- Inverted Pyramid
- News value
 - Timeliness
 - Prominence
 - Human interest
 - Proximity
 - Magnitude
 - Conflict
 - Unusual



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Avoid at all Costs

- Marketese
 - Boastful claims
 - Exaggeration
- Cover-ups/dishonesty
 - Web readers value transparency
- Subjective language
- Pieces without value-added content



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Sell Your Lead

- Leads must maximize the story's impact on the audience.
- Don't bury the lead. Tell the news first.
- Don't put too much into the lead. Sometimes details can wait if they just clutter up the lead.
- Second-day stories should emphasize today's news and offer explanatory material for those unaware of situation; use a link if you can.

Finding the Lead: Ask yourself:

What's the most important thing about this story?

What's the most interesting thing about this story?

What's the most immediate thing (the most recent development) about this story?



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Label Multimedia

- Search engines do not see videos and photographs—you need to make sure it does.



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Keyword Strategies

- “Keyword” can mean multiple words. Ie. Web hosting service
- Avoid keyword stuffing. It’s not how often keyword phrases are repeated; it is where they are placed throughout the document, and how prominent they are.



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- Make sure the understandable key words appear throughout site that helps your consumer navigate content (Title, URL, H1, in body).
- See <https://moz.com/learn/seo/title-tag>

Canon EOS 6D In-Depth Review: Digital Photography Review ← Title tag

<https://www.dpreview.com/reviews/canon-eos-6d> ▼ ← URL

Feb 13, 2013 - The EOS 6D is built around a new Canon CMOS sensor, which offers DPR: Can you please insert a photo in ALL your reviews showing the ...



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- With print, editors seek to make headlines, subheads and such as clever as possible. Online, clarity wins over cleverness.
 - Magazine: What's Up Doc?
 - Online: Medical Breakthroughs, Health News, Advances in Health and Medicine.



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Product Name Is Not a Keyword

- At least usually—what is interesting to your audience?
- Think more generic—what do people call your “product.”
- Focused page title important – but now the text should explore a topic in a more informative way
- You can shoot keywords at highest volume or use some more narrow, **long-tail keywords**.



Broad Keywords

VS

Long-tail Keywords

Marketing

Inbound Marketing Software

Magazines

Jewelry Magazines

Documentary

John Ford Documentary

Landscaping

Medford MA Landscaping

Shoes

Nike red running shoes

Loans

Commercial real estate loans



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- Good web writing isn't about repeating words. **ANYTHING** you do to improve the page helps enhance user experience, which will help SEO. Including:
 - Fixing poor grammar and spelling mistakes
 - Adding synonyms to text
 - Reducing keyword stuffing
 - Reducing the ratio of duplicated text on your page to unique text
 - Removing old outdated links or out-of-date content



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- Re-Wording sentences to take out sales or marketing fluff and focusing more on user experience—give them facts and page purpose.
- Merging many old pages into one, fresh page
- Conciseness, while still maximizing relevance and keyword coverage
- Keyword phrase prominence throughout the copy
- Prominent placement of keywords – in H1, in url, in first paragraph.



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Writing for LinkedIn

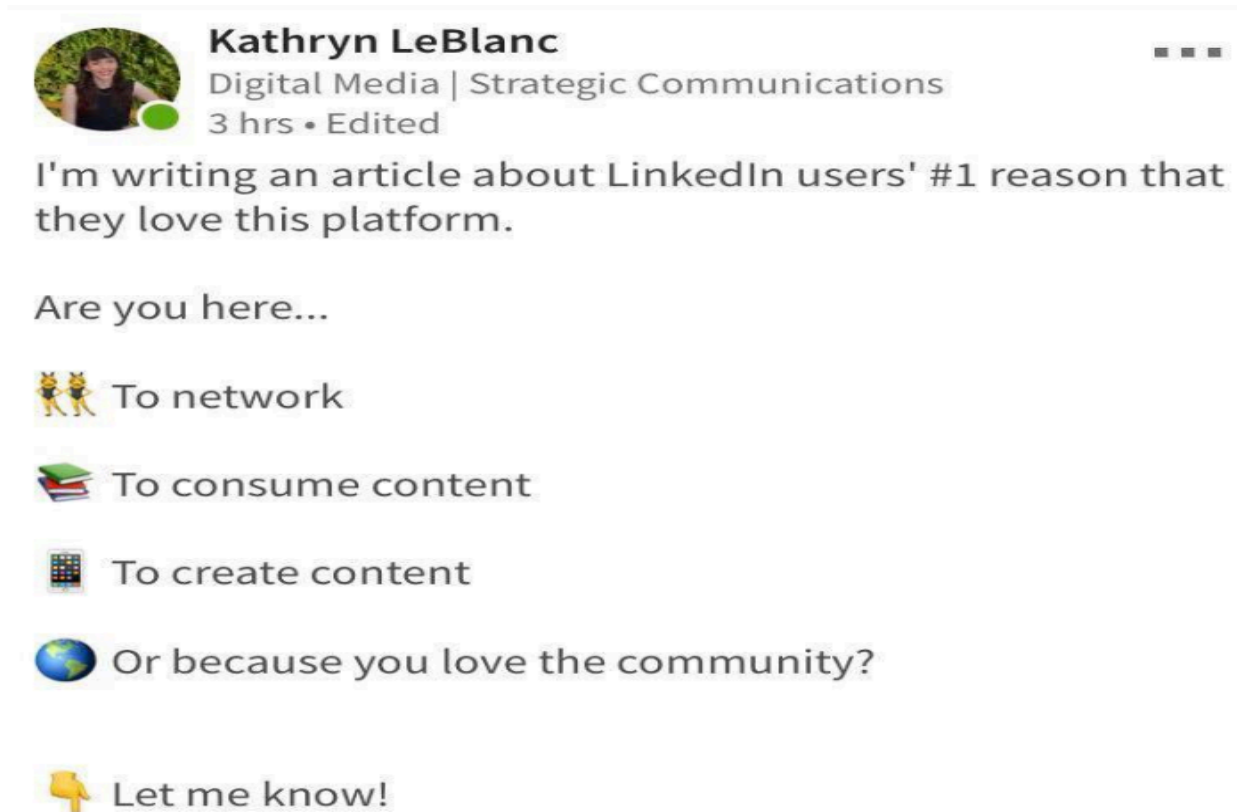
- Write for LinkedIn. Can repurpose but do change your content to reflect demographic.

Flesch Reading Ease Score	Readability Level / Category	Education Level
0-29	Very Confusing	College Graduates
30-49	Difficult	College
50-59	Fairly Difficult	High School Senior
60-69	Standard	13 to 15 year-olds
70-79	Fairly Easy	12 year-olds
80-89	Easy	11 year-olds
90-100	Very Easy	10 year-olds



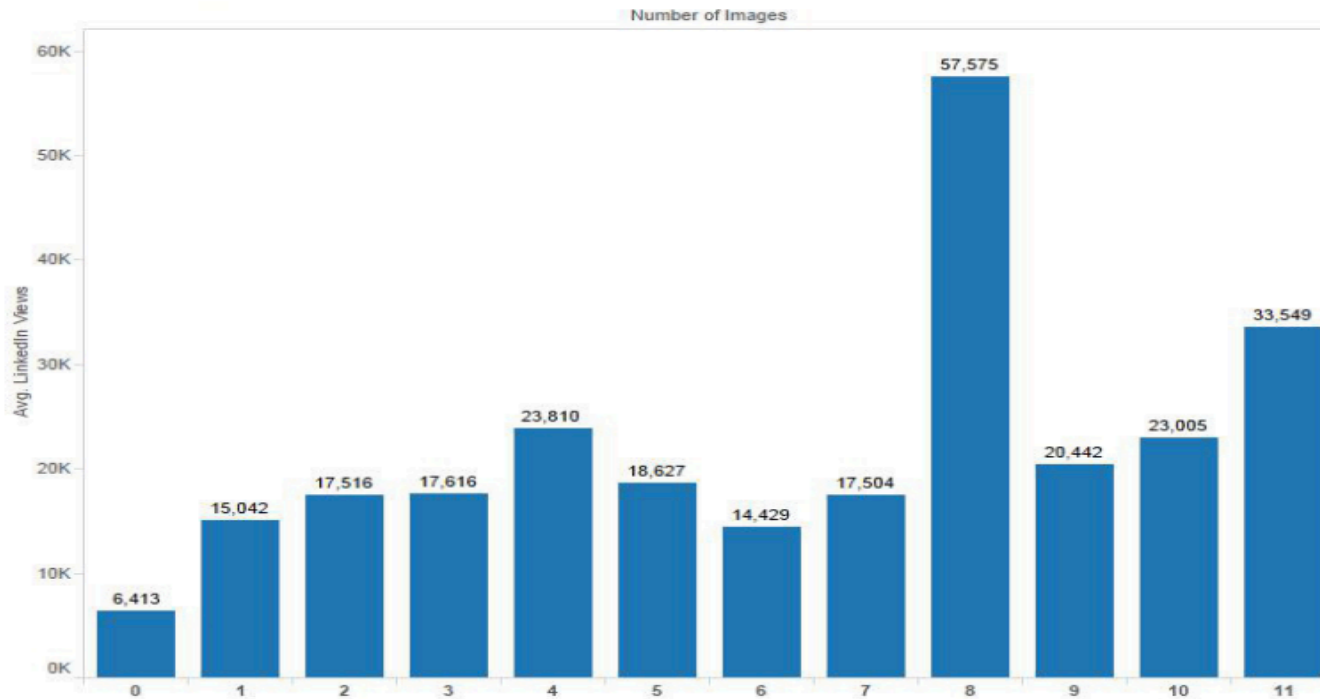
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- LinkedIn Articles
 - Weekly is fine.
- Status Updates “Posts”
 - Announce articles
 - Real-time input



- Use dynamic visuals up top.

Number of Images

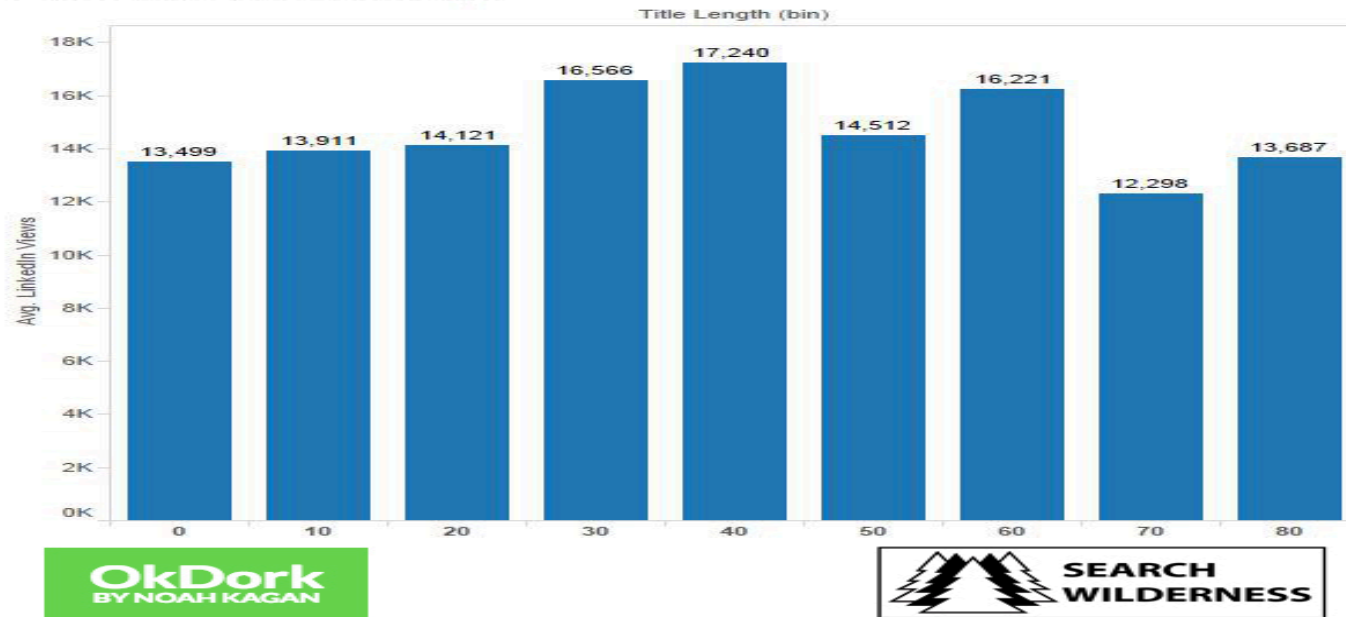


OkDork
BY NOAH KAGAN



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Performance by Title Length



- Headlines critical – short, concise, CTA
 - Titles 40-49 characters
 - <https://www.titletester.com/>



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- Long-form works – up to 2000 words. Neutral language rules.
- Sharing is caring – link to others.
- High-performing content
 - Lists
 - How-tos



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- Break post into 5 headings to make more skimmable
- Share everywhere. 80/20 rule.
 - <https://analytics.twitter.com/about>
 - <http://www.tweriod.com/>

LinkedIn



stringdown50
PROMO CODE

20
17

String Nguyen

LinkedIn's First B2B Video Channel | Grew 900 to 20k followers in 8months | Top Voice 2017

Melbourne, Australia | Marketing and Advertising

Current StringStory Media, Pause 2017

Education RMIT University

Websites Personal Website

500+ connections

View String Nguyen's full profile.
It's free!


Your colleagues, classmates, and 500 million other professionals are on LinkedIn.

[View String's Full Profile](#)

String Nguyen's Posts & Activity


[See all 6 posts](#)

TIPS ON
HIRING REMOTE



[See all activity](#)

String Nguyen liked this

 **Facebook Increases Its VidCon Presence As The**

Why Blog?

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



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Paul Shapiro SEO



Paul Shapiro's Search
Wilderness

Technical SEO is Wild



[Technical SEO Blog](#)

[About Paul Shapiro](#)

[Paul's Speaking, Writing,
and Press](#)

[Free SEO Tools & Scripts](#)

[Contact Me](#)

[Donald Trump](#)

Can't find what you're
looking for?

Search ...

Implementing AMP Forms from Start to Finish with amp- form [Examples]

The introduction of the amp-form component to AMP suspended the need to use [hacks](#) and expanded its functionality allowing for a much more flexible experience. Lead capture, commenting, search capability, and other site features common to most web pages suddenly became much more achievable with AMP HTML.

As with the rest of the AMP project, the [amp-form documentation](#) seems pretty straightforward, as it's pretty close to standard HTML. The AMP team has even built out [AMP By Example](#), a site with different example code snippets and demos. [Continue reading →](#)

Twitter **169**

LinkedIn

Facebook **83**

G+ Google

in AMP, Search Engine Optimization | May 15, 2017 | 12 Comments



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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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email address

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PRODUCING 101 >



BWAY BUDGETING 101 >



INVESTING 101 >





We think we're funny. You should follow us.

MAN REPELLER ON TWITTER >

FASHION

PAJAMAS TO WORK, RUFFLES TO PARTY

*See what Bergdorf's PR Manager
wears for a week. [VIEW MORE](#)*

1 2 3 4



SHOP MR PICKS

GET THEM ALL



NET-A-PORTER.COM

Fashion that RELAXES



Free shipping and returns within the US
[SHOP NOW](#)

Popular Reads

The Sex and the City Diet,
Round 4: Carrie Bradshaw

Turtleneck PSA: The J.Crew
Tissue Turtleneck Is Your
Best Bet, Trust Me

Shoesday Trend Watch: Are
Mountain Boots Next?

Why Are We Still Obsessed
with 'Sex and the City'?

My Life Coach Lives on My
Wrist

MANSTAGRAM

A Visual Round of Repelling

SEE THEM ALL



How to Dress for a Cool Friend's Wedding

by Amelia Diamond · Fashion

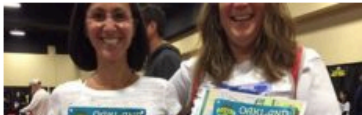


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BOOM! 26.2 complete!

BY CARLA



(more old school blogging, posting from iPhone) Marathon done. From here: To here: It's really right here (at the halfway point) which captures my 26.2 experience. So fun. So

About Carla



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Amazon's cloud monopoly



Earlier this year two different research reports came out describing the overall cloud computing market and Amazon's role in it. Synergy Research Group saw Amazon as by far the biggest player (bigger in fact than the next four companies combined) with about 30 percent market share. But Gartner, taking perhaps a more focussed view of just the public cloud, claimed Amazon holds 82 percent of the market with cloud capacity that's 10 times greater than all the other public cloud providers *combined*. I wonder how these disparate

Connect with Bob



The Decline and Fall of IBM

Audiobook Now Available!

Audible

ListenUp



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THE GLOBE GETTER

ON A MISSION TO SEE THE WORLD ✈



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://searchwilderness.com>
- <https://www.theproducersperspective.com/>
- <http://www.manrepeller.com/>
- <http://carlabirnberg.com/>
- <http://www.cringely.com/>
- <http://www.theglobegetter.com/blog/>



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Blog Samples

- Search Wilderness (2016—Paul Shapiro, Catalyst)
- Theater Blog (2008—Ken Davenport)
 - [The Producer's Perspective](#)
- Fashion Blogs (2010—Leandra Medine)
 - [Man Repeller](#)
- Fitness Blog (2013—Carla Birnberg “Miz fit”)
 - [Carla Birnberg](#)
- Tech Blogs (2008—Mark Stephens/Robert Cringley)
 - [I, Cringely](#)
- Travel Blogs (2015—Tausha Cowan)
 - [The Globe Getter](#)



Business Blogs

<https://blog.walmart.com/>

<http://www.coca-colacompany.com/coca-cola-unbottled/>

<http://www.wholefoodsmarket.com/blog/whole-story/>



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Walmart **TC DAY**

TRENDING GREENLIGHT A VET HOLIDAY SHOPPING OPPORTUNITY ALL TOPICS



Behind the Bulb: Why Greenlighting Veterans Matters



Our Promise This Holiday Season: Easier Shopping



Why Farming Yields Opportunity for Women Globally



A Part-Time Job Paved the Way to a Futuristic Walmart



In the News: Growing Your Local Produce Selection

STAY INFORMED FOLLOW US

Facebook Twitter YouTube RSS



SUSTAINABILITY

Fair Trade Coffee: The Story Beyond the Cup



INNOVATION

Find Items Even Easier with 'Search My Store'

erans-matters

PH

Jun 18, 2014 10:02 PM



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Unbottled

our Blog

[FRONT PAGE](#)
[BRANDS](#)
[VIDEOS](#)
[SUSTAINABILITY](#)
[INNOVATION](#)
[HISTORY](#)
[MUSIC](#)
[UNBOTTLED](#)

[Coke Bottle 100](#)
[#cokestyle](#)
[Water Replenishment](#)
[EKOCENTER](#)
[PlantBottle](#)
[Food & Recipes](#)
[The Happy Adventurer](#)

FEATURED

JAPAN'S MINISTER OF THE ENVIRONMENT APPLAUDS COCA-COLA

Share Your Story
#OutofOffice: What Inspires You?
Send us your photos, videos and stories.

[+ UPLOAD YOUR PHOTO](#)

WHAT'S BUBBLING

OUR MOST POPULAR POSTS

- IS YOUR NAME ON A COKE BOTTLE?**
 Ever since the "Share a Coke" campaign returned to the U.S. in May, thirsty fans across the U.S. have been clamoring to find their names on bottles of Coca-Cola.
- COCA-COLA LIFE ARRIVES ON SHELVES NATIONWIDE**
 Following an initial summer rollout in The Fresh Market locations across the Southeast, Coca-Cola Life is now available in...
- COCA-COLA AND AVICII COLLABORATE ON NEW COKE BOTTLE COLLECTION**
 What's cooler than finding a Coca-Cola bottle with your name on it?
- #OUTOFFICE: COCA-COLA DURING THE DAY AND PUCCINI AT NIGHT**
 John Lane began his career with Coca-Cola in 1989 hand-keying barcodes for fountain...
- #ORGULLOSODESER: COKE'S HISPANIC HERITAGE MONTH CAMPAIGN EMBRACES...**
 Every year, Coca-Cola celebrates Hispanic Heritage Month by...

LATEST POSTS

IT'S THEIR PLEASURE: CHICK-FIL-A HR EXEC'S BOOK SERVES UP SECRETS TO BY JOURNEY STAFF

COCA-COLA BOTTLE ART TOUR LANDS IN ARGENTINA BY JOURNEY STAFF

FANTA SUMMERSLIDE MAKES A SPLASH IN SWITZERLAND BY ELEENNA GARMAN

JAPAN'S MINISTER OF THE ENVIRONMENT APPLAUDS COCA-COLA BY JOURNEY STAFF

DEL VALLE NÉCTAR IN BRAZIL I AJINCHES FORMII & WITH I FSS

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INNOVATION

ENVIRONMENT



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Google AdWords: Keyword x Keyword Research Tools fr x long tail article - Google S x The 10 best big company x Whole Story | Whole Foods x

www.wholefoodsmarket.com/blog/whole-story


Welcome
(find a store)

FIND A STORE ON SALE RECIPES SHOP CONTACT US SIGN IN / REGISTER

Enter your keywords

WHOLE STORY
THE OFFICIAL WHOLE FOODS MARKET® BLOG

TURDUCKEN, A SHOWSTOPPING HOLIDAY ROAST
By Allison Kociuruba, November 10, 2015 | [Meet the Blogger](#) | [More Posts by Allison](#)



RECENT POSTS +
BLOG ROLL +
BLOG ARCHIVES +
POSTS BY CATEGORY +

SEARCH THE BLOG

SIGN UP FOR NEWSLETTERS
Get seasonal recipes, cooking tips, product highlights and coupons delivered to your inbox!

EMAIL ADDRESS

WHOLE FOODS MARKET

HEALTHY EATING
ABOUT OUR PRODUCTS
RECIPES
ONLINE ORDERING
MISSION & VALUES
FOR BLOG
MORE DEPARTMENTS



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Not-so-good sites

- <https://www.stonyfield.com/blog>
- <http://blog.cwtv.com/>



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Blogging Basics

- 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?
 - 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.
 - Know thy competition
 - Name
 - Is the name easy to remember? Your name is your identity.



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- Blog Content
 - What makes a good post
 - Understanding audience
 - Create editorial calendar



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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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Monetization

- Adsense
- Sell own ads
- Affiliate Programs
- Paypal Buttons
- Market services
- Underwriting/sponsorship/partnerships



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Blogging Resources

- www.bloggingpro.com/
 - Weekly job board that features positions for bloggers, editors and more.
- <https://www.bloggingbasics101.com/how-do-i-start-a-blog/>
- Start a blog, written by a blogger.



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