

Rather Useful Seminars

Making a Fortune with your Blog

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Overview

- Why you should blog
- How to get started
- Publicising your blog

Rather Useful Seminars

WHY YOU SHOULD BLOG

Everyone Should Blog

- Blogging is a really good thing to do
 - Even if nobody reads it
- I think everyone should write a blog

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Rob Miles on the web. Also available in Real Life (tm)

Soldering Stuff for C4DI Hardware Meetup

December 01, 2014



At the C4DI Meetup on Wednesday we are going all Christmassy with coloured lights. I've been soldering up some kits for folk to play with. Should be fun. You can sign up (if you havn't already) [here](#).

Thought for the Dazed

I used to be indecisive. But now I'm not so sure..

< December 2014 >

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- [.NET Gadgeteer](#)
- [.NET Micro Framework](#)
- [3D printing](#)
- [Arduino](#)
- [board games](#)
- [book reviews](#)

Reasons for Blogging

- Blogging makes you practice your writing
 - It makes you able to write sensible text quickly
- Blogging makes you discoverable
 - It provides a “one stop shop” that you can point people at if they are interested in you
- Blogging lets you remind yourself of how you did something
 - I frequently find my own blog posts when I search for help with a topic...

Hang on, isn't blogging old hat?

- It might be argued that blogging is not really the thing anymore
 - Perhaps you should be tweeting instead?
 - Or making podcasts?
 - Or YouTube videos?
- All these things are a good idea, but blogging lets you practice writing, which is a very good idea (and you can do the others too)

How to get started

- Get yourself a domain name
 - This gives you a unique identity on the network which you can transfer to different hosts if you need to
- Sign up with a blogging service
 - I use a service called [Squarespace.com](https://www.squarespace.com) but you can also use blogger or WordPress
- Start writing

Finding your “voice”

- If you start writing a blog regularly you will at some point find your “voice”
- This is an expression of your personality
 - Humorous or serious
 - Technical or abstract
 - Opinionated or neutral
- Work at your “voice” so that it is a good, positive, expression of yourself

How often should you blog?

- I blog every day
 - But then again I am an idiot in this respect
- Try to blog at least once a week or so
 - If you leave it too long you create a “guilt mountain” that might stop you from making another post
- But bear in mind.....

How often should you blog?

- ...you **DON'T OWE YOUR AUDIENCE ANYTHING**
- If you want to blog just once every 6 months, it's not as if you've sold them anything

How do people find my blog?

- It is important that you make your blog as discoverable as possible
- Make good use of search tags
- Promote on Twitter and Facebook
- Put your site onto aggregators for people to find
- Respond to forum posts and blog posts with links to your blog posts about the topics discussed

How do I make my blog useful?

- You should tag all your posts so that it is easy to find related content
- I also have a “tag cloud” that lets readers see all the things I’m interested in
- People love blog posts that help them solve a problem, so HowTos are especially popular, as are reviews

.NET Gadgeteer
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book reviews
C4di
Conferences
development
Downloads
Events
film reviews
Gadgets
Galileo
GlobalGameJam
Hardware Holiday
HullGlobalGameJam

How do I use Analytics?

- Whatever host you use, you should use analytics to find track use
 - This might be rather depressing
- You should also look at a figure known as the “bounce rate” that tells you how many people just visit one page
 - Use Google Analytics, everyone does

How do I make a nice home page?

- My rules:
 - Keep it simple
 - Use a consistent template
 - Put things on the home page that might encourage folks to stick around
 - Add pictures

How do I get rich?

- I haven't managed this.....
- You can put ads on your page
 - But this upsets some visitors and might not be worth the effort
- I regard the blog as a promotional tool and a way of practicing writing, so I reckon it is good value

..and since we are here..

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