

**WEBLOGGING PRESENTATION BY AMANDA WATLINGTON  
FOR THE CBA  
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**What is Blogging?**

Blogging is easy, it allows you to get setup in a matter of the time this session will take and make text posts to a website in real time.

It's Easy. Right now people live blog while in conferences or meetings.

**What are Blogs?**

Blogs are basically websites with content management systems that allow you to input simple text and create layouts.

- easier to do updates
- presents content in reverse chronological order
- use simple text, no coding
- supports searchable archiving
- supports social interaction through linking, comments and trackbacks
- use RSS, Atom and other XML feeds for rapid syndication / distribution of content

**Messages from the Blogosphere - The World of Blogs**

- an easy to use content management system (CMS) promotes frequent additions of new content
- keyword rich content from an easy to use CMS can achieve search prominence
- easy cross platform distribution will drive readership growth and social interaction
- users can consume and manage vast amounts of information

**What are Feeds?**

MSN headlines are news feeds, fed into the website

**Keys to Power Blogging**

Content – Fresh topical and keyword rich

Archives – support with categories not just dates

Navigations – don't say 'click here' use anchor text to guide reader

Give a navigational cue "give article title here" old enough in the web to know a line is a link

Links – give and you will receive. Bloggin about sharing, bounty

Template – keep it simple, chrome up your template widgets etc.

**Join a Community with a Blog**

1. plan your blog for community participation
2. add Fresh content often
3. give/receive links generously
4. syndicate widely through data feeds

**Business Development – showcase service offerings**

Examples:

Signsneversleep.com – good business, takes pictures and blogs about the signs,

Use truthful factful information – corporations more concerned about info out there  
EG. Kryptonite Locks – someone showed how to pick lock with pens

Two way street. Listen monitor and respond (Google alerts)

**Ping Networks** – enhance personal reputation

Publish how you want to promote yourself or your business...

**Dina Mehta** - Area of Expertise, networking – in India, friends all over the world Dina Mehta

**Jolt with Jack**, Using mind maps for note taking  
Personal Knowledge Management

**Blogs are on the Web and very public to:**

Bosses  
Friends  
Family  
Colleagues  
Rivals  
Potential employers

**Blogs are the on the record communication:**

Blogs should not have  
-company secrets  
-private information  
-anything you don't want broadcast over a public address system

**Don't blog on Business Matters:**

-if your company puts a moat and fortress around it, if it goes through legal and PR

**Most blogs are conversations**

Rebecka MacKinnon, she has a blog in China,  
Dave Weinberger – Harvard, people talk to him through his blog, future of marketing  
Jeremy Zawodny's Blog – Yahoo, frequently critical

**Blogging Services**

**Blogger** – create and account, name it, choose a template

- Read blogs, subscribe to those you like
- Get into the habit of using an RSS reader
- Read to define your style by identifying what you like and don't like

- Pick a conversation you want to join
- Start by committing on existing blogs, if you're not quite ready to begin
- Look at the layouts and how they are used how to adapt
- Learn how RSS Works, and how it can promote your blog

### **Getting started: technical Considerations**

- hosted application or self-served
- cost free almost free or not too bad
- technical expertise
- ease of use, how much time do you have
- features and functionality

### **Promotional Considerations**

Build keyword list  
 Identify categories  
 Build blog roll  
 Choose name  
 Get started

Setup is easy  
 Must be fed  
 Content well written

<http://www.typepad.com>  
<http://www.vox.com>  
<http://www.blogger.com>  
<http://www.bloglines.com>

RSS Readers make skimming easy  
 Bloglines has feeder  
 Go out and look at VOX, very neighborhood  
 Push and pull media  
 Business Blogs update 2 – 3 times a week

Search Engine Watch

### **Websites VS Email VS Blog VS Newsletters**

Website Static  
 Email push medium – way to communicate  
 Blog pull – they decide to come  
 (anonymis for subscriber)  
 Newsletters – choose to send out info

You tube video –  
 Site meter