How to Write A Killer Blog
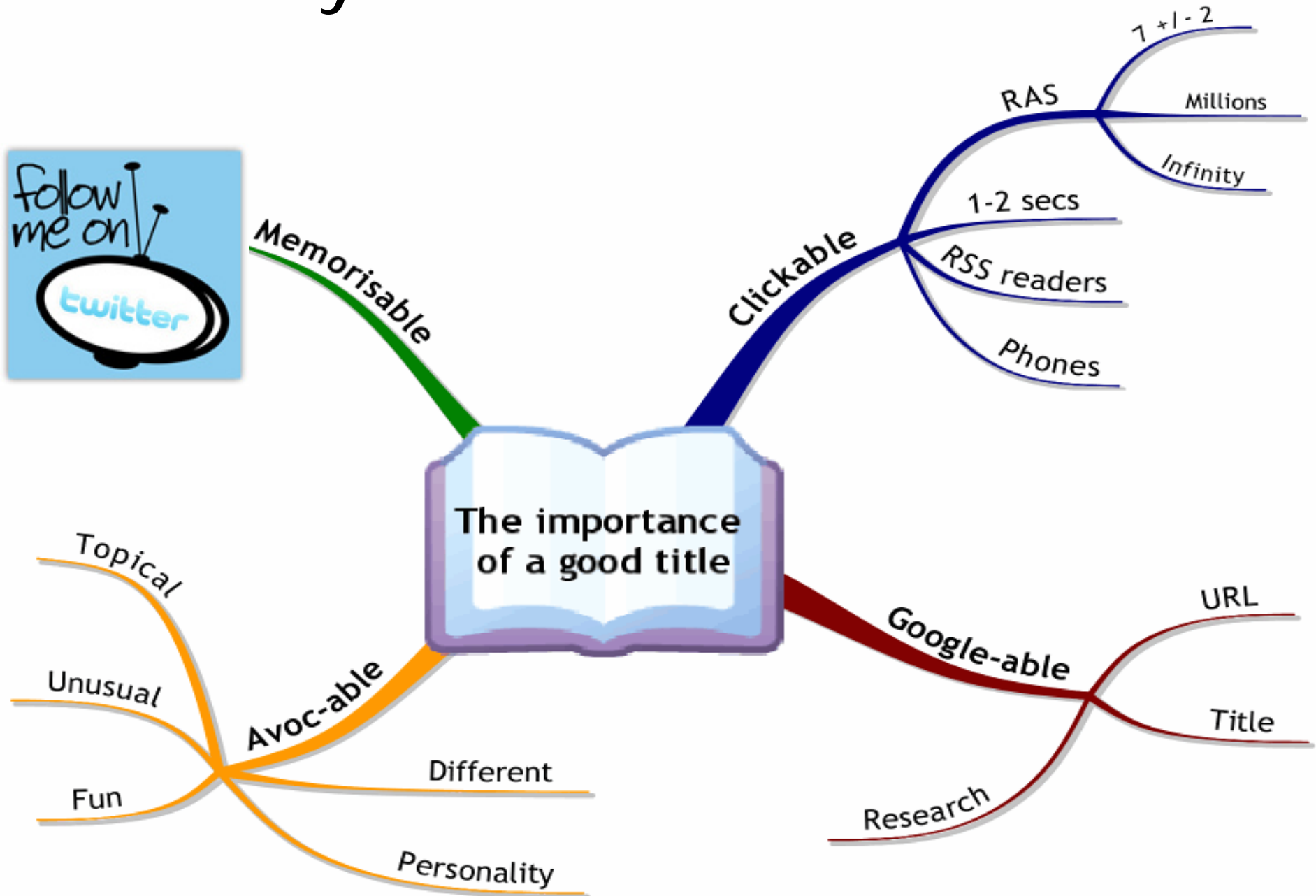
Why Blog?

External news, events, services

Internal news, events, services

Manual/auto filter

The definitive online resource for budding authors

Recent Posts

A book is the best business card ...

Now you're Twalking

Want to write a book & get published in 2009?

How to Write a Book – Finding Time to Write

How to write a GREAT book

Do you want to write a book? Have a clear purpose

Do you want to write a book – what's stopping you?

Unleash the Blog Inside You workshop

Clearing Writer's Block with Reiki

Your Blog

Blog

Panel

Widgets

twitter

facebook

Seaside Signal

Plover hits the fan

Plover Plight vs. Economic Impact

Complete coverage on all of the Pages 5 & 6

50 CENTS

THE NEWS Guard

Lions teach patriotism

Annexation is closer for Roads End

Headlight-Herald

Feathers

People's Choice Restaurant Awards — Page A3

Splendors of spring

News-Register

VINO & VERVE

MAG DOMINATES

Third-graders show their independence

Ooh, that smell!

You Only Have Two Seconds

How Your Blog is Read

How Your Blog is Read

How Your Blog is Read

WP-touch

RSS Reader

Don't "we" on the the web

URL & slug is key

Headlines – think newspapers

Opening paragraph

Do research on your key phrase

Use user centric vocabulary

e.g. from Our Service Aims

Current - Our Mission
The Careers Service aims to enable students of the University of Hull and graduates to make informed decisions about future career choices, and continuing professional development.

Example - Your Careers Service
Do you want to make informed decisions about your future career choices?
Are you interested in your continuing professional development?

Headings toward The Fold Line

Heading 1

Intro paragraph - lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Heading 2

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae

Heading 3

- Bullet 1
- Bullet 2
- Bullet 3
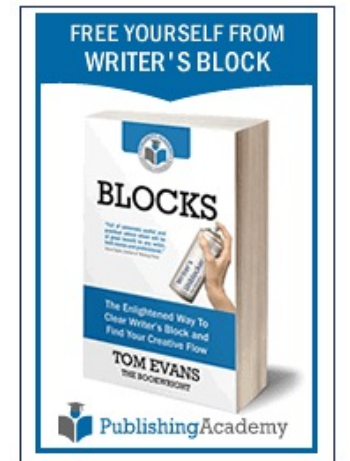
If > 1 sheet of A4, create PDF download
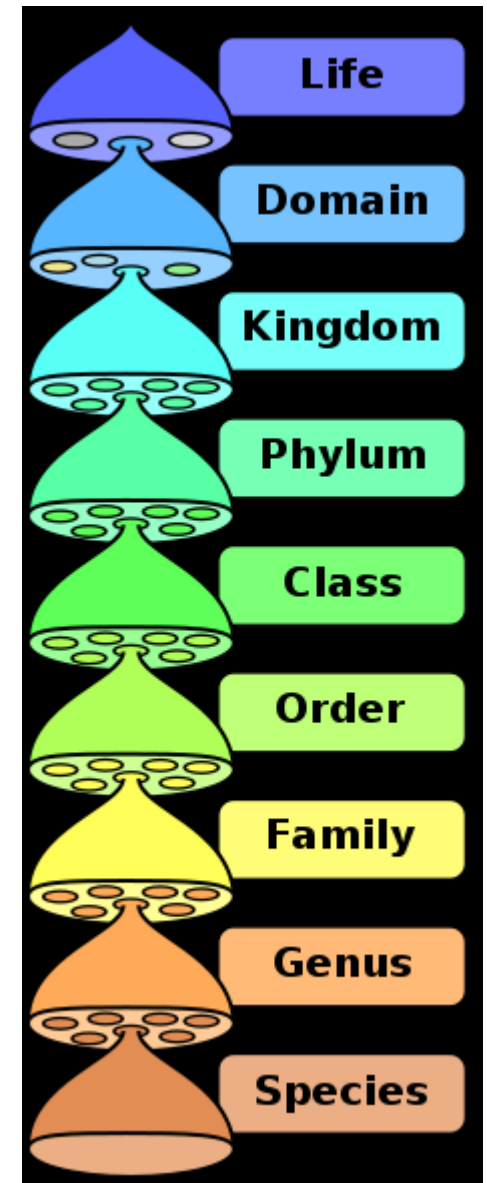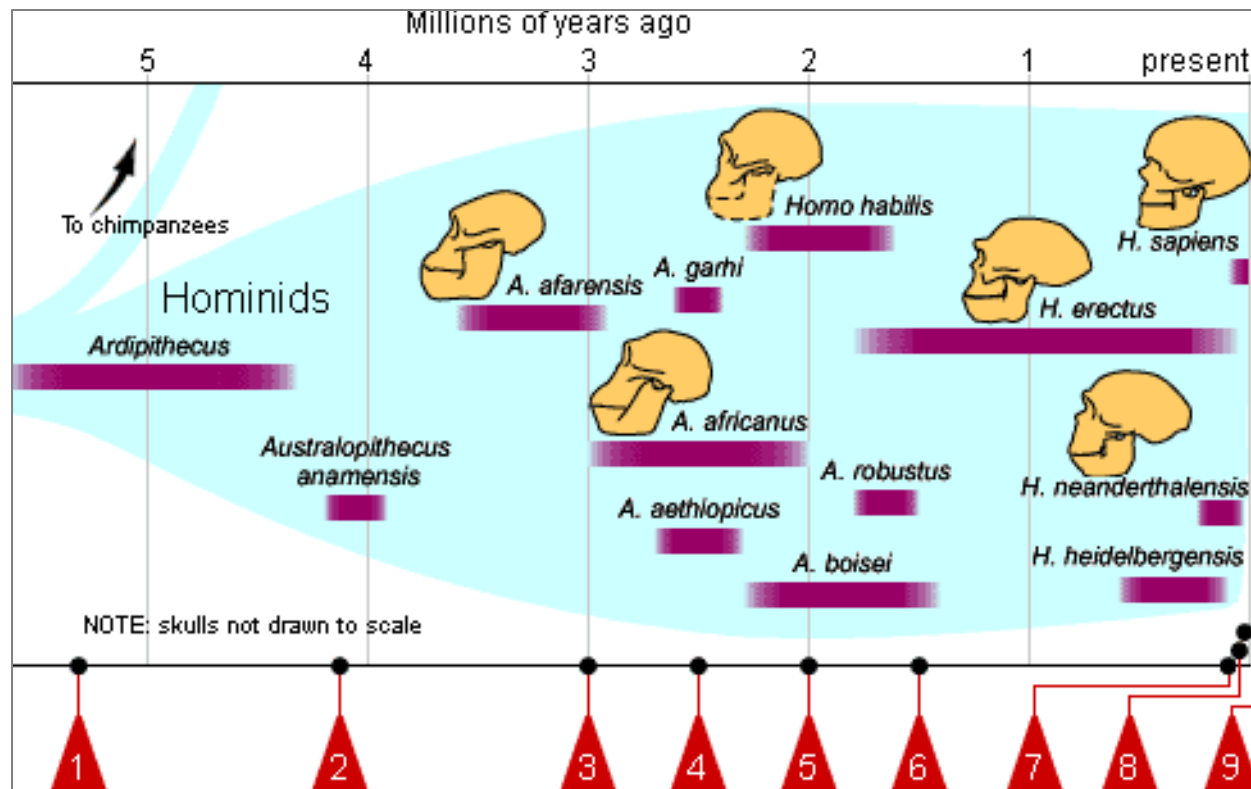
Calls to action

Global – throughout site

Local – per section, per page

Examples

- Forward clicks
- Data capture - forms
- Downloads
- Polls
- Surveys
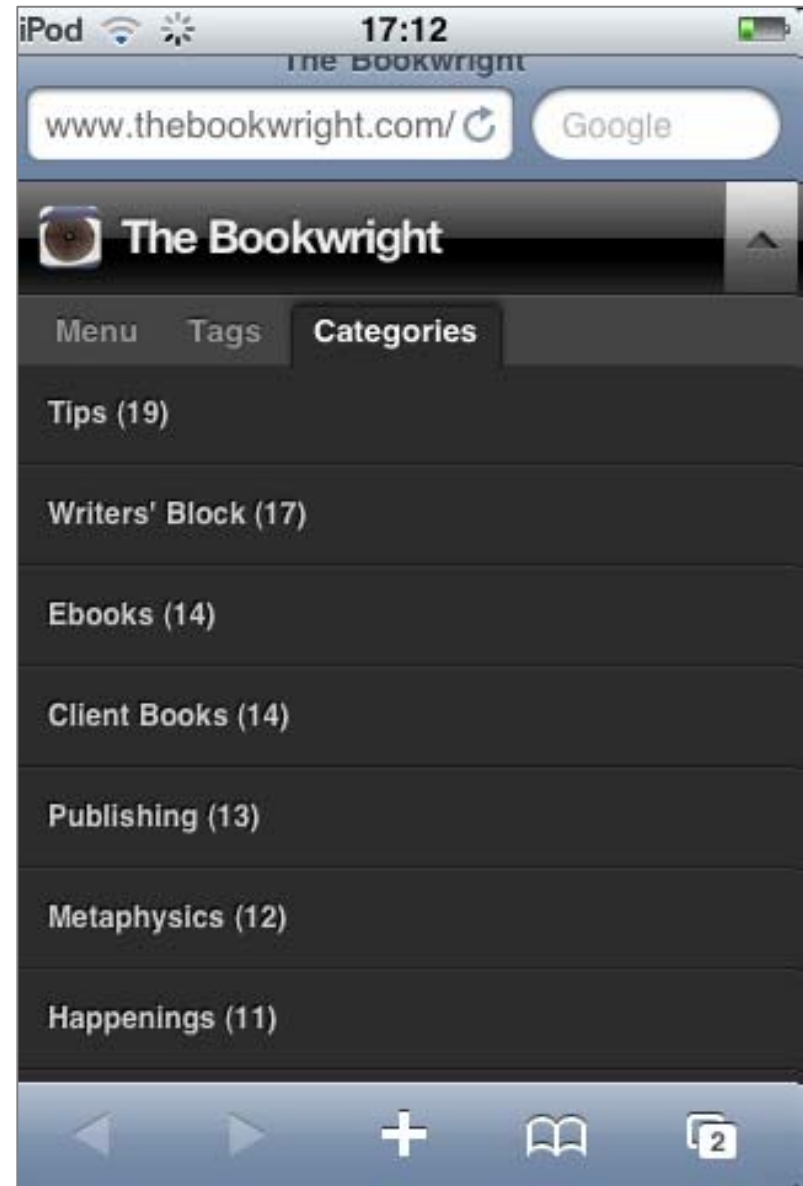- Event registration
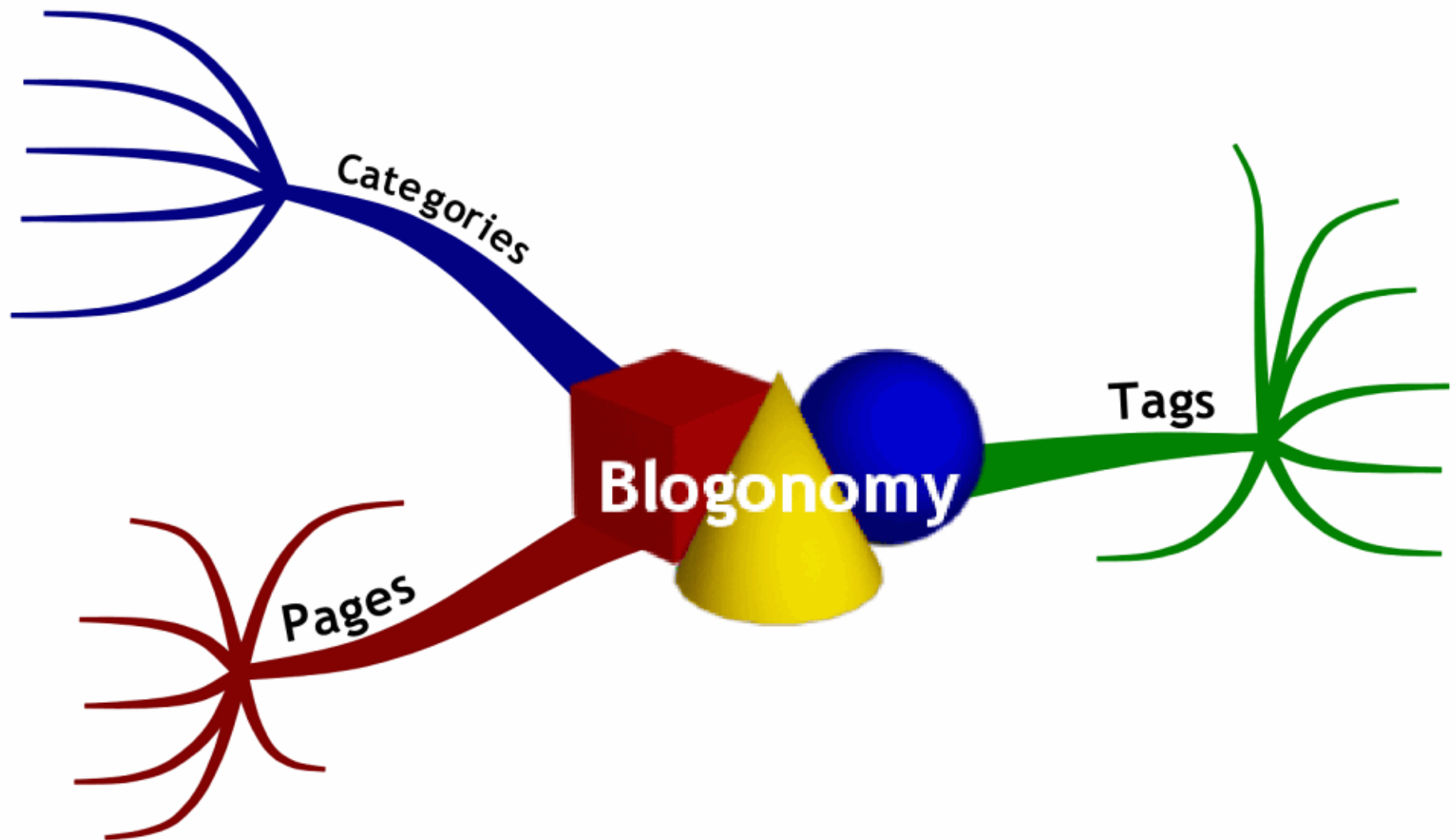- Buy Now ecommerce
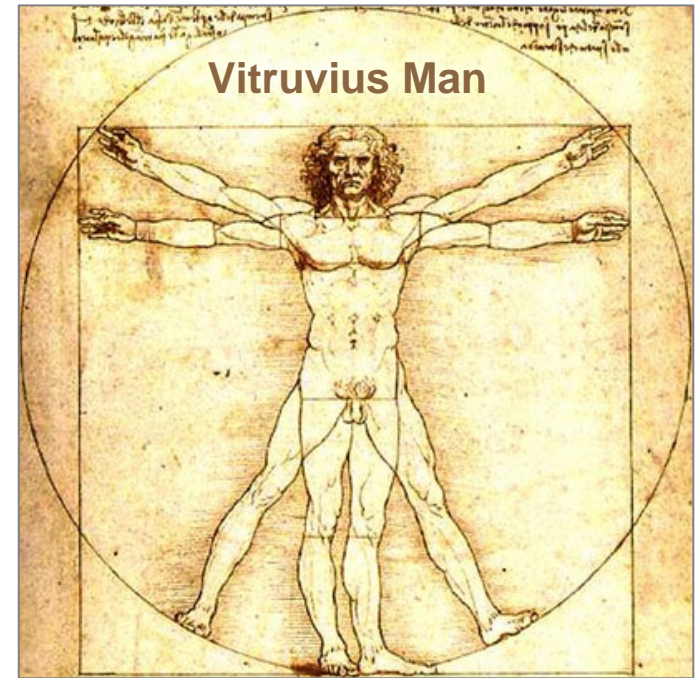
The Importance of Taxonomy

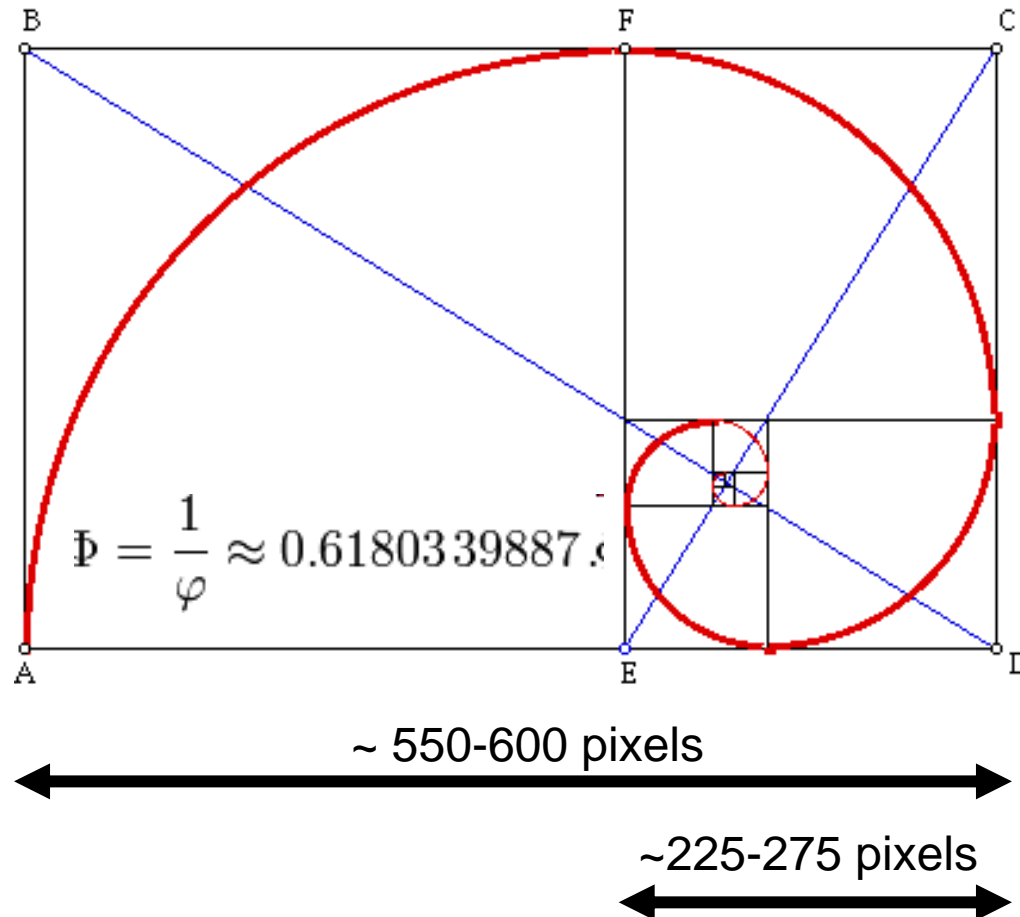# Tags & Categories

Topics
- Client books
- Creativity
- ebooks
- Happenings
- iPhone & iPad
- Metaphysics
- Mind Maps
- Podcasts
- Publishing
- Resources
- Tips
- Vodcasts
- Writers' Block

Recent Posts
- Soulwave – a free Commutabook
- The Quantum Collapse of Thought

Tags & Categories

Categories

Tags

Pages

Blogonomy

Golden Ratio

Vitruvius Man

$$\Phi = \frac{1}{\varphi} \approx 0.6180339887\ldots$$

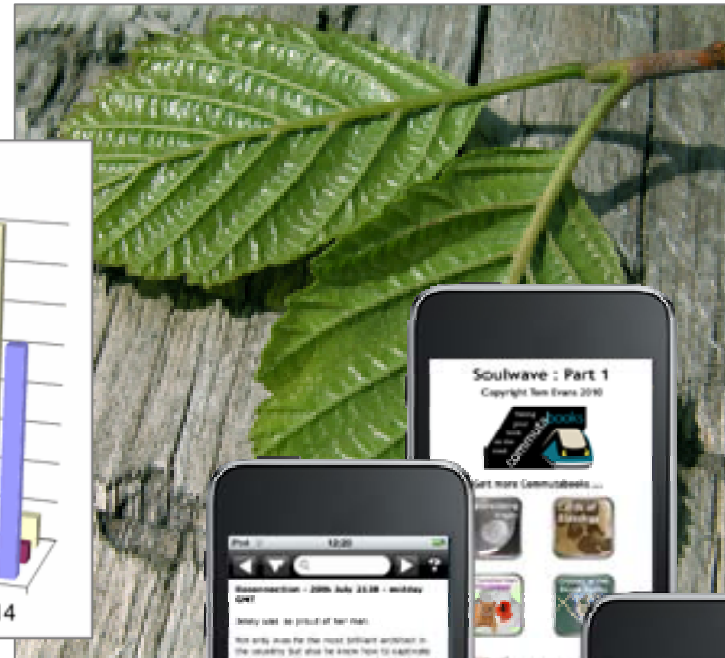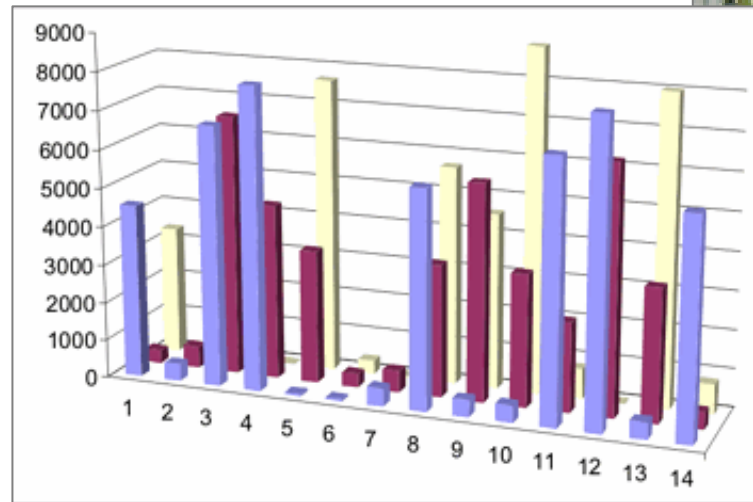← ~ 550-600 pixels →

← ~225-275 pixels →

Fibonacci numbers

Pictures Tell 1000 or more words

GIF, JPEG or PNG??

Cropping

Resizing

Optimising - aim for <50kB

Think mobile & slow links

Adding images

Heading 1

Intro paragraph - lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Heading 2

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae

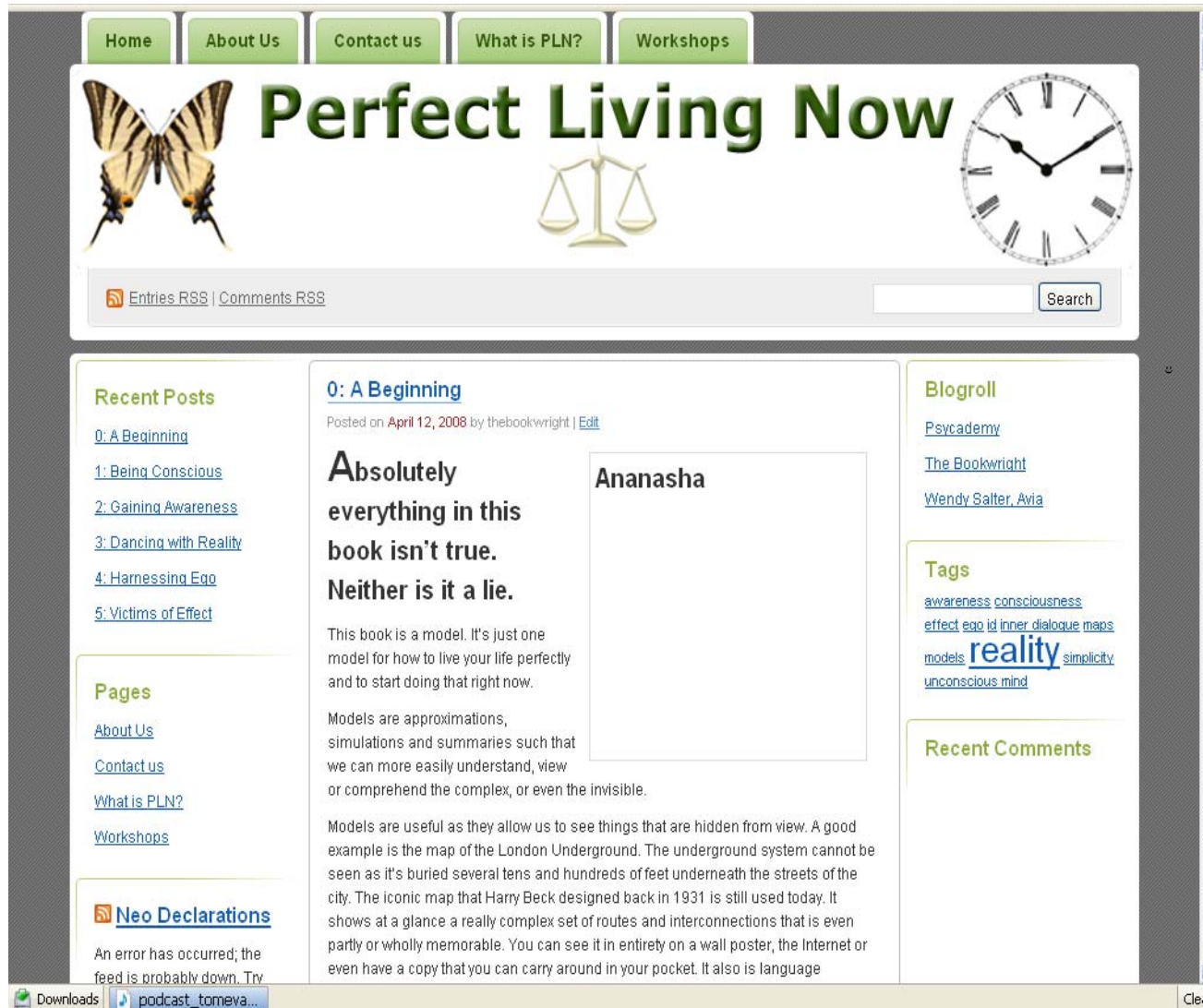~ 550-600 pixels
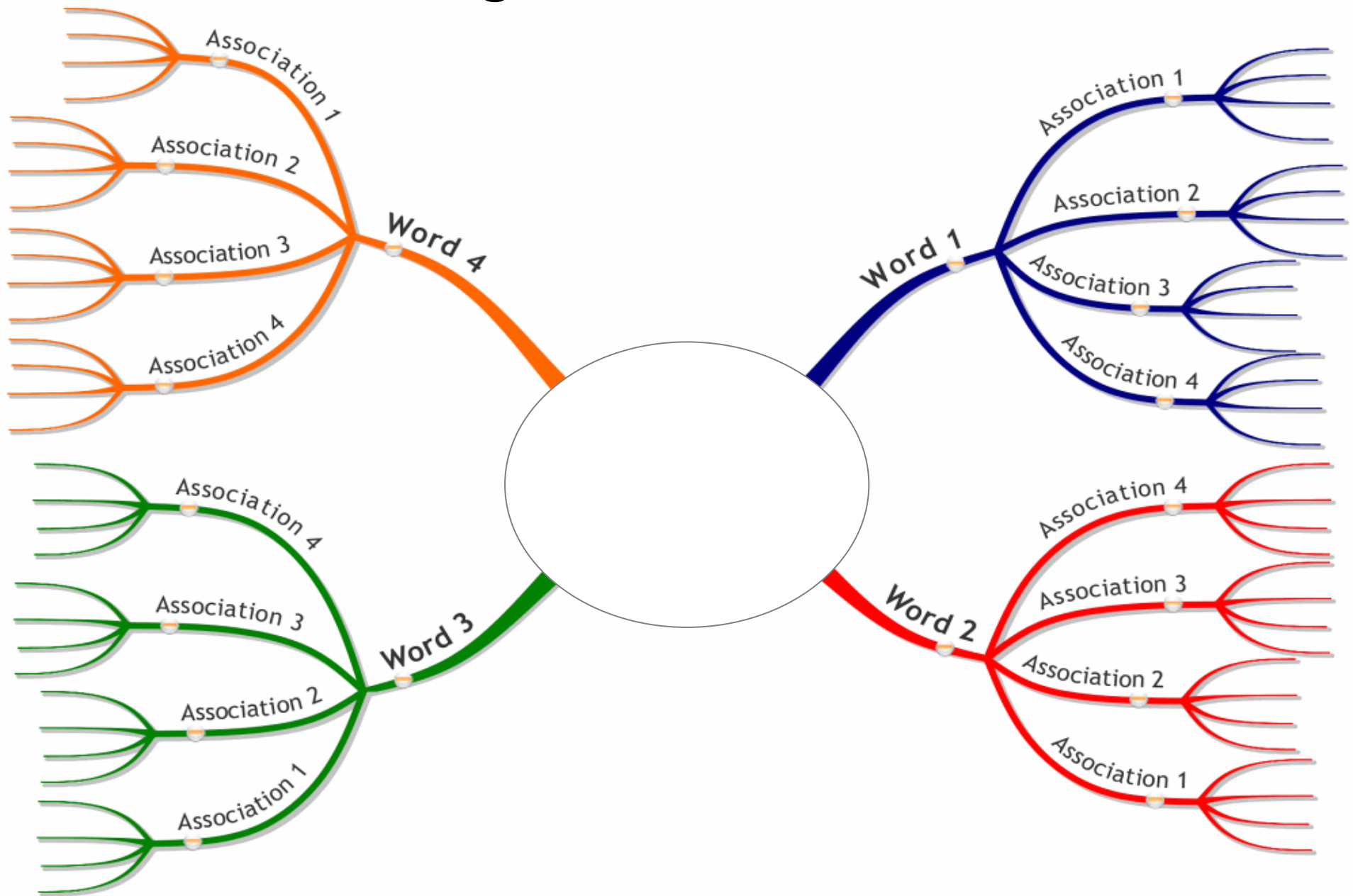
~225-275 pixels

Adding video

Example Blog to Book
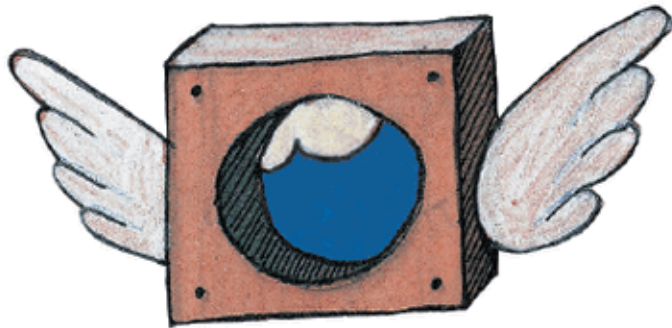
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What to blog about

Putting it all together
- write a sample page with

- Catchy headline & slug

- Impactful opening para

- Informative

- Not over "fold line"

- Include call to action

The Bookwright

Author Mentoring & Writer's Unblocking

Whole Brain & Whole Mind Thinking

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