

FSB Breakfast meeting 07/09/2010 Blogging notes

Why blog?

- Personal enjoyment – like writing
- Proves expertise
- Improves user experience
- More content for google to index
- Provides a channel of engagement

How to blog / blog types

- Hosted –
 - wordpress.com – chose from selection of templates
 - typepad
 - blogger
 - Posterous
 - tumblr
- Self hosted –
 - wordpress – use free templates or get one made
 - movable type
- Integrated
 - Wordpress – requires developer to make template

Basics

- Write posts
 - Drafts
 - Postdated
 - Publish
- Add images / video
- Categorise

- Tags
- Comments

A word about wordpress

- 200 million blogs
- 1000's of readymade themes
- Fully integrateable – customised theme
- 1000's plugins

What to blog about

- Industry related comment
- News
- Thoughts & opinions
- Tutorial and how-to
- Review
- Short tips
- Bookmarks round-ups
- Ask the blogger, reader Q&A
- Columns
- Lists
- Debates and polls
- Features
- Ongoing series
- Interviews

Gary vaynerchuck 'Crush It' 50 titles for blog posts

Mention **Julie & Julia** Film about blogging

Questions

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