

How to Build a Blog

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Setup - Domain Selection

The noisy bar test

- Easy to spell
- Easy to remember
- Short

[Godaddy](#)
[Internet.bs](#)

Buy all the variations you can afford

- ALLENTUCKER.COM
- ALLENTUCKER.ORG
- ALLEN-TUCKER.COM
- Alantucker.com (misspellings)

Setup - Hosting

[Wordpress.com](https://www.wordpress.com) (free)

- Allows custom domains (\$12 annual)
- Limited themes
- Limited customization (\$30 annual)
- Limited plugins (important)

Shared Hosting (slow, often down, easy to set up) ~\$100 annual

- [Dreamhost](https://www.dreamhost.com)
- [HostGator](https://www.hostgator.com)

VPS (fast, managed, reliable, expensive) ~\$100 monthly

- [Knownhost](https://www.knownhost.com)

Wordpress

Themes

- Look and feel of the site
- Fonts
- Color
- Layout

Great Premium Theme Sites

- [Woothemes](#)
- [Themeforest](#)

Custom Design Work (logos)

- [99Designs](#)
- [Crowdspring](#)

Plugins

- Add functionality

What we use

- [Akismet](#)
- [Google Analytics](#)
- [Broken Link Checker](#)
- [Wordpress Popular Posts](#)
- [Super Cache](#)
- [YARPP](#)
- [SexyBookmarks](#)
- [Social Slider](#)
- [Quick Flickr](#)
- [Smart 404](#)

What makes a good looking site?

A good theme or design is not enough

High Quality photography

- Flickr advanced search -> creative commons -> sort by interesting
- Resize to the full width of your text
- Consistent style, colors, etc.

Easy navigation

- Related Posts
- Categories (limited and preplanned)

Content

SEO - How Does Google Work

Backlinks - Popularity

- How many sites point to your site?
- How many sites point to those sites?

Relevance

- Anchor Text
- Content

This is easily gamed.

Check this in [Yahoo Site Explorer](#)

- Type address at the top
- Click Inlinks
- Show inlinks "except from this domain"

SEO - Google Panda

What makes a web page "good?"

- Quality Content (unique, long, correct grammar)
- Images
- Videos
- High time on-site
- Low bounce rates
- High click through rates (CTR)

Google sees how visitors behave on your site and adjust ranking accordingly.

Designed to combat the 500 word spam articles blasted all over the article sites. This is not easily gamed.

SEO - Top 3 results in Google Average:

- 2400 Words per page
- Keyword density of $< 1/2\%$
- Keywords in the title outrank keywords in domain name, meta tags, or url.

SEO - Keyword Research

You can only rank for keywords that people are actually searching for.

[Google Keyword Tool](#)

- Use [exact match] not broad match (**IMPORTANT!**)
- Ignore competition numbers

Click through rates decrease exponentially based on position in the search results.

1. 40%

2. 20%

Everything else on page one estimate 5%

Page two: don't bother

SEO - Keyword Revenue

Search Volume * Click through Rate *
Conversion Rate * Commission =
Revenue

Example: 3000 searches
* 40% (#1 position)
* 1% conversion (sales)
* \$50 product
= \$600 monthly

SEO - Keyword Competition

How hard is it to beat the top ranked sites for your keyword?

- Backlinks (domain and individual page)
- Page Rank
- Domain Age
- Quality of on-site SEO

I use tools to pull all of this data automatically. It can be done manually with yahoo, browser plugins, etc.

SEO - On-page SEO

Layout

<h1>Title (keyword)</h1> (How to squat)

<h2>Section titles (related keywords)</h2> (Squat Variations)

<h3>Subsections (related keywords)</h3> (Front Squat)

Introduction text uses your keyword in the first sentence.

SEO - On-page SEO

Meta

- Keyword in meta title, description, and tags ([Plugins](#))

Images (important)

- Use a keyword in an image alt tag
- Google images can generate a lot of traffic

Text (less important)

- Use a keyword in bold
- Use a keyword in italics
- Use a keyword in a list

Keyword density should still remain reasonably low. Do not stuff keywords everywhere.

SEO - Length and Quality

If you could only write 10 posts this year, what would they be?

Comprehensive posts

- Outrank short posts
- Get shared by friends and followers (links)
- Increase time on-site
- Get return visits

Treat each subsection as it's own article. 5-10 of these sections makes a 2000-5000 word post.

Get the Mindjet [iphone app](#) + [dropbox](#) + desktop app

Free mind mapping software is also out there.

SEO - Backlinks

Sources for manual backlinks

- Facebook, twitter, etc. shares (plugins for this)
- Submit to news aggregators (digg and reddit)
- [DMOZ](#)
- Manual blog comments
- [Directory submissions](#)
- Blogrolls or mentions from your friends
- Guest posts
- Youtube

The limitation here is scale. Real pros are using automated tools and cheap foreign labor.

SEO - Tracking and Analytics

Tracking

- [Google Analytics](#) (24 hour delay)
- [getclicky](#) (real time)

Split testing

- [Optimizely](#)
- getclicky

Building a List

NOTHING is more valuable than building a list of followers.

Email

- [aweber](#) - List management (subscribes, unsubscribes, data tracking)
- [Popup Domination](#) (Popup for opt-ins)

Social sites (facebook, twitter, etc)

- [Northsocial](#) (fan apps)

Newsletters should have unique high quality content that adds value. Newsletters should only be sent out as often as you can generate great content.

ALLENTUCKER.COM

facebook.com/tucker.allen