

Resources & References

For Blogging and Social Media



**Get Blogging
Seminar
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The Best Places to Start a Blog

Blogging. The thing your friend does that you could do better. The hobby of the century. Your key to boss-less freedom and your cat's one shot at fame. So do your homework with this list and start a blog the whole world, and your mom, will love.

WordPress.org

Browse at WordPress.org

About:

Setup nowadays so easy Snoop Dogg can do it with the elegance of NYTimes, Sony PlayStation, Wall Street Journal, Paris Hilton and more. WordPress requires no coding knowledge and is free software – it's the domain name and hosting you pay about-as-much-as-a-cup-of-coffee-per-month for. It gives you a website like the world's best and teaches you all about websites, too. For countless bloggers who do this for a living, WordPress.org *is the* best place to blog. [Click here](#) to watch our step-by-step setup video and join the largest blogging community on the web.

Stats:

- Recommended for: Blogging and websites
- Founded: May 27th, 2003
- Founder: Matt Mullenweg of Automattic
- Total users: 60 million, 19% of the internet and 1 in 5 websites as of December 2013
- Total employees: 151
- Pros: Elegance and ease
- Cons: You need to get a domain name and web hosting first (*"Create a WordPress.org Blog First Try"*)
- Costs: Your domain name and hosting can be bought together for about \$3-6 per month. I recommend HostGator for this, but other places are more than willing to charge you more 😊
- My verdict: The best place to blog if you're serious about it. Good for all types of review websites, mommy blogs, company sites, eCommerce sites and more.



WordPress.com

Browse at WordPress.com

About:

WordPress.com is a free blog-hosting site with roughly half the features of .org. The general idea here is less maintenance for you, but less control of the blog. Get a .wordpress domain name like “dearblogger.wordpress.com” or pay to use your own domain name. Need a niche? WordPress.com sees 100,000 posts published each day so you’ll surely find like-minded thinkers. Not a full company website but a loyal companion for one. Write posts, try a free theme, set up social media buttons and learn blogging at WordPress.com.

DISCOVER: Why Blogs Fail to Get Traffic

Stats:

- Recommended for: Mass community blogging
- Released: November 21, 2005
- Founder: Matt Mullenweg of Automattic
- Total users: 56 million blogs
- Pros: Ease to use with little you can mess up.
- Cons: Less customization and a bit fussy with adding certain features.
- Costs: Free, you can pay WordPress.com to get a domain name without the “.wordpress” addition.
- My verdict: A lovely intro to blogging that about 1 year in takes us all to a crossroads: stay put, or transfer to WordPress.org.



Blogger

Browse at Blogger.com

About:

Blogger is Google's free blog-hosting site. More popular at the turn of the millenium, Blogger still offers a great service but the designs are a bit elementary. Login and publish your first post for free with only a Gmail account. Try Adsense "monetization", design a new layout and even edit your first piece of code.

SEE ALSO: [10 Things to Do After You Launch a Blog](#)

Stats:

- Recommended for: Blogging
- Founded: August 2013, 1999
- Notable events: Bought by Google in February, 2003
- Founder: Evan Williams of Pyra Labs
- Total users:
- Pros: Publish anywhere, huge community, images, video, edit HTML/CSS, template designer, track traffic stats in Blogger, Adsense at no charge
- Cons: While Blogger is where many writers (including Dear Blogger) started publishing, it's designs appear a bit childish today. Google owns your blog – they axed Reader – so acknowledge a bit less control upfront.
- Costs: Pay \$10/year for a domain name without the ".blogspot" extension – otherwise totally free.
- Future predictions: May merge with Google+.
- My verdict: Everything blogging should be and more – Blogger was the sandbox for names now headlining in tech. The only real negative comes from outgrowing Blogger,

at which point many (like myself) transfer to WordPress. Less popular today – even Google’s PR Mogul Matt Cutts runs a WordPress site.



Tumblr

Browse at Tumblr.com

Introduction to Tumblr:

At a time when WordPress and Blogger were neck-and-neck for new users, Tumblr showed up as the 3rd guy to the party. They received lots of sign-ups from users wanting a totally refreshing take on blogging, and have grown ever since. Tumblr was recently bought by Yahoo, who has interesting plans for the whole blog advertising thing.

Stats:

- Founded: February 2007
- Founder: David Karp
- Total users: 152 million
- Pros: Ease of use and ability to share your friends’ work through re-blogging.
- Cons: Less customization, just a shade less professional and not ideal for conducting business.
- Costs: Free, pay Tumblr to get your own domain name without the “.tumblr” addition
- My verdict: Great for photography and other forms of art. Super-simplistic designs and a whimsical vibe make Tumblr a great choice for any new blogger.



SquareSpace

Browse at [SquareSpace.com](https://www.squarespace.com)

About:

All over television with beautiful and encouraging ads, SquareSpace offers a nice solution for the business owner in need of a web presence. Get online quickly with a free trial, setup a cool design and start attracting clients – that's the motto. If a more complex blogging platform were snowboarding, SquareSpace would be skiing, in the pie wedge stance 😊

Stats:

- Recommended for: Individual and business blogs and websites
- Founded: January 2004
- Founder: Anthony Casalena
- Total users: ?
- Pros: Elegant designs setup with a couple of clicks.
- Cons: Less customization – you'll pay for things that may come free at a place like WordPress
- Costs: 14-day free trial with plans from \$8 and up afterwards
- My verdict: Less hands-on than WordPress but arguably better advertising and accessibility – Squarespace gets your business site up quickly. A good quick solution.

Google+

Browse at Plus.Google.com

About:

If you need a guide on [how to use Google Plus](#) we've got you covered, because we've been trying to dominate it for a year now. Fun features like the badge make getting followers easier. Google Plus brings you instant community + audience – two things any blogger wants more of. Make sure to share publicly if you want to build any sort of following.

RELEVANT: How to Make a Niche Review Site that Earns \$1000/Month

Stats:

- Recommended for: Social networking (“social layer”)
- Released: June 28, 2011
- Founder: Google Developers
- Total users: 540 million per month
- Pros: Google circles, photography (1.5 billion uploaded each week), “hangout” feature, multi-language, authorship, can increase a publisher’s search rankings, Gmail integration, chat, mobile chat, mobile publishing,
- Cons: None, start using it today.
- Costs: Free
- My verdict: Absolutely necessary for anyone who wants to be considered an expert in any field. Fun. Challenging. If you’re curious, I’ve also written on [how to master Google Plus](#)over at Social Media Explorer.



Wix

Browse at Wix.com

About:

Wix is a cloud-based web development platform whose brand name stresses originality, simplicity and above all, free. For this reason the platform is popular among musicians, photographers, entrepreneurs and other small business owners who want a quick-fix website on a very low budget. The catch with Wix is the premium features, which of course cost money, which you'll almost definitely need as you expand your website. The main difference here between a Wix and a WordPress is with Wix you enter for free and pay more as you go, and with WordPress you enter for a cost (domain name and hosting) and afterwards all resources are free.

Stats:

- Recommended for: Quick fix small-business budget websites
- Released: 2006
- Founder: Avishai Abrahami
- Total users: 57 million
- Pros: Drag and drop website builder which uses HTML5, little to no coding knowledge necessary, free to get a basic website online, text editor and free fonts, free templates, mobile friendly, login through Facebook or Google + accounts, and more.
- Cons: Charges for many features one would expect to be free. Difficult to transfer away from.
- Costs: Premium version of the software and additions, domain names, hosting capability. Unclear exactly how much you might spend but it has been reported to often cost several hundred dollars per year.

Where To Guest Blog?

Marketing sites that accept guest posts.

[KISSmetrics](#) – [Write for them](#)

KISSmetrics quite regularly. If you go for it, prepare to go through a round or two of editing, and whatever you do, don't forget to use real examples to illustrate your points. Self-promotion is an absolute no-no.

[Traffic Generation Café](#) – [Write for them](#)

Quality-standards are high: if your post isn't really actionable for the audience, it doesn't stand a chance to get published.

[Think Traffic](#) – [Write for them](#)

Think Traffic does accept guest posts, but based on what I understood, they invite all the guest authors. You can try to contact them and ask, but don't spend time writing a post before you've checked that they're interested to even look at it.

[Firepole Marketing](#) – [Write for them](#)

They have a big, engaged audience, so you can get a lot of interaction in the comments. If you write a valuable post and you're not in a rush to get it published, it's well worth the effort to write for them.

[Copyblogger](#) – [Write for them](#)

Don't hold me accountable for this, but I've understood that they're focusing on using their in-house writers and their long-time guest authors. So, even with an introduction, it's very difficult to get them to even read your post. And unsolicited posts don't stand a chance.

[Mashable](#) – [Submit news](#)

Mashable is technically a news site. Keep that in mind when you approach them.

[MarketingProfs](#) – [Write for them](#)

MarketingProfs is a marketing site for marketing professionals. You need to have something special to share for marketing pros to get there.

[Men with Pens](#) – [Write for them](#)

They're picky. And that's what makes the site so good. But if you're not sure you can write something really good, you can probably spend your time more wisely.

[Moz](#) – [Write for them](#)

Previously SEOMoz. I think they're the biggest SEO-related site (after Google's sites), so if that's your target market, you should definitely write a guest post for them.

[Search Engine Journal](#) – [Write for them](#)

[Search Engine People](#) – [Write for them](#)

[Magnet 4 Marketing](#) – [Write for them](#)

[12 Most](#) – [Write for them](#)

[LKR Social Media](#) – [Write for them](#)

[She Takes on the World](#) – [Write for them](#)

[Inspiration Feed](#) – [Write for them](#)

[Work it, Mom!](#) – [Write for them](#)

[Birds on the Blog](#) – [Write for them](#)

[Social Fresh](#) – [Write for them](#)

[Business2Community](#) — [Write for them](#)

[Basic Blog Tips](#) – [Write for them](#)

[Blog Godown](#) – [Write for them](#)

[BloggersPassion](#) – [Write for them](#)

[Blogging Tips](#) – [Write for them](#)

[Problogging Success](#) – [Write for them](#)

[Quick Online Tips](#) – [Write for them](#)

[We Blog Better](#) – [Write for them](#)

EzineArticles - Get paid to write. when you are a Platinum Author.

WHAT'S TRENDING ?

WHERE TO LOOK FOR CONTENT

[BuzzSumo](#)

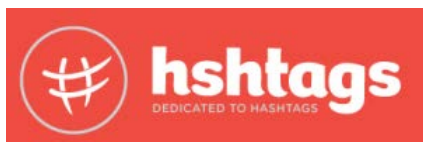


A new addition to this list. BuzzSumo focuses on finding top content that most shared content across multiple social networks:

- Discover what people are sharing the most in your niche
- Analyze what topics, headlines, and content formats work
- Find interesting content to curate
- Discover guest post and interview opportunities
- Analyze your competitors top content by entering a domain

You can search by Article, infographics, videos, guest posts, giveaways, and interviews. You can also filter by date by the last 24 hours up to the past 6 months. This is a new service to watch.

[Hshtags](#)



This is one of the best hashtag search engine. It allows you to easily search for #hashtags and gives you a great looking 3 column result. Also, this search isn't just for Twitter, it also includes search for Facebook, Instagram, Flickr, YouTube, and Vimeo. You also can filter by post type; text, image or video post. This is a great social search engine especially if your audience or your market is highly into #hashtags

[Kurrently](#)



This real-time search engine for Facebook and Twitter quick and reliable. A couple of nice stand out features include an auto-update of your search stream with 3

speed options, fast, slow, and halt. Another nice add-on feature from Kurrently is they give you a one click additional search option to Google, Bing, Baidu, and YouTube.

18 Ways To Create Content & Build Authority

- Be different. You have to stand out. Because nobody likes copycats.
- Be on a mission. What do you want to achieve? And why?
- Develop your own voice. What's unique about you?
- Have an opinion. Stand for something. Don't be afraid to alienate a few people. It will bring you closer to others.
- Produce content. Write an incredibly useful tutorial. Create a flagship ebook. Develop cornerstone content. Produce content you want to be known for.
- Become a storyteller. Because stories are memorable.
- Be helpful. Create and share content that solves your readers' problems.
- Build a following. Because your followers will spread your ideas for you.
- Use quotations. Acknowledge the people you've learnt from.
- Give away free content. Because your influence will grow.
- Interview experts. Because it allows you to create valuable content more quickly.
- Show results. Develop case studies, because your track record will shape opinion about you.
- Promote testimonials. Let others build your reputation.
- Write guest posts. It's the quickest way to build authority with a big audience.
- Don't constantly sell. Teaching is a much better way to gain sales.
- Exceed expectations. Surprise people by being insanely helpful.
- Be curious. And keep learning. And share more.

7 Ways of Increasing Your Blog Visibility With Social Sharing

Do you want to be able to drive more traffic to your blog and get more conversions from your efforts? I will give you some important tips on how you can make this happen fast and efficiently. Do keep in mind that you need to implement this as much as you can and this is going to give you the right kind of results for your needs.

1-Look for your most popular posts so far

This is a great way to learn what works and what doesn't. Take a look at the posts you've made that have worked properly for you so far. If you analyze your best posts, you will find key factors that make them good. You should also take note of the time of publication for your best and most useful posts.

2-Track the trends

The trends that are happening online while you post are always going to be relevant when you post your content. Keep an eye out for what is going on out there and always incorporate anything that is trending and see what kind of results you get from a particular strategy.

3-Think like your audience

When you decide to post any kind of blog material, you should always think to yourself "would I share this if I was Reading it in my news feed" This way of thinking is always going to encourage you to post something that is truly engaging to you and that could make a world of a difference in your results. It should be easy for you to be honest with yourself when you determine if you would share something or if you would simply read it and not take any actions afterwards.

4-Make your headline stand out

You need to be able to come up with a good and powerful headline that is going to encourage people to click on the post and get to your website or blog. Always remember that using social media to attract hits and views to your website and blog is an excellent way to get quality traffic. Ake sure that the blog titles you use are good enough to get people curious enough to click and read the contents.

5-Make the posts easy to share

When you create a blog post, you should always make it very easy for people to be able to share it with others. Once they get to your blog, it will be more likely that they will share the content from within

your blog or website, so if you don't have any share buttons available, they might simply finish Reading and not share it.

6-Always post quality work

I keep stressing this point because it is extremely important to keep it in mind. There is nothing more important than to be able to come up with the best possible content every single time you post something new. Don't ever simply post for the sake of posting because your followers will quickly see through this tactic and they might no longer follow you. This is something you really want to avoid doing because you might lose a good number of fans.

7-Always use images when posting

Never post a single blog without a nice and attractive image to go with it. This is going to be essential for your success and the only way to be able to get the best possible results is to have a good image to go with the post. It's a fact that posts with images get clicked on three times as much as text only posts.

How To Submit Your Blog To All Relevant Social Media Pages

Today we are coming up with a very cool and useful method for you to be able to submit your blog to the most relevant social media pages. This means that you will be able to post a blog in your personal blog and it will be sent to every relevant social media page that you have configured on Twitter Feed. This is an excellent service that only requires that you create an account, then you add your feeds and you will have real time tracking to go with it.

The setup is extremely easy and you can get everything setup within minutes. The best thing is that you are only going to have to post something once and the software will take care of posting that same blog in every one of the social media pages that you choose. This is the best way to manage your social media presence and be able to get much more done during the day. This is the kind of tool that truly simplifies the way in which we work online and the kind of efforts and results that we can get from blogging and social media.

Just register at <http://twitterfeed.com/> and then go through the process of getting your social media pages connected to their system. This is a very safe way to do multiple posting that is derived from a single post that you make. You will be able to save so much time that you will probably be able to create more quality posts for your next blog posts. You will also be able to get more time to run other aspects of your business and you will get the chance to get more work finished. These are all very important things to consider and the use of Twitterfeed will make this possible for you.

There are other tools available out there that can help you with multiple posting, but this is the one that has been the most reliable and safe of the tools that I have tested. This is a highly recommended site to check out. I strongly recommend you register to their services and see just how good this tool really is for yourself. This is the best thing you can consider doing and you will be glad that you tried this out. Once you are setup and you do your first posts, you will see how practical and powerful this particular tool can be.

The world of blogging is just as competitive as any other and if you want to stay on top of the game, you need to make many efforts in order to get the right results. The good news is that you can use this kind of tool to get that competitive edge that you need to stand out from the crowds of bloggers that are posting their blogs in one place only. When you are able to post your blog and simultaneously see it posted on several social media platforms, this is going to start to give you an online presence that is much stronger than anything that most people will do.

Never forget this advice because it will go a long way to help you get much more done during the day. This is extremely important and you will get the best possible results from implementing this particular tool to your social media marketing efforts. You will save at least half an hour of your day that can be implemented in other useful tactics for your business to grow as much as possible.

Questions I Have Composed To Consider For Your Next Blog

When blogging, this is what a 'blogger' should be thinking about.

This is not a questionnaire but more of a guide

Foundation - Why Should Anyone Read Your Blog?

Why are you starting this blog and why do you want to build this business?

What goals do you have for your blog personally, both monetary and otherwise?

What problem will your blog solve, or (alternately), what need or desire will it fill?

Why should anyone read your blog vs. the millions of other blogs out there?

How are you especially qualified to produce a blog on this particular topic?

How will your blog differ from what already exists on the same topic?

What kinds of people will read your blog?

What kinds of competition exist already in this space?

Have people demonstrated a willingness to pay for products or solutions related to this topic before?

Do you have any unique ideas for developing a brand and a site design that tie together your overall concept and that demonstrate your differentiation?

How will you develop your brand and design?

Notes :

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Continued...

Content - What Will You Produce?

What types of content do you plan to create? or Don't you know?

How much of your personality and personal details will you share?

Will you produce all of this content or outsource some of it?

How often will you publish content?

How will you make sure your content is different from competitors?

Do you plan to educate, entertain or enlighten your readers?

How much do you understand about headline writing strategy?

How will you make sure your content is consistently high quality?

How will you convert readers to subscribers and customers?

Notes:

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Revenue - How Will You Earn?

How do you plan to earn revenue through your blog?

What is your timeline for putting the revenue opportunities into place?

How much money do you plan to earn in the first 6, 12, 24 and 36 months?

How will you earn it?

What do you not currently know about the things you plan to implement to earn money?

What do you need to learn?

Notes:

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Promotion

How do you plan to get the word out about your blog and your content?

What unique approaches do you plan to use to attract people to your site?

How do you plan to show your readers how much you care about them and appreciate the time they spend at your site?

How do you plan to encourage your readers to help share your content with others?

What is your plan for reaching out to those two lists of bloggers? How can you connect with them in a genuine way and offer to help with projects each of them are working on? (make brief notes for each person listed in the above two steps)

What do you not currently know about website promotion and audience building? What do you need to learn?

Notes:

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