



Next-Level Blogging: How to run your blog like a business

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WordCamp Seattle 2019



 SiteGround



Hi,
I'm Andrea

Chief Content Creator at
SiteGround

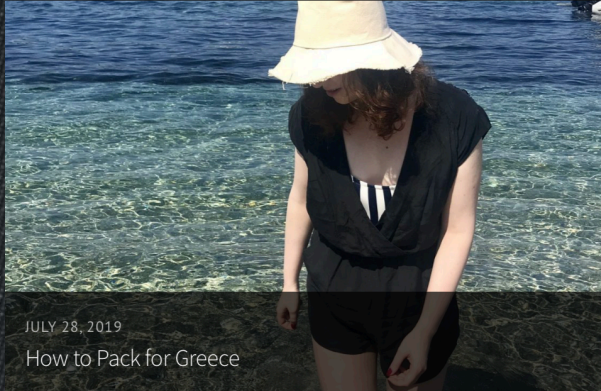
 [@andreazoellner](https://twitter.com/andreazoellner)



THE CAPSULE SUITCASE

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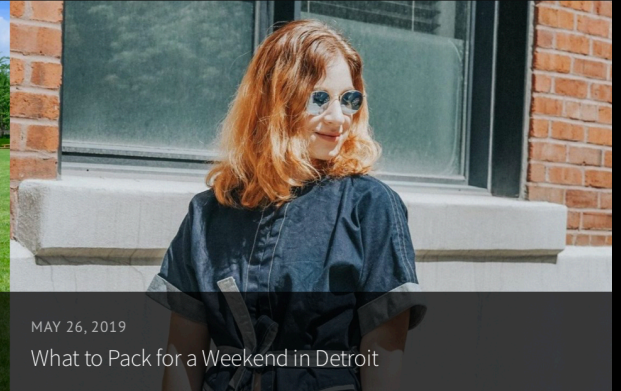
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Slides

andreazoellner.com/wcsea

Treating your blog like a business

- ✓ Design for success and longevity
- ✓ Invest time in your SEO
- ✓ Get technical about performance
- ✓ Don't neglect legal aspects of your blog
- ✓ Aim high and work for growth
- ✓ Act like a CEO



How to design your blog for:

Credibility

Reader retention

SEO



How to design your blog for:

✓ Credibility

Create a simple and adaptable logo

Create a strong About page

Add a way to contact you

Use high-quality photos

Use HTTPS





How to design your blog for:

✓ Reader retention

Feature articles above the fold

Be meticulous with Tags and Categories

Use widget areas to promote content

Use related content in or below posts

Include a call-to-action to subscribe





How to design your blog for:

✓ SEO

Use WordPress

Have a responsive website

Create a relevant and structured menu

Use text with keywords on every page





How to boost your SEO



How to boost your SEO

Use metadata EVERYWHERE

SEO-ify your URLs

Use Tags and Categories

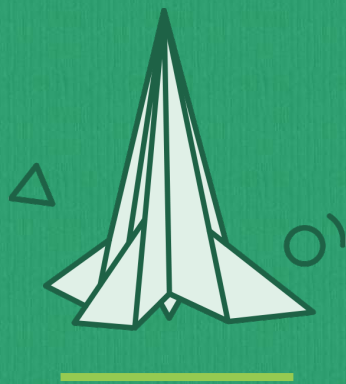
Verify and index your site

Use reputable outbound links

Get inbound links

SEO-ify your images

Create an SEO checklist for each post



How to optimize your website speed



How to optimize your website speed

Use a good hosting provider

Get a plan that matches your needs

Use a CDN

Keep software and settings up to date

Enable caching

Use a powerful optimisation plugin

Optimize your media!



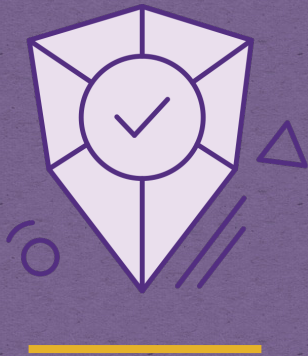
Upload the right size

Lazy-load your images

Use thumbnails

Replaces images with text and icon fonts

Use an optimization plugin



How to protect your work



Protecting your work:

Get all over the internet
Publish!
Copyrights and trademarks



Protecting yourself:

Never steal content
Abide by ToS
Comply to GDPR and Anti-
SPAM laws
Publish disclaimers and
disclosures



How to keep your website safe



How to keep your website safe

Keep your software up to date

Use strong passwords

Use a good hosting company

Generate backups regularly

Make major changes on a staging site



How to monetize your blog



How to monetize your blog:

Ads



How to monetize your blog:

- ✓ Ads
- ✓ Affiliate programs



How to monetize your blog:

- ✓ Ads
- ✓ Affiliate programs
- ✓ Selling guest post spots



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- ✓ Selling guest post spots
- ✓ Selling posts to other sites



How to monetize your blog:

- ✓ Ads
- ✓ Affiliate programs
- ✓ Selling guest post spots
- ✓ Selling posts to other sites
- ✓ Sponsored posts on your site and on social media

How to monetize your blog:

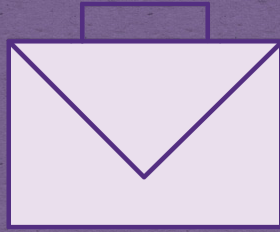
- ✓ Ads
- ✓ Affiliate programs
- ✓ Selling guest post spots
- ✓ Selling posts to other sites
- ✓ Sponsored posts on your site and on social media
- ✓ Ebooks and downloadable content



Free stuff,
experiences,
discounts, and
hard-to-quantify
perks and leads

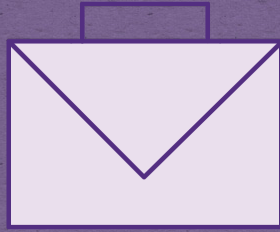
The not-so-fun part:

- ✓ Contracts
- ✓ Media kit
- ✓ Disclaimers and disclosures
- ✓ Ethics
- ✓ Taxes



Business tips for your blog

Determine a posting schedule and stick to it



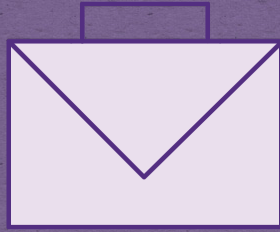
Business tips for your blog

Make a plan for growth



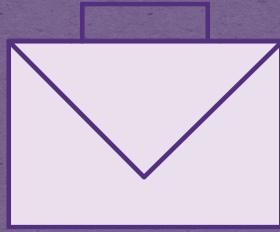
Business tips for your blog

Pay attention to analytics



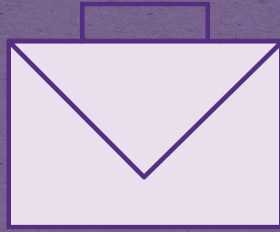
Business tips for your blog

Set realistic goals




Business tips for your blog

Keep learning



Business tips for your blog

Never lose sight of why you're doing this

The background is a dark, textured surface with various geometric elements. In the top left, there's a green circle with a dotted pattern and a purple triangle. In the top right, there's a white circle with a comma, a green triangle, and a white polygon with a dotted pattern. In the bottom left, there's a purple triangle and a dashed green line. In the bottom right, there's a dashed green line. A solid green horizontal line is positioned above the main text.

Thank you!
Any questions?

 [@andreaZoellner](https://twitter.com/andreaZoellner)

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