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

Andrea Zoellner

WordCamp New York 2019

SiteGround

Hi,
I'm Andrea

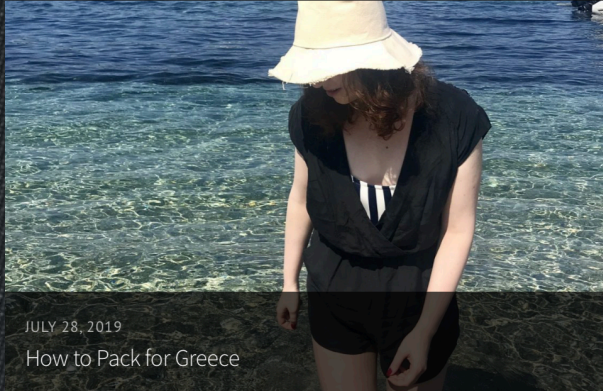Chief Content Creator at
SiteGround

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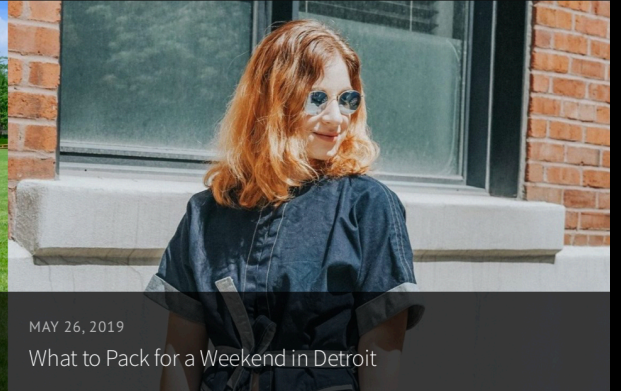# THE CAPSULE SUITCASE

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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

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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

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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
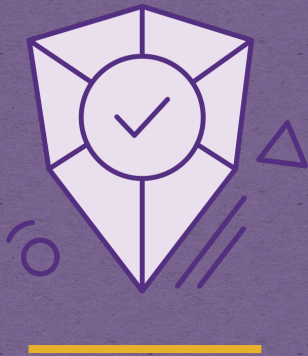
Optimize your media!

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

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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
- ✓ 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
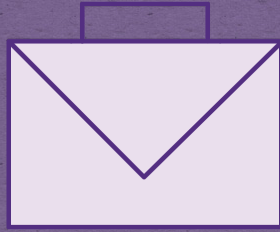
Business tips for your blog
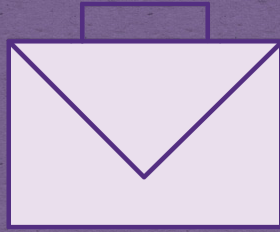
Determine a posting schedule and stick to it

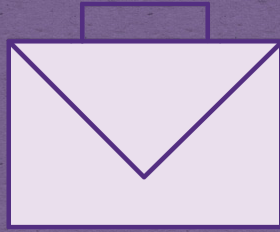# Business tips for your blog

Make a plan for growth

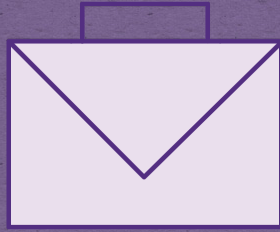@andreazoellner
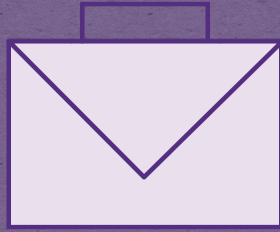
Business tips for your blog

Pay attention to analytics

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Set realistic goals

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Keep learning

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Never lose sight of why you're doing this

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Thank you!
Any questions?

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