

# Top blogging lessons from WordPress Camp Baltimore 2013

What did I do this past Saturday? I attended WordPress Camp Baltimore for the second time. I think that if you blog regularly and/or help people set up blogs, you should most definitely attend this volunteer-run event, available worldwide probably at a city near you. It is well worth the low cost of admission. If you want to find one near you, check out the WordPress camp site.



WordPress Camp  
Baltimore 2013

I attended five sessions out of the total of 15. There were two tracks: one directed to the developers and one to users. Obviously, what I learned would be more useful to a user than a developer.

## **Social media must be integrated into both your actual blog and your blog's strategy**

- Google + indexes faster, so consider setting up your Google + authorship description
- You need both inbound and outbound social media plugins

- Check out the Tweet Old Post plugin to be able to use your older blog posts
- Be careful with sending people to social networks—the last thing you want to do is lead someone away from your site.

## **SEO keeps changing but there are several things you can do to keep your site visible**

- Use the WordPress SEO by Yoast plugin—highly recommended by tons of people
- Name all your images
- Do not ever write “click here.” Write a description.
- Organize your content well—Google likes organized websites—using headings, etc.
- Optimize your site so users like it
- Include rich content—pics, graphs, videos
- Watch your page speed (you may need to cache you website using plugins like WP Super Cache)
- Install and submit a site map using the Google XML Sitemap plugin

## **Producing your own podcast is not that hard**

- What you need to produce a podcast is: a blog, hosting that provides enough bandwidth, artwork/branding materials and a podcast feed. You will also need a microphone and a way to edit your audio.
- Use editors like Audacity.
- Look into podcasting plugins like PodPress and PowerPress

## **Blogs and WordPress sites make content marketing easier**

- Content marketing’s purpose is to drive profitable (however you define it) customer action.
- Content marketing is about providing relevant, valuable

(educational) and enjoyable material for your audience/user

- Remember that customers care about themselves not you
- Keyword research is key (you must know what keywords your customers would use to find your service/product)
- When you provide valuable content, the reader/user is bound by the need to reciprocate since humans have a deep seated need to return favors.
- Remember that information that is exclusive is more persuasive (this is only available for a limited time)
- Humans are more receptive to requests from people who appear to be authorities or experts.
- Read Influence: The Psychology of Persuasion by Robert Cialdini

Thanks to the following presenters:

- AkilahThompkins-Robinson
- Byron Warnken
- Arsham and Josh from Webmechanix
- Douglas Bell
- Shane Powers