

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

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