



Writing for the Web *and* Blogging

Day 3—Digital and Social Media
Marketing Intensive

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Photo Copyright

- Read TOS
 - Facebook: “transferable, sub-licensable, royalty-free, worldwide license.”
 - Flickr: approval needed for third-party use
- <http://wiredpen.com/2013/01/21/photo-sharing-sites-terms-of-service/>

Photo Sharing Sites: Terms of Service

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Curious about the terms of service on photo sharing websites? This table provides a summary of a more [detailed Google spreadsheet](#).

Site	Alexa	License	Date	Notes
Facebook	2	Sublicense Non-exclusive	N.D.	License provides for undefined “use” by anyone for content made public
Flickr	74	Limited to Yahoo! Services Non-exclusive	11/24/2008	Third party use must be approved by account holder
Google+	1	Google (and those we work with)	3/1/2012	This license continues even if you stop using the services (for example, for a business listing added to Google Maps)
Imgur	92	Sublicense Non-exclusive	4/10/2012	Unauthorized commercial use prohibited.

Writing for the Web

- Writing for Social Media
- Basic Content Writing
- Keywords



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80/20 Rule of Headlines

- Eight out of 10 headlines read
- So what does a headline need?
 - Must be useful
 - Provide sense of urgency
 - Convey idea is unique
 - Do all above in ultra-specific way
 - Keep in mind that in the book *The 100 Greatest Ads* (Julian Lewis Watkins) 95% of earliest ones were eight words or less so 140 characters really gives you something to work with on Twitter.



Use Advertising Strategies

- What's the reward of reading? (adapted from The American Writers & Artists)
 - Provide sense of urgency.
 - Convey the uniqueness.
 - Be as ultra-specific as possible.
 - What's in it for me?
- AIDA (Attention, Interest, Desire, Action)



Call to Action

- Ask readers to do something.
- Don't give away too much information.
- Use questions to tantalize.
- Either link or try to get likes or comments.
- Don't be too obvious about selling services.



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Know your audience and choose what information to share

- Picture your consumers as you write. Who are they? What do they want? What do they already know? **AND, MOST IMPORTANTLY, WHAT DO THEY WANT TO KNOW?**
- Keep in mind: what are their time constraints? What do they expect in terms of multimedia?
- Lastly, are they passive readers? Are they reading for some intention?



- Rule of thirds—1/3 links that are useful, 1/3 value-added information, 1/3 relevant personal tidbits.
- Write for electronic media
 - Write meaningful material
 - Be aware of SEO—so write keywords and phrases.
 - Use a simple writing style
 - Use active verbs, active voice and stress the positive.
 - Make every word count
 - Tone



Use Effective Writing

- Clarity
- Conciseness
- Consistency

- Always edit before you push send



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Engage with Variety

- Yes, you have a strategy. Yes, you have a platform. But, consumers respond to variety.
- Keep an underlying plan, but don't let your consumers be aware of it.



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Social Media is About Sharing

- One-on-one conversation rather than an audience.
- Praise work of competition.
- Transparency
- Engage others' participation. If you ask questions, you need to respond as well.
- Long-term commitment.



Creating Content Basics

Strategies

- Original, value-added content
- Aggregated content that appeals to your community, presented in a unique way.
- Be cutting edge—use Twitter, alerts, and subscription services to find unusual, on-target stories to share



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Always Consider Audience/Purpose

- First consider your audience and purpose.
 - Why are you writing?
 - Who are you writing for?
 - What do you want to accomplish



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Five Basic Purposes

- Service: Providing something for your readers.
- Sales: Either literally or for promoting yourself.
- Information: ie., gov' t sites, etc. Usually attracts visitor with more patience to filter through information since they **NEED** it.
- Link lists: offers linked reference. Combination of service and information.
- Fun: For entertainment.



Web audience types, in general:

- **Users**—want to finish a task. Looking for specifics so easy navigation is a must. Beware of slow-loading graphics/technology.
- **Viewers**—want entertainment. Need to keep their interest. Graphics, color, variety important.
- **Readers**—between the above two. Want readable fonts and well-written and clear text as well as graphics, color, photography. They want information and to enjoy the experience of getting it.



SEO Strategies

- Use Keywords
- Use Chunking
 - Scannable
 - Using captions and headlines wisely
 - One idea per paragraph
 - Lists instead of paragraphs. No more than 7 to 10
 - Clustering
 - Bullets
 - Subheads



Use Electronic Media Techniques

- Conversational
- Clear-cut sentences. Don't overuse dependent clauses.
- Short is better than succinct
 - The automobile crashed into the house.
 - The car crashed into the house.
 - Always opt for clearness first, ie. Course outline or syllabus
- Translate English into better English. Ie. Hazmat. Translate other tongues into English.
- Be dynamic. Never start sentence with time reference.



And Some Print Medium Ones

- Descriptive word better than dull.
 - Active verbs
 - Literary devices
- Inverted Pyramid
- News value
 - Timeliness
 - Prominence
 - Human interest
 - Proximity
 - Magnitude
 - Conflict
 - Unusual



Avoid at all Costs

- Marketese
 - Boastful claims
 - Exaggeration
- Cover-ups/dishonesty
 - Web readers value transparency
- Subjective language
- Pieces without value-added content



Sell Your Lead

- Leads must maximize the story's impact on the audience.
- Don't bury the lead. Tell the news first.
- Don't put too much into the lead. Sometimes details can wait if they just clutter up the lead.
- Second-day stories should emphasize today's news and offer explanatory material for those unaware of situation.

Finding the Lead: Ask yourself:

What's the most important thing about this story?

What's the most interesting thing about this story?

What's the most immediate thing (the most recent development) about this story?



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Label Multimedia

- Search engines do not see videos and photographs—you need to make sure it does.



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Keyword Strategies

- “Keyword” can mean multiple words. I.e. Web hosting service
- Use different keywords when possible, combo phrases and titles for all the main pages of your site. Use tools like Google [Keywords](#) or [Wordtracker](#) to find the right words
- Create/submit a list of top keywords/phrases you expect users to use when searching for your site. See what words bring up your competition for reference.



- Make sure the common key words appear throughout site (Title, [URL](#), H1, in body).
 - Prevention.com, for instance, uses the word “health” throughout site.
 - Some engines (like Yahoo!) rely on keyword submissions. Others (Google) emphasize content and titles.
- With print, editors seek to make headlines, subheads and such as clever as possible. Online, clarity wins over cleverness.
 - Magazine: What’s Up Doc?
 - Online: Medical Breakthroughs, Health News, Advances in Health and Medicine.



Product Name Is Not a Keyword

- At least usually
- Think more generic—what do people call your “product.”
- You can shoot keywords at highest volume or use some more narrow, **long-tail keywords**.



Broad Keywords

VS

Long-tail Keywords

Marketing

Inbound Marketing Software

Magazines

Jewelry Magazines

Documentary

John Ford Documentary

Landscaping

Medford MA Landscaping

Shoes

Nike red running shoes

Loans

Commercial real estate loans



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More Keyword Tips

- Vary keyword in natural ways: using singular/plural forms, synonyms, phrases
- Use keywords as links
- Do not overuse keywords. Should be natural/organic



Keywords You Don't See

Meta tags:

- Image Tag—HTML code that adds image to page
- Meta Description—describes content on page



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Why Blog?

- Build platform
- Increase audience
- Sell products
- Build community



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Blog Samples

- Theater Blog
 - [The Producer's Perspective](#)
- Fashion Blogs
 - [Man Repeller](#)
 - [Tavi Gevinson, The Style Rookie](#)
- Mommy Blog
 - [Mommas Gone City](#)
 - [Not Your Average Mom](#)
- Travel Blogs
 - [Velvet Escape](#)



Business Blogs

<http://officialjonesoda.tumblr.com/>

<http://www.stonyfield.com/blog/>

<http://www.blogs.marriott.com/>

<http://www.wholefoodsmarket.com/blog/whole-story/>



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Blogging Basics

- What is your goal?
 - Why are you here? What is your objective? Where do you want to be in five years? How do you want to be branded? What is your platform?
 - Keywords for pitch and search engines
 - Niche
 - Idea of exchange—who else wants to participate? Sharing and caring is how you build community. Connecting is important—80% of your readership will come from this.
 - Know thy competition
 - Name
 - Is the name easy to remember? Your name is your identity.



- **Blog Content**
 - What makes a good post
 - Understanding audience
 - Create editorial calendar



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- **Daily Management**
 - Regular postings
 - Maintaining communication
 - Follow editorial calendar
 - Look at analytics/research what works/doesn't
- **Building Community**
 - Integrate blog with social media and other marketing methods such as newsletters
 - Drive traffic to site strategies and implementation
 - Interact and partner
 - Media attention



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Monetization

- Adsense
- Sell own ads
- Blog Networks
 - BlogHer
- Affiliate Programs
- Paypal Buttons
- Market services
- Underwriting/sponsorship/partnerships



Blogging Resources

- www.bloggingpro.com/
 - Weekly job board that features positions for bloggers, editors and more.
- www.samswebguide.com/
 - Opportunities for bloggers and writers.

