

# Learn to Blog for Fun and Profit

Presented at Mandel Public Library of West Palm Beach

by

Rick Zullo



Mandel Public Library  
of West Palm Beach

# My Story



# Rick Zullo

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Podcast



*The Fatal Charm of*  
**ITALY**  
**Q and A**  
with Rick Zullo

A screenshot of the Rick's Rome blog website. The page title is "Rick's Rome" and the navigation menu includes Home, Blog, Podcast, Rome Rentals, Healthcare in Italy, and Resources. The main content area features a post titled "FCI 013 - The Erotic History of Italy with Cinzia Giorgio". The post is dated "POSTED ON JULY 13, 2015 BY RICK" and has "6 COMMENTS". The post text includes a prediction that the episode will become a top downloaded track on iTunes, a bio of Cinzia Giorgio, and a subscription form. On the left sidebar, there are sections for "ITALY MAGAZINE BLOG AWARDS" (with a "Best Overall Blog for Drivers of Italy" award from 2014), "Let's Connect" (with social media icons), "MADE IN ITALY AWARDS" (with a "MADE IN ITALY AWARDS 2015" award), and "SUBSCRIBE TO BLOG VIA EMAIL" (with an email address input field). The right sidebar features a "Previous Post" link and a small image of a bridge in Rome.

Blog

# Quick Announcements

\* Find **“West Palm Beach Blogging and Social Media”** on:

1. [Facebook](#) (Public Group)
2. [Meetup.com](#)

- \* D.N.A. is hosting a Happy Hour at The Tap Room tomorrow night at 7PM. First drink is free, appetizers provided.
- \* Submit your URL for next week’s class to be critiqued by classmates when we discuss website design.
- \* I’ll stay after class next week (Feb. 3) to help anyone who is struggling to get their site up and running.

# What is a “BLOG?”

A truncation of the expression “web-log,” later it was broken up, and the word *weblog* became *we blog*.

- \* Until about 2009, blogs were usually the work of a single individual, covering a single subject.
- \* Many early blogs were little more than an online diary that nobody read except your family and close friends.
- \* Often they were anonymous IN CASE your family or friends read them.
- \* Nowadays there a sense that a blog should have some sort of “purpose” to it. (Doesn’t have to, though.)
- \* “Collaborative” blogs are now common.

# Challenges of This Course

- \* Blogging is a **BIG** topic with lots of overlapping elements; we can't cover it all. (But we'll try.)
- \* Everybody is probably at a slightly different place in their blogging experience, so it's hard to make everything relevant to everyone.
- \* We each have our own goals and not all of the things covered will be of interest to every student.
- \* It will be difficult to give everyone sufficient individual attention to get their blogs up and running. Some "homework" is inevitable.

# Different types of blogs (The “WHY”)

## Personal

- \* The **online version of a journal**, but tend to have a theme these days.
- \* Sometimes it’s an individual **dealing with a personal issue** like weight loss or addiction or building a business.
- \* Often it’s a person who has moved to another city or country, and wants to **keep family and friends updated** on his/her new life.
- \* Others are devoted to a **hobby or passion**, like yoga, or woodworking, or photography, or cooking.

## For a Cause

- \* Sometimes people blog to raise awareness for various causes such as:
  1. **Medical conditions** (M.S., autism, breast cancer)
  2. **Social issues** (animal rights, world hunger, politics)
  3. **Public initiatives** (high-speed train, organic food co-ops, parks and services).



# WHY (con't)

## Professional

- \* Businesses are **incorporating blogging into their marketing plan**. Important note: this is DIFFERENT from just having a website (static vs. dynamic).
- \* Realtors in particular have really picked up on this. They have their websites, which lists their properties, contact info, etc. But then they have a blog, which is a resource for local knowledge ... schools, stores, restaurants, etc.
- \* Doctors, Dentists, Lawyers—they're all blogging these days, **giving free valuable content to the community**.

## For Profit

- \* These sites are created for the primary purpose of being an online business.
- \* There are many ways to monetize a blog, and we will devote an entire module to this topic.
- \* Sometimes they are actually eCommerce sites that add a blog to help with SEO and social sharing.
- \* Daren Rouse from [ProBlogger](#): About 4% of bloggers who are trying to make money with their blog make over \$10k/month, typically after 7 years of blogging; 9% make over \$1k/month, typically after 3 years of blogging.



# “Niches”

- \* Food/Cooking
- \* Mommy
- \* Fashion
- \* Lifestyle
- \* Travel
- \* Destination
- \* Techie Topics
- \* Author
- \* Art/Photography
- \* Health/Fitness
- \* Personal Finance
- \* Entrepreneur
- \* Hobby
- \* Blogging about blogging

(each of these have their own sub-niches)

# Before You Start


- \* Have a well-defined strategy.
- \* Don't be aimless; you can change direction, but at least start with a goal in mind.
- \* Set up a regular schedule and stick to it.
- \* Consistency is key.
- \* Put all the pieces in place as soon as possible.  
(Which are?)

# How Far Can a Blog Go?

## the Blonde Salad

STORIES

### MY WALK-IN CLOSET

16 December 2015 by Chiara Ferragni 

    202



Wanna have a peek into my walk-in closet in my Los Angeles house? Here you go 😊



WEEKLY PICKS

Chiara Ferragni

## The Blonde Salad

- Started in 2009
- Now over 110,000 visitors a day
- 1,2M Facebook Fans
- Blog led to her own shoe line
- Featured in top fashion mags
- Case study by Harvard B-School
- **Net revenues over \$8, 000,000**



# Let's say it again to be clear...

So what, exactly, is she selling?

- \* In 2014, she earned an estimated **8+ MILLION dollars!!!**
- \* 30% came directly from her blog.
- \* 70% came from her shoe line (an indirect result of her blog).



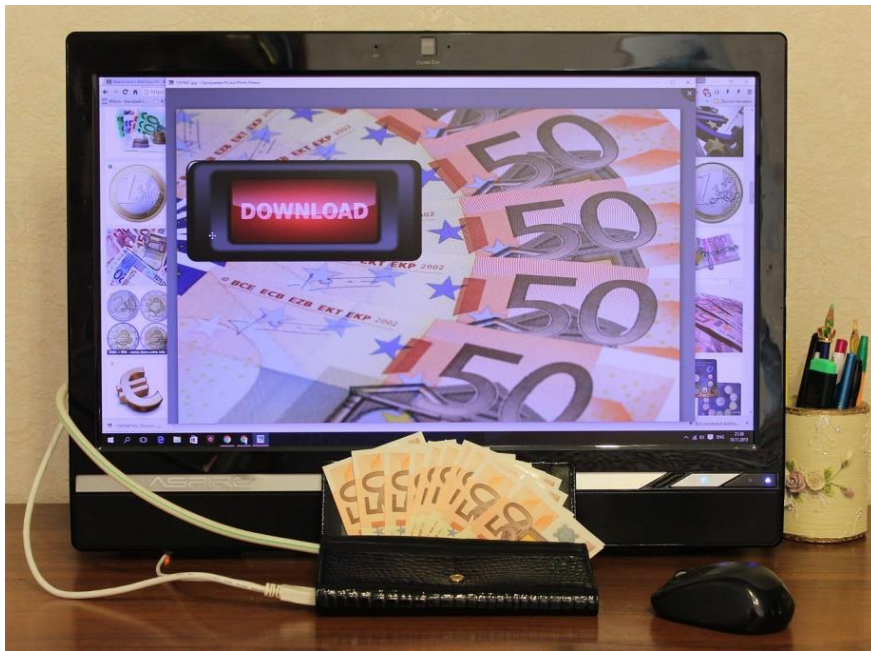
No, not  
“just” shoes

**Answer:** herself, her personality, her style



# Ways to Monetize a Blog

(full discussion in Session 6)



- \* Advertising (Google AdSense, ad networks, banner ads, sponsorships)
- \* Sponsored posts and sponsored mentions on social media
- \* Affiliate products through **affiliate networks** (ex. Amazon, ClickBank, Commission Junction)
- \* Guest Posts
- \* Selling your own **digital** products (eBooks, apps, memberships, courses)
- \* Crowd funding campaign; donations

# Back to reality

But we all have to start someplace.  
Start with a name.

- \* Rejected Onion
- \* Muppets With People Eyes
- \* Hung Over Owls
- \* Men Taking Up 2 Much Space On The Train
- \* Kim Jong Il Looking At Things
- \* Food On My Dog
- \* Actresses Without Teeth
- \* Shit No One Has Ever Said
- \* White Men Wearing Google Glass
- \* F U Auto Correct



# Choose a **DOMAIN NAME** that describes your website or business activity

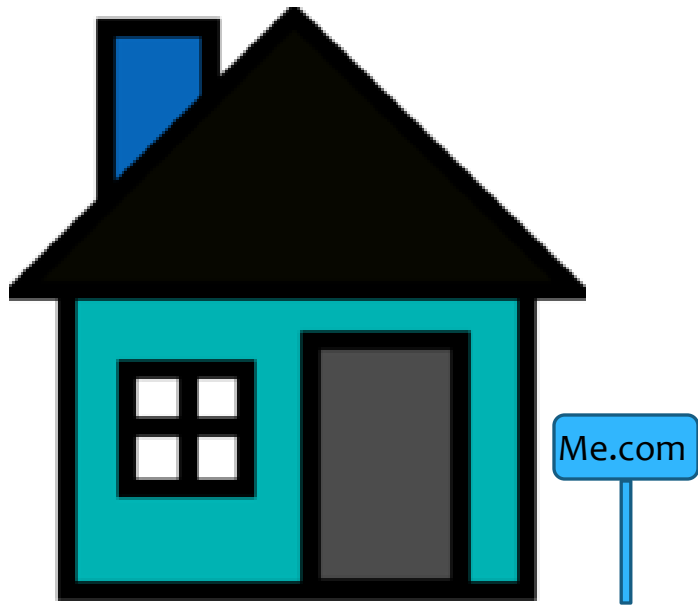
- 1) Something catchy and/or recognizable. **Don't make people try to figure it out.**
- 2) Your own name or business, if it's available.
- 3) Try to keep your domain name under 15 characters (that's without the .com). **Shorter is better**, and also your Twitter handle can be the same as your domain name.
- 4) Avoid something that's too close to something else.
- 5) **Avoid using numbers and special characters.** Upper and lower letters won't make a difference.

# Buying a Domain

- \* The most popular is [GoDaddy.com](https://www.godaddy.com). Prices will be about the same wherever you look, but sometimes you'll find “first time” offers or bundled packages to entice you to use their service.
- \* Variations – Should you buy the .net .org .me etc.?
- \* What about misspellings? Other countries? (If you're using another/second language, then maybe yes.)
- \* Duration – If it's your actual name or a business name that you've already established, then go long term. Otherwise, it's up to you, but just know that it's generally cheaper if you buy for longer.



# Hosting – Own, Rent, or Borrow your Site?



- \* Just as your house needs a place in the physical world, your blog needs a place in the virtual one.
- \* Think of your hosting service as your “online home” where you can store and display all your pictures and stories, while your domain name is the little sign in front of your house with your street number on it.

# Self-Hosting

- \* This is “owning” your website and hosting it on a remote server.
- \* Many run on the WordPress.org platform
- \* **Pros:** full control; nobody can take it away; endless options for customization; good for SEO
- \* **Cons:** requires *some* technical knowledge; hosting service costs a bit of money (about \$5-12/month)



# Free Hosting

- \* This amounts to “borrowing” a website, where you host your blog on a public server, such as **Blogger**.
- \* It can be *totally* free, or you can pay a small annual fee (\$10) to use your own domain name.
- \* **Pros:** Very cheap or even free; easy to set up, simple to use.
- \* **Cons:** It’s not really yours, so they can decide to shut it down or start charging you to keep it; limited design options; not as good for SEO.

# “Hybrid”



- \* “Renting” your site.
- \* These are similar to the free platforms, except you pay a monthly fee to have access to more advanced design options and tools.
- \* Examples are Wix, SquareSpace, Weebly, and Shopify.
- \* **Pros:** DIY professional-looking sites; good for eCommerce sites, with integrated shopping carts, etc.
- \* **Cons:** Still somewhat limited customization; cumbersome; fees can include commission on sales.

# Examples



# Free Blog on BLOGGER



- \* You must have a Google account/profile
- \* You may use their public domain totally for free (www.yoursite.blogspot.com)
- \* Or you can buy your own domain and host it on Google's Blogger platform.

Watch me do it on YouTube (click the link):  
[Setting Up a Blogspot Blog](#)

# Pick a name and a theme

Blogger

Rick's blogs

New Blog

Create your blog  
You are not an author

Reading list | All blogs

Add

All blogs

Blogger Buzz

50 Years In Italy

ESLclaudie's e-learning b...

Expat Explorer

Iridi a Stelle e Strisce

NEW YORK, Italians

The Departure Diaries

OMG... Eccolaa  
Big Papi at Iridi a St

Pubblcitta'... ul  
Big Papi at Iridi a St

Fischia, a sape  
Big Papi at Iridi a St

The Universal Candidate

Rick

English (United States)

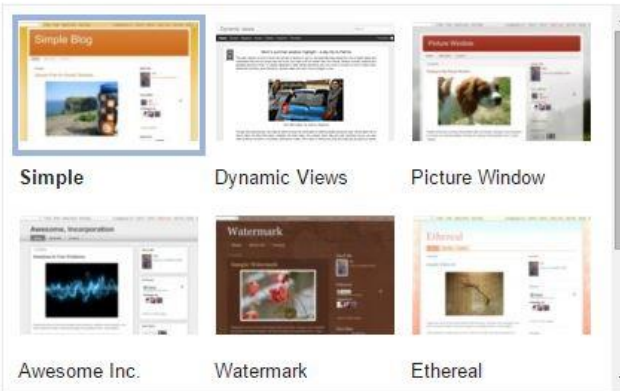
Blogs List > Create a new blog

Title  
West Palm Beach Happy Hour

Address  
westpalmbeachhappyhour.blogspot.com

This blog address is available.

Template



You can browse many more templates and customize your blog later.

Create blog!

Cancel

# Backend View (Dashboard)



Rick ▾

My blogs

West Palm Beach Happy Hour · Overview



New post

- Overview
- Posts
- Pages
- Comments
- Google+
- Stats
- Earnings
- Campaigns
- Layout
- Template
- Settings

## Pageviews

[More stats »](#)



## News from Blogger

[More »](#)

[HTTPS support coming to Blogspot](#)  
posted by [Google Blogs](#) at [Blogger Buzz](#)

 This morning we posted an update about Blogspot to Google's Security Blog <https://googleonlinesecurity.blogspot.com/2015/09/https-support-coming-to-blogspot.html>. Since 2008, we've worked to encrypt the connections between our users and Google servers. Over the years we've announced that Search, Gmail, Drive, and many other products have encrypted connections by default, and most recently, we...

## Updates

Comments awaiting moderation	0 »
Published comments	0 »
Pageviews today	0 »
Posts	0 »
Followers	0



### Grow your audience

Let readers follow you right on your blog with the [Google+ followers gadget](#).

## Blogger Guide

[Customize your blog's template](#)

# Editing Screen



View blog

Rick ▾

West Palm Beach ... · Post It's 5 o'clock somewhere

Publish

Save

Preview

Close

Compose

HTML



Normal ▾

**B**

*I*

U

ABC



Link



- Heading
- Subheading
- Minor heading
- ✓ Normal

|



## Post settings

Labels

Schedule

Permalink

Location

Options

Give Feedback

# Working Preview



View blog

Rick ▾

West Palm Beach ... · Post Welcome to Happy Hour in West Palm Beach

Publish

Save

Preview

Close

Compose

HTML



Normal



ABC



Link



## It's Five O'Clock Somewhere

Welcome to my new blog, which will strive to be a useful resource for anyone in West Palm Beach who needs a drink... but doesn't want to pay full price.

But Happy Hour is more than just cheap drinks and a limited "bar menu" to soak up the alcohol. Happy Hour is meant to be, well, a happy time of day. The time of day when your toil is over and you can sit back and reflect with your favorite libation, ideally in the company of friends.

Fortunately for us who live in the downtown area of Palm Beach County's capital city, the choices are many and varied.

However, they don't always make it easy on us when it comes to knowing exactly WHAT is offered for Happy or WHEN you can get it. That's where this blog will come in.

## Sorting out the Happy Hour schedules

Some places only do Monday through Friday, while some let the good times roll seven days a week. There are Happy Hours that begin at 3:00, while others begin at 4:00 or 5:00. Most end at 7:00, but a few establishments want to put a damper on the fun at 6:00 or 6:30. And finally, there are "Reverse" Happy Hours, that allow for a late-night encore that goes all the way up to last call.

3

### Post settings

Labels

Schedule

Permalink

Location

West Palm Beach, FL 33401, USA

Options

Give Feedback

# Final Look

## West Palm Beach Happy Hour

[Home](#)[About](#)[Map of Downtown Area](#)

Follow by Email



Sunday, December 13, 2015

### Now Open, Burger and Beer Joint at CityPlace

Blog Archive

▼ 2015 (3)

▼ December (2)

[Now Open, Burger and Beer Joint at CityPlace](#)

[City Cellar Wine Bar and Grill](#)

► November (1)



As a resident of downtown, I pass by new places being built all the time. One day they're a boarded up store front, then it seems like the next day they're open for business.

The Burger & Beer Joint opened in late October on the lower level of the Rosemary Avenue, across the street from Macy's and next door to Brio Tuscan Grill. The place used to be home to a draft beer place, so I guess nothing much has changed.

Yes, the beer is the main reason to come here. During Happy Hour, all drafts are half-price. And they have a nice selection, including many of the local breweries such as Funky Buddha and Due South. There are also some nice surprises, including the one I tried: Founder's Breakfast Stout. They also have Angry Orchard Hard Cider on draft, too.

# Self-Hosted WordPress Blog

- \* First you need a domain name, purchased from a site like [GoDaddy](#).
- \* Second you need a hosting company. I like [SiteGround](#), but there are dozens.
- \* Then you point your domain to the DNS (domain name server) of your host. Usually there are two.
- \* Finally you install WordPress or other platform.



# Find Your Domain

United States - English USD

24/7 Support (480) 505-8877

Help

My Account



All Products

Domains

Websites

Hosting & SSL

Online Marketing

Email & Tools

Hot Deals

GoDaddy Pro

writingskillsfortheweb

SEARCH AGAIN

CONTINUE TO CART

**YES! YOUR DOMAIN IS AVAILABLE. BUY IT BEFORE SOMEONE ELSE DOES.**

**writingskillsfortheweb.com**

~~\$14.99~~ **\$2.99\***

SELECT

when you register for 2 years or more.  
1st year price \$2.99 Additional years \$14.99

writingskillsfortheweb.us Targeting Local shoppers? Add this: \$3.99

**!** Get 3 and Save 58%

writingskillsfortheweb.net

writingskillsfortheweb.org

writingskillsfortheweb.biz

~~\$64.07~~ **\$22.00\***

SELECT

# Point to Your Server

Renew Upgrade Buy & Sell Account Change Delete

**SETTINGS** DNS ZONE FILE CONTACTS

Auto-Renew [?](#) Standard: On  
Extended: Off  
[Manage](#)

Lock [?](#) On  
[Manage](#)

Nameservers [?](#) NS1.SITEGROUND200.COM  
NS2.SITEGROUND200.COM  
Updated 8/19/2014  
[Manage](#)

Forwarding [?](#) Domain: Off  
[Manage](#)  
Subdomain: 0 subdomains forwarded  
[Manage](#)


Premium DNS [?](#) Not owned  
[Upgrade](#)

DS Records [?](#) 0 DS records created  
[Manage](#)


Host Names [?](#) 0 hostnames created  
[Manage](#)

# Add-on Your Domain


## Addon Domains

 Video Tutorial

Addon domains allow you to host additional domains from your account, if your hosting provider allows you to do so. Visitors can enter the addon domain's URL in a browser to reach a subdomain of your site.

An addon domain's subdomain is relative to your account's home directory. The  icon signifies your home directory, which is "/home/users1".

### Create an Addon Domain

New Domain Name:	<input type="text"/>
Subdomain or FTP Username:	<input type="text"/>
Document Root: 	<input type="text"/>
Password:	<input type="password"/>
Password (Again):	<input type="password"/>
Strength (Why?):	<input type="text" value="Very Weak (0/100)"/> <input type="button" value="Password Generator"/>
<input type="button" value="Add Domain"/>	

**IMPORTANT:** Your web host must enable this feature for your account before you can use it. Addon domains will not function unless you register your domain and configure it to point to the correct DNS servers.

### Modify Addon Domain

Search

ADDON DOMAINS	DOCUMENT ROOT	USERNAME	REDIRECTS To	ACTIONS
No addon domains are configured.				

Page:   Per Page:

# cPanel

### NOTICES

*Softaculous*  
1 Update(s) available.

### ACCOUNT INFORMATION

Expiration date	2016-03-20
IP Address	184.104.133.223
Name Servers:	ns1.siteground278.com ns2.siteground278.com
How to manage your domain name?	
Server Hostname	siteground278.com
Hosting Package	GrowBig
Server Time	Jan 02 17:57 CST

[Upgrade to GoGeek](#)

### SEARCH CPANEL

Find functions quickly by typing here.

### SUPERCACHER STATUS

Static Cache is: **Enabled** (?)

[Flush Cache](#)

### STATS

Main Domain  
**vitabellatravel.com**

## One-Click Staging!

For Joomla & WordPress Websites

[TRY IT HERE](#)

### DOMAINS

- Subdomains
- Addon Domains
- Parked Domains
- Redirects
- Domain Transfer
- Register New Domain
- Domain ID Protect
- Domain Manager
- Simple DNS Zone Editor
- Advanced DNS Zone Editor

### AUTOINSTALLERS


- Softaculous
- Site Software
- Joomla
- WordPress
- Magento
- CSCart
- PrestaShop
- phpBB

### SITE IMPROVEMENT TOOLS

- CloudFlare
- SuperCacher
- SG-Git
- SiteApps Dashboard

### WORDPRESS TOOLS

- WordPress
- WordPress
- WordPress
- WordPress
- WordPress
- WordPress
- WordPress



# WordPress Install

The screenshot shows the Sofaculous website interface. The top navigation bar includes the site name 'Sofaculous' and links for 'PHP', 'JavaScripts', 'PERL', and 'Classes'. A search bar is located on the left side of the page. A vertical sidebar on the left lists various categories with right-pointing chevrons: Blogs, Micro Blogs, Portals/CMS, Forums, Image Galleries, Wikis, Social Networking, Ad Management, Calendars, Gaming, Mails, Polls and Surveys, Project Management, E-Commerce, ERP, and Guest Books. The main content area is titled 'Top Scripts' and features a yellow notification banner that reads 'NOTE: There are 2 Update(s) available.' Below the banner, there is a grid of script cards. The first row contains three cards: 'WordPress' with a 5-star rating, 'AbanteCart' with a 5-star rating, and 'PrestaShop' with a 5-star rating. The second row shows the beginning of three more cards, including the Joomla! logo.

# WordPress Dashboard

The screenshot displays the WordPress dashboard for the website 'Simple Digital Branding'. The browser's address bar shows the URL 'simpledigitalbranding.com/wp-admin/index.php'. The dashboard header includes the site name, navigation links for 'New', 'SEO', 'WP Edit', and 'UpdraftPlus', and a user profile for 'Howdy, Rick'. A left sidebar contains a menu with items like 'Dashboard', 'Home', 'Updates', 'Jetpack', 'Posts', 'Media', 'Pages', 'Comments', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', 'SEO', 'BWS Plugins', 'Pretty Link', and 'WP Edit'. The main content area features a 'New in Jetpack: Centralized Site Management' notification with an 'Activate now' button. Below this is a promotional message for 'WP Smush!' with an email input field containing 'admin@simpledigitalbranding.com' and 'Get Fast' and 'No thanks' buttons. A 'Welcome to WordPress!' section provides a 'Customize Your Site' button and lists 'Next Steps' (Write your first blog post, Add an About page, View your site) and 'More Actions' (Manage widgets or menus, Turn comments on or off, Learn more about getting started). At the bottom, there are 'At a Glance' and 'Quick Draft' widgets. The Windows taskbar at the bottom shows the time as 8:51 PM on 1/18/2016.





# “Front End” View

9 Ways to Increase Brand Awar... X +

simplifiedigitalbranding.com/9-ways-to-increase-brand-awareness-with-instagram/


Easy solutions for a professional online presence

Home About Resources Contact

Home / Branding / Social Media / 9 Ways to Increase Brand Awareness with Instagram

## 9 Ways to Increase Brand Awareness with Instagram

January 19, 2016 | Written by Rick | Leave a Comment



Instagram is an odd sort of animal. We all love the artistic images, but as a promotional tool, the platform really challenges our creativity. Directing traffic to external websites with Instagram is extremely difficult, as it is essentially a closed loop.

That's not to say, however, that Instagram is useless for promoting our brands. On the contrary. If we employ a few imaginative strategies, we can indirectly drive traffic to and from our Instagram feed towards the larger goal of increasing our brand awareness. And that's precisely what Instagram does best.

### 9 Ways to Increase Brand Awareness with Instagram

Recent Posts

- 9 Ways to Increase Brand Awareness with Instagram
- Optimizing Your Facebook Fan Page
- Creating a Blog on the free Blogger platform
- Create a Self-Hosted WordPress Blog
- The Power of Email Newsletters

Type your search

SiteGround  
MANAGED  
WordPress HOSTING  
Learn More

Windows taskbar: 1:47 PM 1/23/2016



# Don't Get Discouraged!

- \* We will do live demonstrations in class.
- \* I'll show how to set up BOTH a self-hosted blog using the WordPress.**ORG** platform, and;
- \* I'll set up a free blog on WordPress.**COM**
- \* To see how to set up a Blogspot blog using Google's "Blogger" platform, watch my video on YouTube:

[How to Set Up a FREE Blog on Blogger](#)

