

TECH FOR YOUR BLOG: *GETTING VISITORS AND KEEPING THEM*

Dave Zille and Melissa Hartfiel



About Dave and Melissa

- Dave Zille
 - Email: dave@dazil.com Twitter: @dazil
 - Personal Web: <http://www.zille.com>
 - Business Web: <http://www.dazil.com>
- Melissa Hartfiel
 - Email: melissa@finelimedesigns.com
 - Personal Twitter: @mhchipmunk
 - Business Twitter: @finelimedesigns
 - Blog: <http://www.eyesbiggerthanmystomach.com>
 - Business Web: <http://www.finelimedesigns.com>

Agenda

- *Getting Visitors and Keeping Them*
 - Making Your Site Mobile Friendly
 - Accessibility and Semantic Design
 - Using Heading and Title Tags
 - Getting Indexed by Google
 - Social Media Sharing
 - Google Authorship

MAKING YOUR SITE MOBILE FRIENDLY



Avoiding the P* -off Factor:



Smartphone History



- **early 1990s**
 - Handheld cellular phones

Smartphone History



- **2007 - iPhone**
 - First "Smart Phone"
 - Touch interface, Full Browser, Apps, Camera, Music Player

Smartphones Today

- Variety of Devices and Operating Systems
 - iOS, Android, Blackberry, Windows Phone
- Fast data networks (LTE)



Some Mobile Stats

- **Mobile web usage is doubling every year**
- **By 2014, more people will use smartphones than desktops to get online**
- **New generation have never used the web on a desktop, only on a mobile device**

What Makes a Mobile Site Great?

- **Fast to Load**
 - Prioritize content & features, Optimize image sizes
- **Visible and Accessible**
 - Use link/button colour, size for emphasis
 - Support vertical and horizontal orientations
 - Avoid proprietary technologies like Flash
- **Simple to Navigate**
 - Minimize scrolling, vertical only

Making Your Website Mobile Friendly

Options:

1. Use a responsive theme
2. Have a separate mobile theme

Option 1: Use a Responsive Theme

- **What is responsive web design?**
 - A single layout which adapts automatically for the device
- **How responsive designs work:**
 - CSS and Javascript adapt the theme/layout to the user's device
- **Example themes:**
 - Blogger: "New" templates are responsive, many third party options
 - WordPress: Twenty Twelve, Elegant Themes, WooThemes Canvas, Thesis

Option 1: Use a Responsive Theme

- **Pros**
 - One theme for all devices
 - Some beautiful options; Impressive if done well
- **Cons**
 - Can be difficult to maintain
 - More expensive to build
 - Can't keep existing desktop theme

Option 1: Use a Responsive Theme

- **Is this option for me? Yes, if:**
 - You are already considering a redesign of your site
 - You have the skills/budget to maintain a responsive site

Option 2: A Separate Mobile Theme

- How it works:
 - Plugin detects devices and serves the appropriate theme
 - WordPress only
- Options:
 - **WPTouch**
 - Plugin that creates 'app-like' theme for mobile devices
 - Settings are customizable using a settings panel
 - No coding required; Up and running quickly; Free
 - **WPTouch Pro**
 - Premium version of WPTouch; Advanced customization options
 - Themes (and child themes), Advertising options, App Mode; About \$40/site

Option 2: A Separate Mobile Theme

- **Pros**

- Will work with any desktop theme
- Quick to implement
- Allow user to toggle to desktop site
- Customizable and highly usable

- **Cons**

- Customization may be required/desired

Option 2: A Separate Mobile Theme

- **Is this option for me? Yes, if:**
 - Your existing theme is not responsive, but you want to keep using it
 - You prefer an app-like experience for mobile users

Summary

- **Mobile web usage is skyrocketing**
- **Many solutions exist**
- **Now is the time to support mobile users!**

ACCESSIBILITY

What is Accessibility?

- What if you couldn't use a keyboard? Or a mouse? Or were colour blind?
 - Can people of any ability have a full user experience on your site?
 - Can they find the information they need if they are sight or mobility impaired?
-
- Why is it important?
 - It gives everyone a full user experience
 - It gives Google a full experience

Accessibility

- **Big Tip:**
 - *Paying attention to accessibility can be beneficial to your site's SEO*
- What is a crawler or robot ?
- Google and other crawlers looks for things like h tags, alt tags, title tags – all tools for accessibility, usability and semantic design
- How would a screenreader read your site?
- Accessibility should not be confused with usability

What is Semantic Design?

- Separating content and function from design
- Content is:
 - words
 - relevant images to the content
 - video
 - pdfs
- Design is:
 - fonts
 - colours
 - images that are not relevant to content (ie borders, design embellishments etc)

What is Semantic Design?

- Content is coded with HTML
- Design is coded with CSS, usually in a separate file
- A blog is a great example:
 - The theme is mostly design (with some function)
 - The content is what you add in your pages and posts
- So what does this have to do with me?

What are <h tags>?

- Think of your blog in terms of a hierarchy
 - like a high school or university essay
- Crawlers understand that h tags are highlighting an important point, key words etc and pay attention to them when indexing your site
- Bolding text doesn't get the same attention

<h1>How do H tags work?</h1>

- HTML tags have an opening and closing tag
- You will have a title <h1> - only used once
- The closing tag always starts with a /. </h1>
- Main Supporting points use an <h2>
- Additional points to support your supporting points. <h3>
<h4><h5><h6>
- Your paragraph text.
- Your tags should always be nested.
- Do they look ugly? They can be styled with CSS (in a separate style sheet)

Alt and Title tags

- Alt and title tags are used to describe images and links
- Very useful for people who are visually impaired or using screen readers
- Easy to add in the WYSIWYG editor
- Crawlers read these and use them to help them index your images

Easy Tips for adding tags

- Always change image titles to be reflective of the image (not IMG2351.jpg)
- Consider your images for Pinterest as well – image desc and blog name
- don't forget to put them in your blog's sidebars, footers, headers and logos! Anywhere you use an image or link

GETTING INDEXED BY GOOGLE



Getting Indexed by Google

- **Google Webmaster Tools**
 - For your site to perform well in search, Google needs to be able to discover and understand your pages
 - Webmaster Tools helps you help Google understand and index your site
 - Create an account, verify site ownership, and you are on your way
 - Demo

Getting Indexed by Google

- **What is a Google Sitemap?**
 - A Google Sitemap is a list of all pages and content on your website
 - Helps Google understand the content and structure of your site
 - Makes it easier for Google to crawl your site
- **How do I get a Google Sitemap?**
 - **Blogger:**
 - Blogger provides a sitemap which contains 26 of your most recent posts

Getting Indexed by Google

- **How do I get a Google Sitemap?**
 - **WordPress:**
 - A third party plugin is required
 - **Recommendations:**
 - WordPress SEO
 - Google Sitemaps Plugin
 - **Demo**

SOCIAL MEDIA SHARING



Social Media Sharing

- Google guards its search algorithms fiercely
- **QUALITY** of content being the key to high rankings
- One way Google can measure quality is through social sharing
- Readers sharing content is validation that the content is worthwhile.

- **GOOD, SOLID CONTENT WINS OUT EVERY TIME**

- Share where your readers are. Who are your readers and where are they comfortable?

GOOGLE AUTHORSHIP



Google Authorship

- **What is Google Authorship?**
 - A way of linking content you publish on any site to your Google+ profile
 - associating yourself with articles that you write on any website
 - Authorship Markup
- **How does Google Authorship work?**
 - Verify your email on the domain

Google Authorship

- What is Google Authorship Markup?
 - A way for Google to show within the search results who's the author of the content on a specific page
 - Result shows a headshot of the author, a link to their Google+ profile, the number of Google+ circles the author is in and a link to more search results for this author.

 [Eyes Bigger Than My Stomach by Melissa Hartfiel](#)

www.melissahartfiel.com/ - Cached Share



by Melissa Hartfiel - More by Melissa Hartfiel

All about food, photography and my creative life - featuring food photography, food styling and recipes and a few other things.



You've visited this page 2 times. Last visit: 4/1/13

Google Authorship

- **What are the benefits to Google Authorship?**
 - You can track stats for various articles across sites in your Google account
 - Author visibility in search results
 - Higher click through rate; more traffic

**WOW, THAT WAS A LOT.
WHERE DO I START?**

Five Things to Do When You Get Home

1. Test your site on different devices and take action – phones, tablets, laptops, desktops
2. Google Webmaster account and Google Sitemap – get one
3. Give your images and links appropriate titles and alt descriptions
4. If your instinct is to bold text – consider making it a heading
5. Google Authorship – do it

THANK YOU!

PRESENTED BY CANADA BEEF **FBC**  2013
FOOD BLOGGERS OF CANADA CONFERENCE