

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

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# 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

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# 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

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# 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

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# 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

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# 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

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# 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/](http://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.



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# 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?**

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# 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!

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