

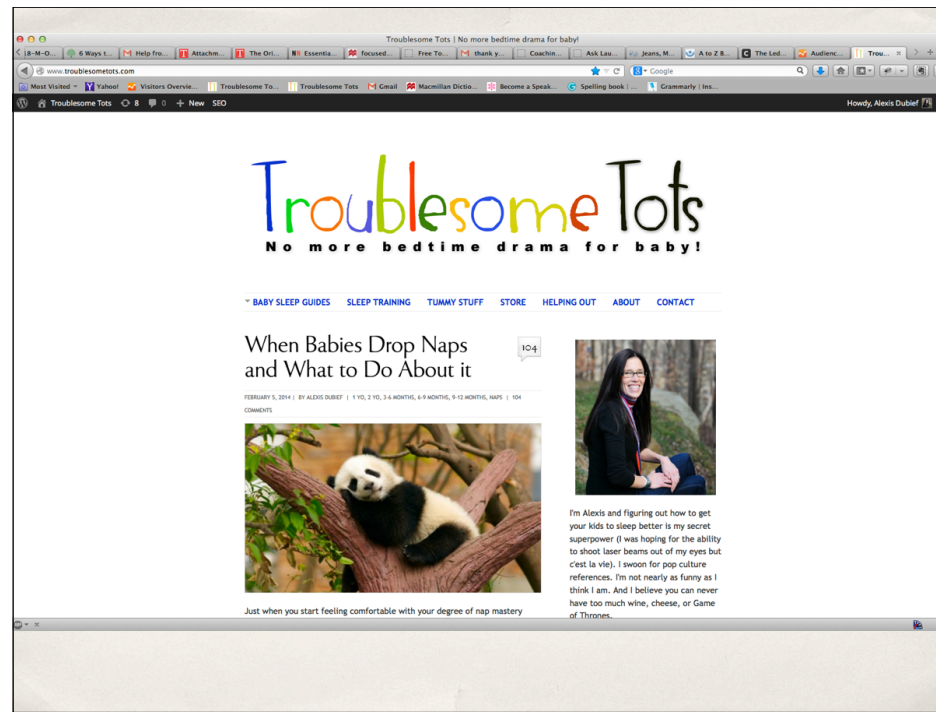
Being Awesome Online

Burlington Writers Workshop

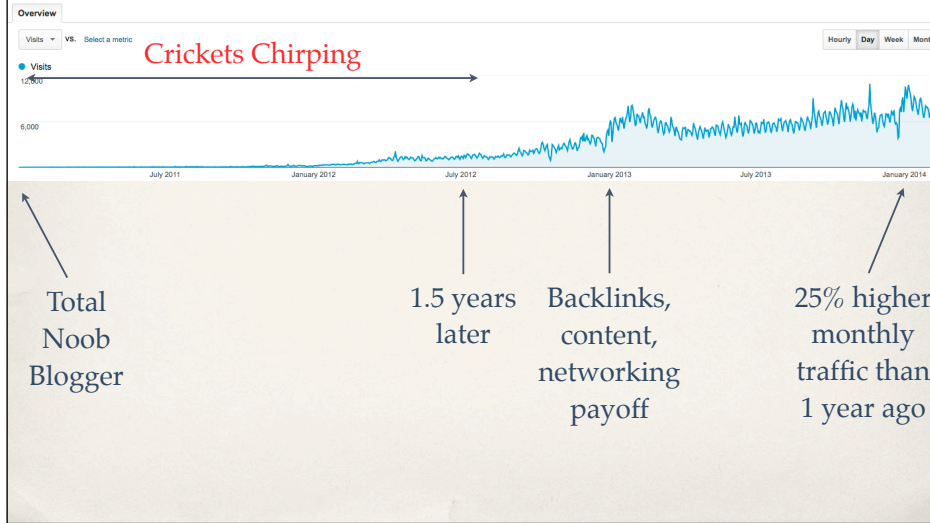
2/16/2014

Who am I?

- * Alexis Dubief
- * MBA & MS Finance
- * Previously a Senior Product Manager at AAPL
- * Moved to VT in 2006
- * SAHM Mom to 2 boys
- * Blogger - www.troublesometots.com
- * Author



My Blog,



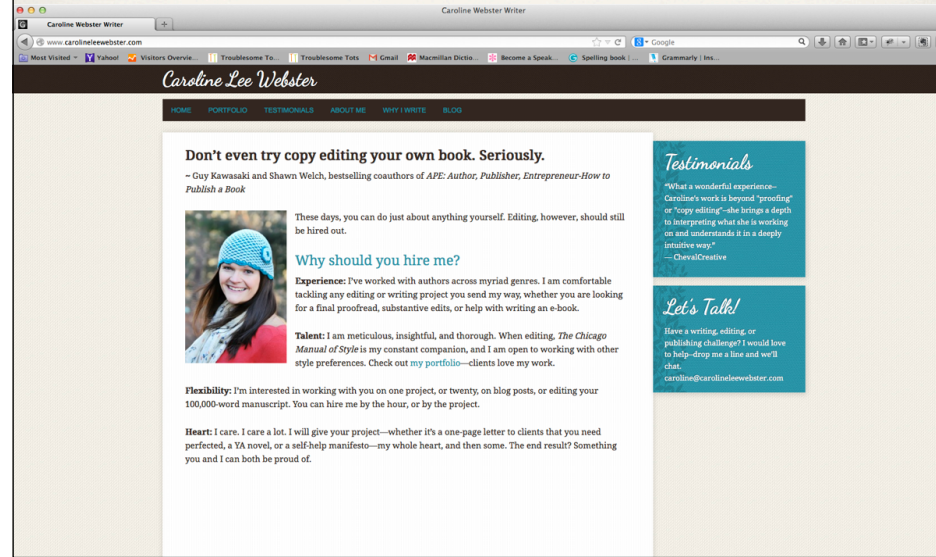


<1 year old site - holy smokes batman!

How to Win on the Web

- ✦ Gorgeous & clean web design + useful or entertaining content + networking + google + social media + time + luck = **SUCCESS**
- ✦ Two web strategies:
 - ✦ Author platform (**time and effort**)
 - ✦ Clean, minimal, modern, online business card
- ✦ **Pick one!**

Lovely Business Card Example



Good Design - Part 1

- ✦ Header
 - ✦ Single most important design element on your site
 - ✦ Makes “why you should read this” entirely unambiguous
 - ✦ Conveys personality (professional, humorous, cool, etc.)
- ✦ Sidebar
 - ✦ Photo + brief bio
 - ✦ Way to connect
 - ✦ Social Proof
 - ✦ Key content & Navigation

Good Design Part 2

- * Font size min = 15 px
- * Choose a color theme and be consistent. <http://colorschemedesigner.com/> is helpful.
- * Text should always be black on white. ALWAYS.
- * Use a premium theme (Genesis, High-Ranked Themeforest themes)
- * Avoid looking like a newbie:
 - * Badges & blogrolls
 - * Not enough white space
 - * Cluttered layout or navigation
 - * No graphics

NYT Bestselling Author

Courtney Milan's Blog

www.courtneymilan.com/homeblog/

Books About Me Contact Articles Extras Blog HOME

The Blog of a Historical Romance Author

COURTNEY MILAN

A note on historical romance sales in print
January 18th, 2014

Jeannie Lin writes really awesome historical romances. These historical romances are also set in China. I want to commend her publisher for publishing those books. I'm so glad someone recognized her brilliance, and decided to publish something awesome even if it was out of the standard mold. Jeannie has announced that there will not be a print version of *The Jade Temptress* because print sales weren't very good. I've seen lots of explanations and finger-pointing—but oddly enough, almost none of it is directed at the most obvious culprits.

So let me list the usual reason why print sales are low. It's not because there's not enough buzz about a book; a book can get great online buzz and have extremely meager print sales. (More on that below.) It's not necessarily because people don't want to read the book—especially for newish authors, most people don't know that the book exists.

No. The usual reason that print sales are low is that there are very few print copies of a book in a bookstore. If a major chain takes one copy per store and shoves it on the back shelf, guess what? Sales are 99.99% likely to be terrible, and it doesn't matter how good the book is. Once that happens, there is almost nothing an author can do to recover. Even if, against all odds, you sell a good portion of your meager print run, no store is going to be impressed by your luke-warm streak of selling 200 copies more than anticipated. They're going to see a book that sold 700 copies total, and since they're shrinking shelf space again, by the time your next book comes out, they've decided they don't have room for books that sell under 1,000 copies in their chain. Your print career

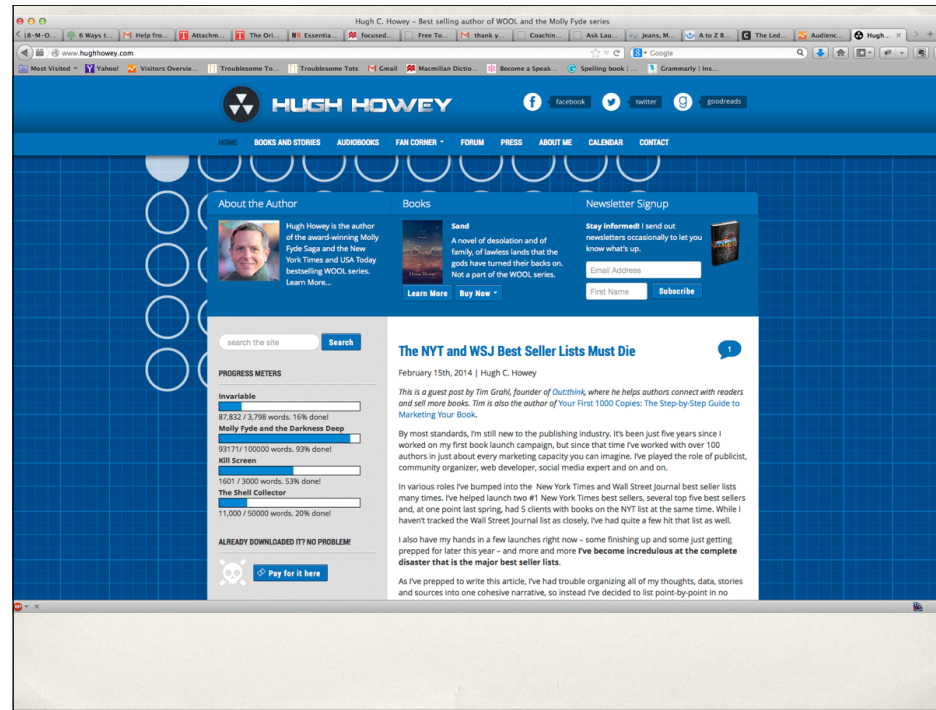
subscribe to posts by email
Search for:

Archives

- January 2014
- August 2013
- May 2013
- April 2013
- March 2013
- February 2013
- December 2012
- November 2012
- August 2012
- July 2012
- June 2012
- May 2012
- April 2012
- March 2012
- February 2012
- January 2012
- December 2011
- November 2011
- October 2011
- September 2011
- August 2011
- July 2011
- June 2011
- May 2011
- April 2011
- March 2011
- February 2011
- January 2011

10 Ways To Drive People Away

- * You aren't precise about what you're about
- * Crappy design
- * No custom domain
- * Small font
- * No content*
- * No social proof
- * No way to contact you
- * No pictures *of* you
- * Popups*
- * Site is slow



Great Content - Part 1

- * Pick a topic that other people interested are in
- * Be compelling:
 - * Interesting
 - * Funny
 - * Emotionally evocative
 - * Useful
- * Cornerstone content
- * Comprehensive resources (101 Ways to Improve your Writing)
- *

Great Content - Part 2

- * Make it scannable (headers, lists, pullquotes)
- * You must use pictures!
 - * Flickr (creative commons or "the commons) - free
 - * Morguefile - free
 - * istockphoto
 - * 123rf
- * Shutterstock
- * No stealing. Very bad juju.
- * Formatting pictures / graphics
 - * Picmonkey
 - * Pixlr
- * Canva - create infographics
- * Webtreats - free icons, backgrounds

Search Engine Optimization (SEO)

- ✦ Tell the robot what you are talking about in unambiguous terms.
 - ✦ Caveat, write for readers first!
 - ✦ “Above the fold” content is weighted more heavily
- ✦ Write epic shit
- ✦ Don’t compete with yourself
- ✦ Backlinks - link out to quality sites
 - ✦ Don’t link to sketchy sites and never accept a “pay for link” offer
- ✦ Site speed matters, check it free at: <http://tools.pingdom.com/fpt/>
 - ✦ <2 seconds is a great goal, 5+ seconds is unacceptable

SEO Part #2

- * Use the Yoast SEO plugin
- * Fill in all fields (image alt tags, image description, meta description)
- * Put keywords naturally in page address, title, content, and headers
- * Link to yourself: email signature, online profiles (FB, Twitter, etc.)
- * Answer questions on Yahoo answers and Quora*
- * Register your site in major directories like Technorati*
- * Nominate yourself for web awards
- * Go off page/repurpose content: vlog, podcast, slideshare

The screenshot shows the JA KONRATH blog interface. At the top is a header with a large image of a man (JA KONRATH) on the left and a grid of book covers on the right. Below the header is a navigation bar with links: BOOKS, BLOG, BIO, BIBLIOGRAPHY, FAQ, FOR LIBRARIES. The main content area displays a blog post titled "A Case of the Shatz - Fisking Mike Shatzkin" dated Friday, February 14, 2014. The post text discusses Mike Shatzkin's recent work and the author's (JA KONRATH) commentary. On the right side of the page is a sidebar with an "ABOUT ME" section featuring a small profile picture and a "FOLLOW" button, a "VIEW MY COMPLETE PROFILE" link, a "SEARCH THIS BLOG" search bar, and a "BLOG ARCHIVE" link.

JA KONRATH

BOOKS BLOG BIO BIBLIOGRAPHY FAQ FOR LIBRARIES

FRIDAY, FEBRUARY 14, 2014

A Case of the Shatz - Fisking Mike Shatzkin

Mike Shatzkin, sounding more and more like an apologist and less like the forward-thinker he's been in years past, took a stab at [poking holes](#) in Hugh Howey's new [www.authorearnings.com](#) endeavor.

In the comments, Hugh gracefully said he agreed with 86% of what Mike said.

I, however, found little to agree with. I'm also not much in the grace department.

I'll take Mike point-by-point, which begins after a few paragraphs of introduction.

Mike: Hugh's latest business inspiration — a call to arms suggesting to independent authors that they should just eschew traditional publishing or demand it pay them like indie publishing — is potentially much more toxic to consume. (The agenda here is unclear. Is Hugh most interested in getting more authors self-publishing or in organizing authors to demand better terms from publishers? It's hard to tell, but there is an agenda, it would seem.)

ABOUT ME

JOE KONRATH

Follow 1.3k

VIEW MY COMPLETE PROFILE

SEARCH THIS BLOG

Search

BLOG ARCHIVE

Address: <http://www.jakonrath.blogspot.co.uk/2014/02/a-case-of-shatz-fisking-mike-shatzkin.html>

Title: A Case of the Shatz - Fisking Mike Shatzkin

Mike Shatzkin, sounding more and more like an apologist and less like the forward-thinker he's been in years past...

SEO Part #3

- * Link your blog to G+: <https://plus.google.com/authorship>
- * Periodically check how you're doing:
 - * <http://www.google.com/analytics/>
 - * <http://marketing.grader.com/>
 - * <http://www.opensiteexplorer.org/>
 - * <http://www.quicksprout.com/>

My Google #s

Source / Medium ?	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	237,728 <small>% of Total: 100.00% (237,728)</small>	52.86% <small>Site Avg: 52.78% (0.15%)</small>	125,661 <small>% of Total: 100.15% (125,478)</small>	67.91% <small>Site Avg: 67.91% (0.00%)</small>	2.14 <small>Site Avg: 2.14 (0.00%)</small>	00:03:16 <small>Site Avg: 00:03:16 (0.00%)</small>
1. google / organic	176,949	51.20%	90,599	67.83%	2.14	00:03:15
2. (direct) / (none)	42,385	57.93%	24,555	68.92%	2.11	00:03:13
3. m.facebook.com / referral	6,138	70.84%	4,336	74.28%	1.77	00:02:36
4. facebook.com / referral	1,889	58.34%	1,102	62.78%	2.27	00:03:43
5. yahoo / organic	1,809	45.38%	821	69.26%	2.19	00:03:02
6. pinterest.com / referral	1,297	82.81%	1,074	71.40%	1.84	00:02:12
7. community.babycenter.com / referral	1,221	31.20%	381	62.82%	2.39	00:03:46
8. kevinmd.com / referral	1,195	40.33%	482	49.21%	3.01	00:06:34
9. bing / organic	983	55.85%	549	59.41%	2.89	00:04:35
10. forums.thebump.com / referral	439	39.18%	172	61.73%	2.43	00:04:20

Social Media - Part 1

Healthy Seasonal Recipes

Source / Medium ?	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	51,422 <small>% of Total: 100.00% (51,422)</small>	81.22% <small>Site Avg: 81.17% (0.06%)</small>	41,763 <small>% of Total: 100.06% (41,740)</small>	78.67% <small>Site Avg: 78.67% (0.00%)</small>	1.50 <small>Site Avg: 1.50 (0.00%)</small>	00:00:57 <small>Site Avg: 00:00:57 (0.00%)</small>
1. pinterest.com / referral	23,520	83.84%	19,719	76.31%	1.45	00:00:44
2. (direct) / (none)	8,663	78.15%	6,770	77.86%	1.55	00:01:05
3. google / organic	7,568	80.89%	6,122	83.14%	1.54	00:01:14
4. foodgawker.com / referral	2,391	78.08%	1,867	88.92%	1.29	00:00:47
5. ziplist.com / referral	954	82.08%	783	79.35%	1.68	00:01:41
6. facebook.com / referral	795	60.63%	482	79.87%	1.57	00:01:14
7. m.facebook.com / referral	711	71.87%	511	83.26%	1.32	00:00:54
8. tastepotting.com / referral	611	81.83%	500	90.02%	1.36	00:00:57
9. onceamonthmeals.com / referral	526	89.54%	471	88.78%	1.22	00:00:38
10. healthyaperture.com / referral	323	70.28%	227	81.11%	1.71	00:01:30

6 Ways to...Help from...Attache...The Origi...N Essential...focused...Free Tool...thank you...Coaching...Ask Laure...Jeans, Me...A to Z Ba...The Led...


althyseasonalrecipes.com

Google

Yahoo!Visitors Overvie...Troublesome To...Troublesome TotsEmailMacmillan Dictio...Become a Speak...Spelling book | Grammarly | Its...

healthy
seasonal
recipes

beautiful food | healthy life



HOME

RECIPES


RECIPE BOX

BLOG



IN PRINT







ABOUT

CONTACT



SWEET POTATO RECIPES






Follow me on [bloglovin'](#)

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DELIVERED TO YOUR INBOX

Enter your E-mail

Subscribe

WELCOME!



Hi! I am Katie and I am glad you're here.


Social Media Part 2

- * Be everywhere. Invest in max=2.
- * Offer readers no more than 2-3 options in your sidebar.
- * Twitter
 - * Hashtags are key
 - * Use tools (buffer app, hootsuite, etc.)
 - * Average user skews young & male
 - * Spends 20 minutes on Twitter - it's easy to get lost in the noise
 - * My policy: if you follow me I follow back (humans only)
 - * Be generous with @mentions, favorites, retweets

Social Media Part #3 - Facebook

- * Get 25+ fans to be eligible for a URL: facebook.com/yourname
- * “Where moms hangout”
- * Pagerank=% of fans who will see your content. Based on interaction (likes, shares, comments). Average = 20%
- * Increased emphasis on “paid views”
- * Likes vs. page views
 - * ~\$1/like
- * Get more fans with:
 - * Frequent updates (3-5X/day)
 - * Giveaways
 - * Interacting with other “pages” (?)
 - * Ask questions
 - * Use images

Social Media Part #4



Carey Nershi
lover of edibles, potables, and quiet light | blogger at reclaimingprovincial.com
Burlington, VT · www.reclaimingprovincial.com

Pins from:
Alanna Taylor-Tobin
Izy Hossack - Top With Cin...

34,687 Followers

58 Pins95 Likes

Follow AllSend Profile

h-cial221 Pins

Follow

sug-ary1,087 Pins

Follow

sa-vor-y1,733 Pins

Follow

eye can-dy1,069 Pins

Follow

li-ba-tions510 Pins

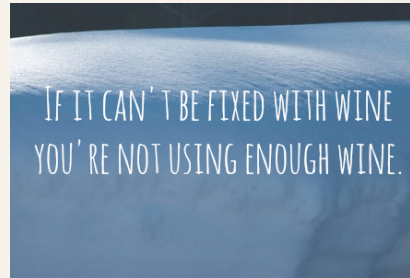
Unfollow

in-gre-di-ents

Follow

Social Media Part #5 - Pinterest

- * Pinterest = women & visual
- * Create visual content
- * Make it easy to pin your content
- * Track who is pinning you:
 - * Verify your Pinterest account
 - * <http://www.pinterest.com/source/yoursite.com/>



Email is Where the Money's At

- * Email is a critical component of online success. Full stop.
- * Start building your list on Day #1
- * The only way to connect with readers that you can control
- * Tools: Mailchimp & Aweber
 - * Both free for first 2,000 subscribers
- * Offer an incentive to substantially increase subscription rate
- * Emphasize email signup forms: sidebar, about page, end of posts

The Web is about Networking

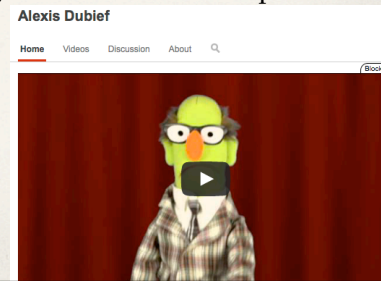
- * Make a list of 20-40 bloggers / authors you love
- * Outreach: leave comments, retweet, share their FB posts, link to them, helpful emails
 - * Comments must be meaningful and *ideally* substantive
- * Target fish of roughly equal size
- * If you go whale hunting don't be surprised if your boat comes home sans whale
- * Steal great ideas:
 - * What topics get high engagement?
 - * Stalk their SEO, wordpress theme, plugins: (view->page source)
- * Who links to them: Google-> [link: www.siteyoustalk.com](http://link:www.siteyoustalk.com)
- * www.feedly.com

Random Tips and Tricks Part #1

- * Be the first to comment, especially on big sites
- * Produce link roundups. Notify who you link to.
 - * There is a difference between a kind word and going fangirl
- * Good giveaways work amazingly well
 - * Rafflecopter is a popular tool for managing giveaways
- * Forums can be very powerful networking and traffic tools
- * Get other people to guest post on your site*

Random Tips and Tricks Part #2

- * Have a single clear “call to action” on every page:
 - * Share this post!
 - * Follow me on Pinterest!
- * Cheat sheet for image dimensions on social media:
 - * <http://blog.hubspot.com/marketing/social-media-cover-photo-sizing-cheat-sheet>
- * Fiverr.com
- * Less *great* content is better than more



Closing Thoughts

- * Be awesome
- * Help the other guy out where you can
- * If it feels slimy don't do it
- * Download these slides as pdf
 - * <http://www.alexisdubief.com/burlingtonwritersworkshop/>
- * Keep in Touch!
 - * <https://plus.google.com/u/0/+AlexisDubief/posts>
 - * <https://twitter.com/troublesometots>