

How to Blog for 1 Million Visitors: Advanced Blogging Techniques for Language Professionals

by Fabio M. Said

Links

Blog Set-Up

- Hosting: <http://bluehost.com> – about US\$ 80/year
- Domain name: free with hosting account at bluehost.com, or about US\$ 10/year
- Wordpress (read all instructions carefully): <http://wordpress.org>
- Professional templates: <http://elegantthemes.com> (US\$ 39 for unlimited access to a wealth of templates that you can customize to your taste and needs)
- Migrating from Wordpress.com to Wordpress.org:
<http://www.problogger.net/archives/2009/01/03/how-to-move-from-wordpresscom-to-wordpressorg/>

Favicon Generators

- <http://www.degraeve.com/favicon>
- FavIcon From Pics: <http://favicon.htmlkit.com/favicon>

Copyright

- Creative Commons: <http://creativecommons.org>

Ads & Affiliate Programs

- Google AdSense: <http://www.google.com/adsense>
- Amazon Associates: <http://affiliate-program.amazon.com>

Google's Webmaster Tools

- <https://www.google.com/webmasters/tools/home>

PageRank

- PageRank Checker: <http://www.prchecker.info> (free)

Wordpress.org Plugins

- Contact form: <http://wordpress.org/extend/plugins/si-contact-form>

- Slider recommending other articles: <http://wordpress.org/extend/plugins/wp-biographia/>
- Author's bio: <http://wordpress.org/extend/plugins/wp-biographia>
- Audio player: <http://wordpress.org/extend/plugins/audio-player/>
- YouTube player: <http://wordpress.org/extend/plugins/smart-youtube/>
- Spam blocker: <http://wordpress.org/extend/plugins/spam-free-wordpress/>
- RSS footer: <http://wordpress.org/extend/plugins/rss-footer/>
- Excerpt editor: <http://wordpress.org/extend/plugins/excerpt-editor/>
- Enhanced image display: <http://wordpress.org/extend/plugins/lightbox-plus/>
- Comment count: <http://wordpress.org/extend/plugins/comment-count/>
- Word count: <http://wordpress.org/extend/plugins/wp-word-count/>

Further reading: "20 Wordpress Plugins To Make Your Blog Even Better" by Fabio M. Said:
<http://fidusinterpres.com/?p=10135>

Newsletter

- Feedburner: <http://feedburner.google.com> (free)

Integration

- Hootsuite (Twitter client): <http://hootsuite.com> (in the free version you can add up to 2 RSS feeds for each account, so that will cover most people's needs)

Tracking Services

- Google Analytics: <http://www.google.com/analytics>
- eXTReme Tracking: <http://extremetracking.com>
- Sitemeter: <http://www.sitemeter.com>

Code

Common HTML tags

` text here ` = bold letters

` text here ` = bold letters

`<i> text here </i>` = italics

` text here ` = italics

` text here ` = starting and ending a bulleted list

` text here ` = starting and ending a bulleted point

`<a> text here ` = link

Very useful tags for SEO purposes

title="XXX", where XXX is a description of a linked text or image

alt="XXX", where XXX is a description of an image

Meta tags

Tell internet bots not to archive your blog:

```
<meta name="robots" content="noarchive" />
```

Tell internet bots not to override your blog's description with your Open Directory listing:

```
<meta name="robots" content="NOODP" />
```

Tell internet bots not to index your blog:

```
<meta name="robots" content="NOINDEX" />
```

Customize your blog's description for internet bots:

<meta content="en-US" http-equiv="Content-Language"/>, where en-US stands for the ISO language code for the (main) language you are blogging in – in this case, it's American English

<meta content="XXX" lang="en-US" name="description"/>, where XXX stands for the description of your blog – keep it very short!

<meta content="YYY" lang="en-US" name="keywords"/>, where YYY stands for your blog's keywords – choose carefully!

<meta content="ZZZ" name="author"/>, where ZZZ stands for your name as the blog's author – use your professional / public name!

Further reading:

Introduction to HTML - <http://infopeople.org/resources/tutorials/html>

Overview of meta tags: http://www.pagetutor.com/meta_tutor/index.html