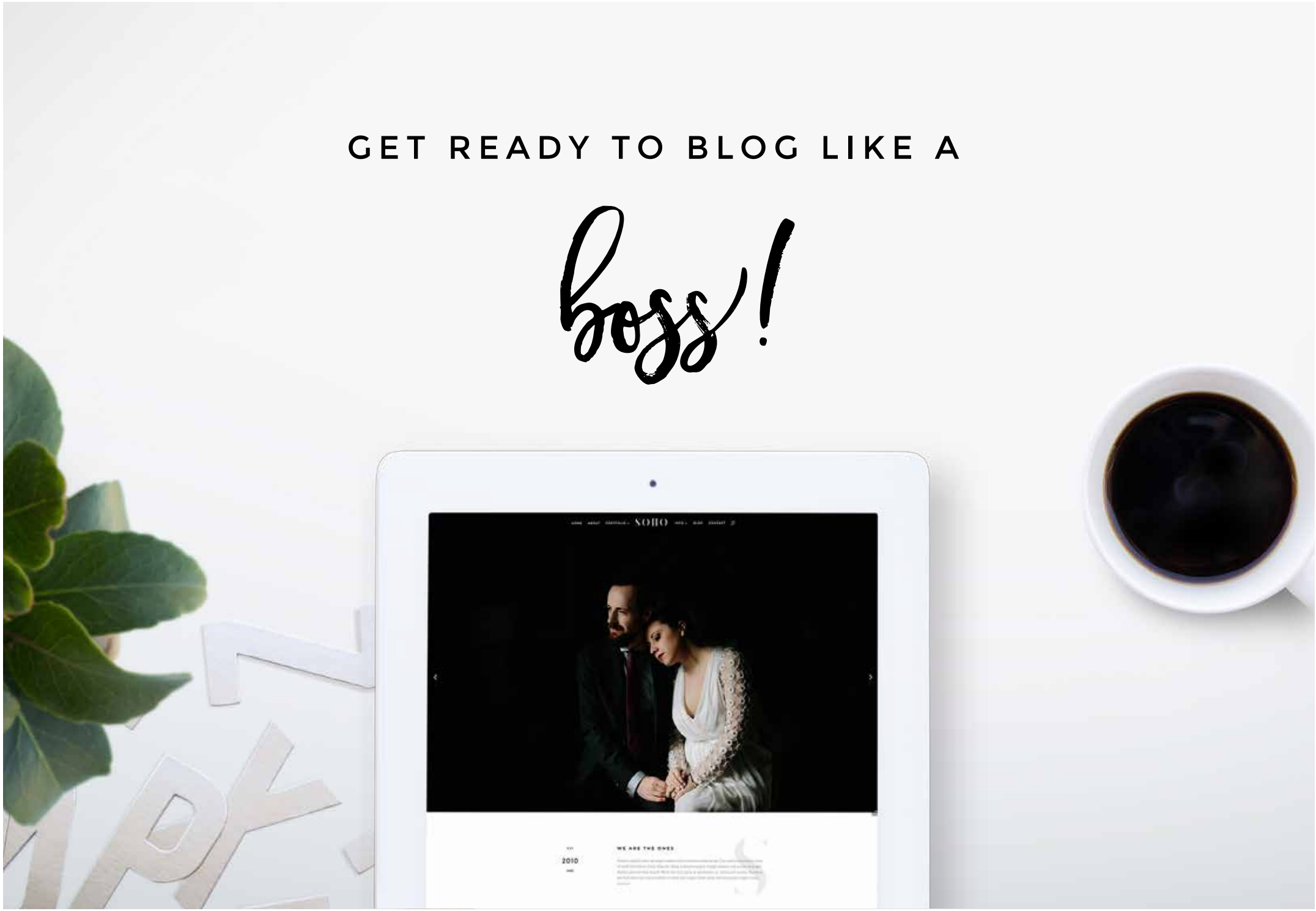
GET READY TO BLOG LIKE A *boss!*



FED UP WITH BLOGGING WITH NO PAY OFF?

me too

Blogging. Urrgh. I never have enough time to get around to it.

I hear that same complaint again and again. When your blog isn't working for you, it feels like all work and no play. What's more, when you do put time and effort into creating a killer blog post, you get crickets.

Zero comments and, if you're lucky, a Facebook like from your Mom when you share the link.

DOES ANY OF THIS SOUND FAMILIAR?

Blogging doesn't have to be a chore. In fact, it's your single greatest marketing weapon and the best way to keep your ideal clients engaging with your site.

Our simple 7-step guide is going to help you transform your blog and your attitude to it.

LET'S DO THIS >

1

MAKE EVERY POST ABOUT YOUR AUDIENCE

Writing the same kind of post again and again is boring for you as well as your readers.

And yet, that's what I often see on the blogs of many amazing creative businesses - photographers blogging their shoots or designers blogging their latest launch. There's nothing wrong with that, but making a few simple changes to your content and the way you share the link to your post, will ensure your post appeals to a much wider audience.

READ THE THESE EXAMPLES AND TELL ME WHICH ONE **YOU** WOULD CLICK ON...

"Head over to the blog to see Sarah & Rob's beautiful beach wedding. It's gorgeous!"

Not bad, right? But beyond Sarah and Rob and their immediate family, the appeal is pretty limited.

Now, try this:

"Are you organising a destination wedding? Find out how Sarah & Rob organized their dream wedding in Hawaii on a shoestring budget and created a beautiful outdoor space for their beach reception with just a few accessories."

Boom! This is going to appeal to a far wider audience because they can learn something useful whilst enjoying your beautiful images.

Spend ten minutes pulling together a useful and interesting paragraph, which features fairly early on in the post and you should see your post engagement skyrocket.

2

SHARE YOUR EXPERTISE

Whatever kind of business you have, you're bound to have picked up a lot of knowledge that people would love to get their hands on.

So share it generously. Hey - if you're reading this, you're enjoying my expertise. Proof, right?

If you're a wedding photographer, share your thoughts on anything from wedding timelines to getting the best out of rainy day weddings.

Family photographer? How about what to wear to a family shoot or how to take better family photos with a point and shoot camera?

3

USE YOUR BLOG TO NETWORK WITH INFLUENCERS

Your blog + your book of contacts = success.

A couple of years ago, I worked with a new photographer client who had just moved across the country from a rural area to a big city where the wedding photography competition was fierce.

From the beginning, she told me, I'm not a blogger - I can't write, but we knew that her blog was the quickest and easiest way for her to make a big impression in her new area.

She started by approaching wedding venues explaining that she was writing an article about the best wedding venues in the city and that she'd love to include them.

It was a great excuse to visit each venue, meet the wedding co-ordinator and take a complimentary portrait as well as asking them for their top wedding tips. Were they thrilled? Yes, of course they were. More importantly, every single venue shared her post through their own social media channels and two sent it out to their own newsletter list of wedding clients.

The result? She booked her first five weddings within two months of arriving.

She worked her way through different wedding vendors thoughout the city, tackling subjects from floral trends to wedding catering, recommending other vendors, showcasing her archive of images whenever possible and taking images of vendors to share with them whenever she could.

By the end of her first year, she had booked over 30 weddings and had her own column in the city's leading bridal magazine.

It's a simple but effective strategy and a wonderful way to make genuine industry friendships. She still says she's not a writer, but creating simple structured blog posts took the fear out of writing for her.

Make a list of 10 vendors or associates you'd love to work with and get in touch right now!

4

MAKE YOUR PORTFOLIO WORK FOR YOU

You don't always have to blog new work.

Dive deep into your archives and I bet your could quickly put together a countdown post or listicle. What's a listicle? If you spend any amount of time on social media, you will already be familiar with the list as article. People love list-based articles, and even better, they love to share them.

This is where your image archives come in. How about 'Top Ten Wedding Cakes I've Ever Seen' or 'Five Brides Who Danced Like No one Was Watching'. These are perfect filler posts. Get stuck in and make your past images work for you.

5

TAKE CARE WHEN YOU SHARE

It used to be the thing to automate your blog posts, so that every time you published, it was shared on all your social media platform without you lifting a finger.

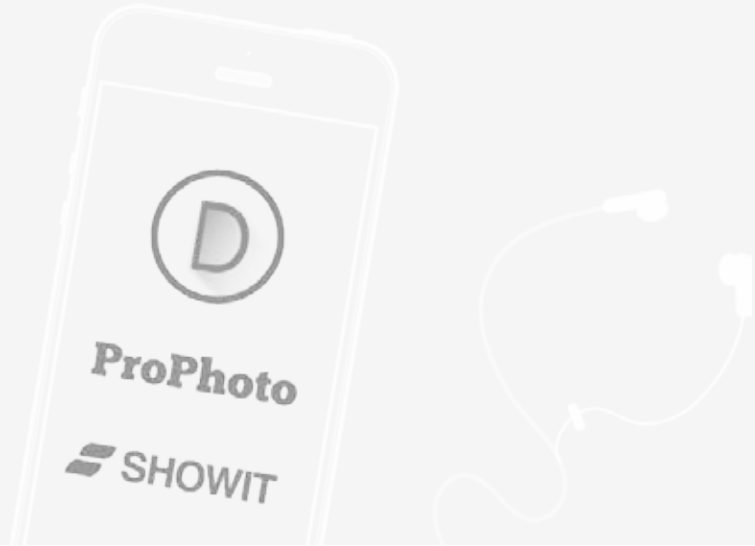
But social media sites all have a different feel and varying restrictions.

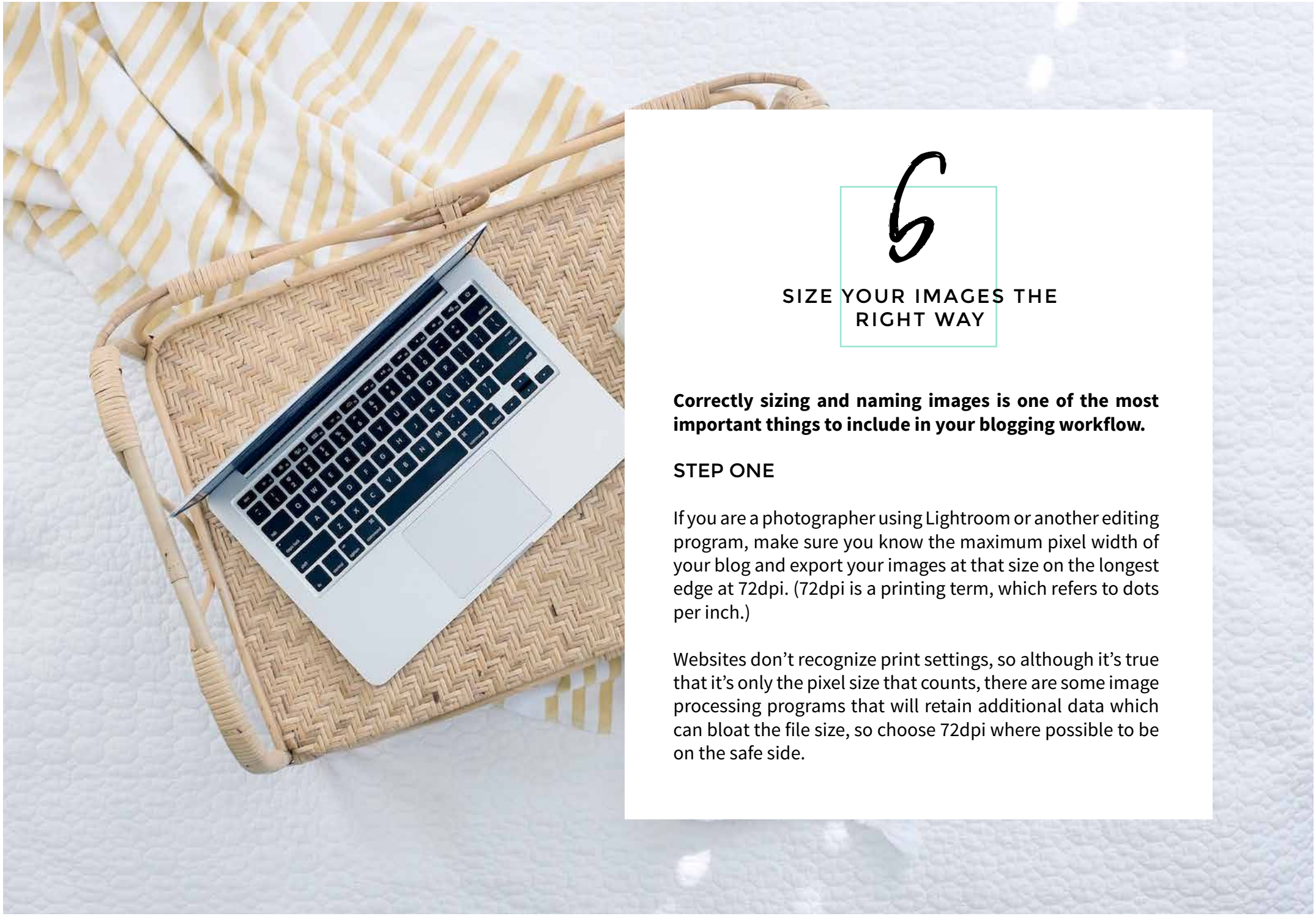
Your warm and friendly Facebook post will get cropped on Twitter to 140 characters, for example. I don't I know about you, but when I see the same post pop up in all my feeds, I just tend to switch off.

Imagine a friend calling you, whilst texting you as well as shouting through your letterbox, all at the same time. That's what automated posting feels like to your audience.

Instead, take the time to craft the right message for each platform as well as the right images.

I know that square images do better on my Instagram and landscape images get more interaction on Facebook but I have the most success on Pinterest when I collage several images into a long pinnable image. **Blogstomp** is great for this.





6

SIZE YOUR IMAGES THE RIGHT WAY

Correctly sizing and naming images is one of the most important things to include in your blogging workflow.

STEP ONE

If you are a photographer using Lightroom or another editing program, make sure you know the maximum pixel width of your blog and export your images at that size on the longest edge at 72dpi. (72dpi is a printing term, which refers to dots per inch.)

Websites don't recognize print settings, so although it's true that it's only the pixel size that counts, there are some image processing programs that will retain additional data which can bloat the file size, so choose 72dpi where possible to be on the safe side.

STEP TWO

If you have a whole heap of images of all different sizes, then head over to **Blogstomp** and grab a key tool that will help you with all kinds of blogging jobs.

Blogstomp can downsize images to a blog-friendly resolution and uniform width. Not only that, it can make beautiful collages with just a couple of clicks.

Perfect for Pinterest images and blog posts.

TIP: Go for the $19 app rather than the free version. It allows you to resize your images right there in their folders.

No annoying uploading & downloading.

STEP THREE

You've got your images but there's one more step. There is one final tool that will revolutionize your blogging workflow.

JPEG Mini reduces the size of your files by up to two times, without affecting the dimensions. With so many visitors viewing on mobile first, it's crucial to get your image files as small as possible and this tool will help you do it.

There is even an extension for Lightroom which enable you to optimize as you export.

7

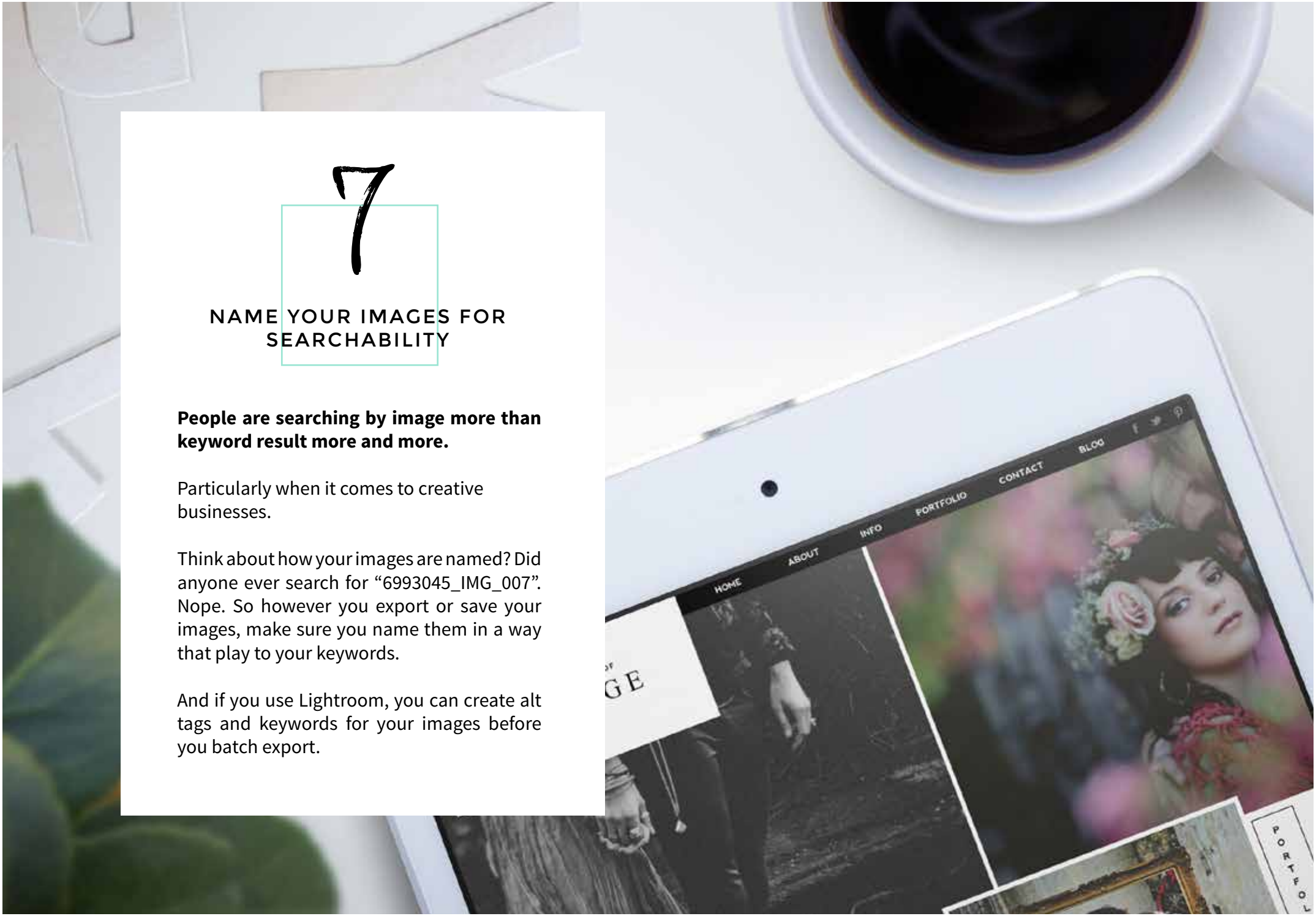
NAME YOUR IMAGES FOR SEARCHABILITY

People are searching by image more than keyword result more and more.

Particularly when it comes to creative businesses.

Think about how your images are named? Did anyone ever search for “6993045_IMG_007”. Nope. So however you export or save your images, make sure you name them in a way that play to your keywords.

And if you use Lightroom, you can create alt tags and keywords for your images before you batch export.



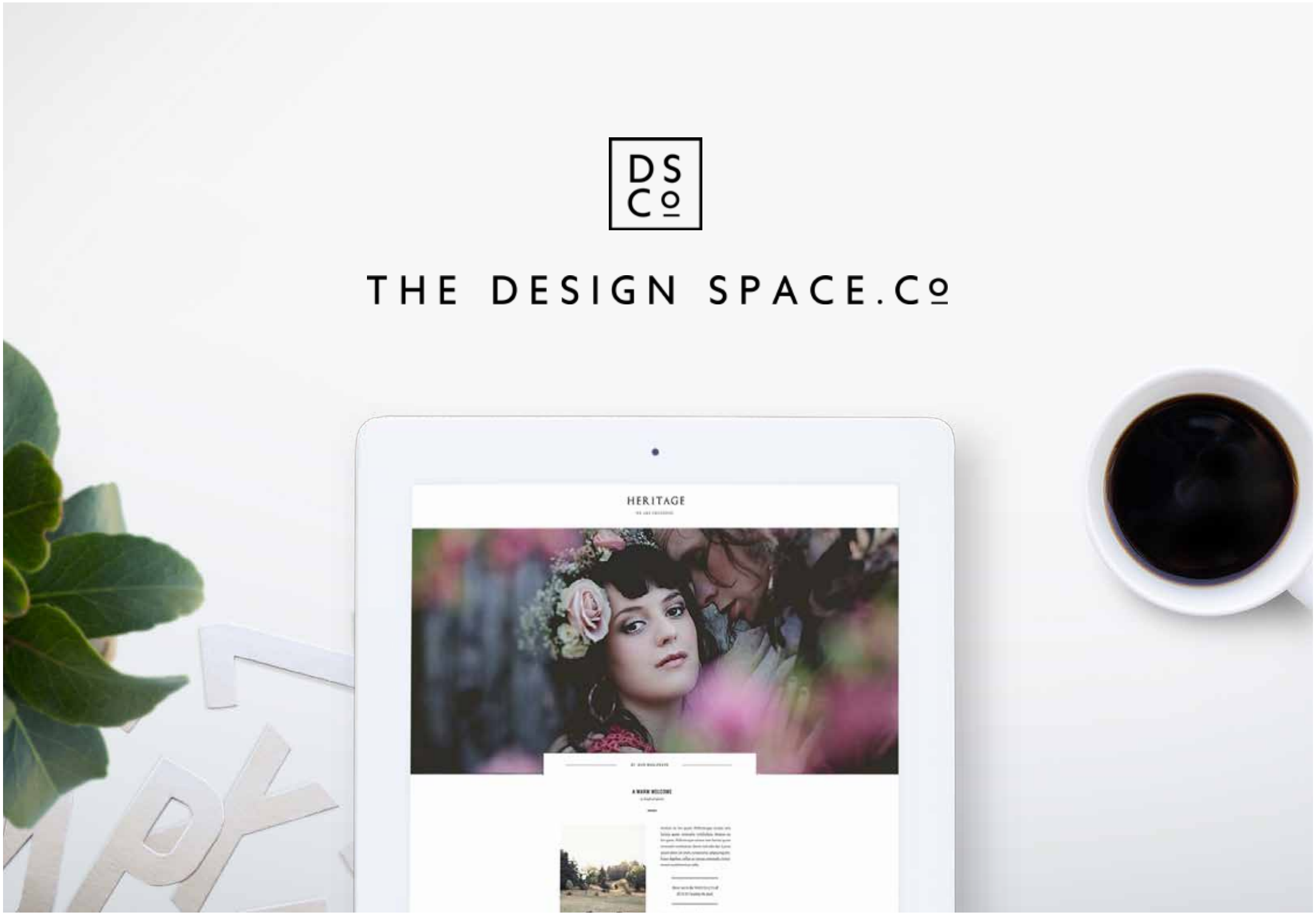
READY TO GET STUCK IN?

I'd love to support you because if you keep on doing the same things, you'll keep on getting the same results.

If you've got any questions or want to share your blog posts, we'd love to connect and re-share them for you. Head on over to our Facebook group, The Design Space Lounge.

It's where we share free tools and short video tips to help you build your website, look after it properly and achieve your marketing goals consistently.

good luck!


DS
Co
THE DESIGN SPACE.Co
HERITAGE
A WARM WELCOME