

Blogging: Advanced

This is a sample syllabus. Actual course topics and assignments may vary by instructor and class.

Week 1

Blog analysis. How to analyze your blog to see what works and what doesn't. How to read analytics reports and change your blog based on bounce rates. How to find out where your blog is ranked in Google, how many people visit your blog, and your reader demographics. How to craft content for your target audience.

Assignment: Install Google Analytics on your blog (if you haven't already) and post a snapshot of the report for the group. Using your report, identify key areas where you excel and areas for improvement. Put together a list of goals for increasing your pageviews, traffic, and bounce rates over the next four weeks.

Week 2

Creating effective web-content for your blog. Understanding what your top rated stories are and why, and how to use that to your advantage when you write new posts. Effective tagging, SEO writing, and best practices for responding to comments and creating community on your blog.

Assignment: Take the top 5 ranked posts from your Google Analytics report, as well as your 5 least-read posts, and re-write them for better search optimization using the SEO tips in the lecture. Write 5 additional posts that involve direct SEO writing. Review the categories, tags, and labels on your blog.

Week 3

How to integrate social media platforms into your blog to connect with your readers and other bloggers. How to align your blog with the bigger blogger community. How to track clicks to your blog from your social media accounts.

Assignment: Use your social media accounts to promote your blog and stories. Using the tips in the lecture, the objective will be to have at least 10 new followers a day, and at least one new comment on your promoted blog post.

Week 4

How to make money off your blog. Understanding how Google AdWords/AdSense works. How to use banner ads or affiliate programs to generate cash flow. How to use four weeks of reports to analyze your market/demographic and optimize your blog based on what you've learned. How to connect with a high-profile company/editor in your space.

Assignment: Choose AdWords for your blog based on your analytics reports. Write a proposal to an appropriate company/publishing corporation to pitch your blog for consideration in an upcoming campaign.