



• **CAMP TECH** •

Let's connect on Twitter & Instagram @WendyKamMarcy



I am a...

Mom

Lifestyle Blogger

♥ Tech, travel, yoga,
minimalism + soy lattes

Google Partner

Digital Marketer
Teacher

Agenda

- From hobby blog → a bu\$iness
- Content development
- SEO
- Editorial schedules
- Monetizing your blog
- Pitching & Media Kits
- Measuring success

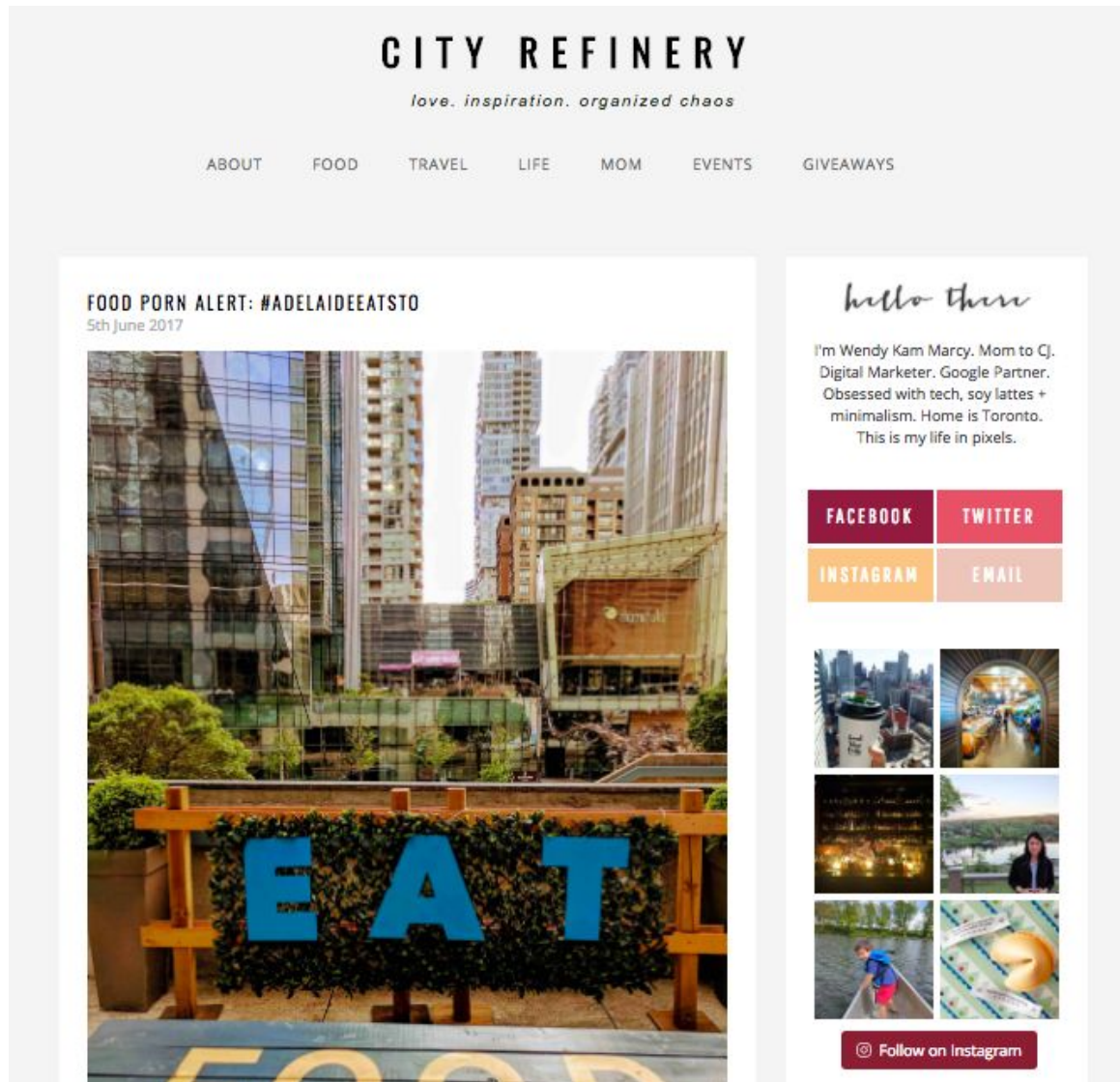
Blogging is REAL business!

Setup:

- Wordpress.org
- GoDaddy hosting
- Google Analytics
- Google Drive
- Plug-ins: social share, popular posts, instagram/twitter feeds, newsletter subscribe, search
- Backup blog every month

Define target audience - stay niche! Start writing...

User-friendly blogs have the following...



← Categories across top

Side bar includes:

← bio

← links to your social media

← Instagram plug-in (or Facebook/Twitter)

← Keep photos under 500KB for faster load times

Important things you should include on your sidebar...



Food courts in the Financial District will be abandoned for [Adelaide Eats](#) this summer. Perched on the second floor terrace of 150 York Street, this foodie market will be serving up cold drinks and mouth watering dishes by artisan chefs now until July 28, 2017.

So make a lunch date with your co-workers or grab dinner with friends because there is now a reason to linger around the financial core after office hours. Here are a few of our favourites...



Fish'd by EDO // TO's original hand-crafted sushi burritos and Hawaiian poke bowls.



My next blogging workshop is Monday, June 5.

POPULAR POSTS



[Furniture For Your Condo Or Small Home](#)



[City Escapes: Westin Trillium House Blue Mountain + Scenic Caves Adventure](#)



[The Imperative Vegan Retail Store Opens In Toronto](#)



[Food Porn Alert: #AdelaideEatsTO](#)

← Newsletter subscribe

← Search box

← Banner (either sponsored or affiliate ad)

← Popular post plug-in

At the end of each post you should include...

I don't write you enough of these letters and I promise I will start doing it more. This is my third Mother's Day and I am so grateful to be your Mother. Nothing in this world challenges me to laugh, cry and love harder than you. You are the son to my shine. xo.

Related Post



← Related post plug-in



← Social share buttons

If you are using Wordpress, all these features are available and can easily be installed. Just go into “Add Plug-Ins”, search + download.

Content 101

Ideas that boost traffic *fast...*

- Top 5, 6, 10 Listicles
- Profile influencers
- Create a series
- Event listings and coverage
- Seasonal posts
- Repurposing content (refresh date)
- Be an ambassador and form partnerships
- Contests & Giveaways
- Opinionated posts - what's trending?
- Establish a pattern (MondayMotivation, TravelTuesday)

Expand your reach...

<http://www.cityrefinery.com/food/valentines-day-dinner-2017>

Tweet Activity



Wendy Kam Marcy
@wendykammarcy

8 Places To Have Valentine's Day
Dinner in Toronto
[http://www.cityrefinery.com/food/valentines-day-dinner-2017/#.WJPXTwUU4K8.twitter ...](http://www.cityrefinery.com/food/valentines-day-dinner-2017/#.WJPXTwUU4K8.twitter...pic.twitter.com/7yNpB6JLSz)
[pic.twitter.com/7yNpB6JLSz](http://www.cityrefinery.com/food/valentines-day-dinner-2017/#.WJPXTwUU4K8.twitter...pic.twitter.com/7yNpB6JLSz)



Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions	1,522
Total engagements	56
Link clicks	20
Detail expands	11
Likes	9
Media engagements	7
Retweets	5
Profile clicks	2
Replies	1
Follows	1

Pillar Content



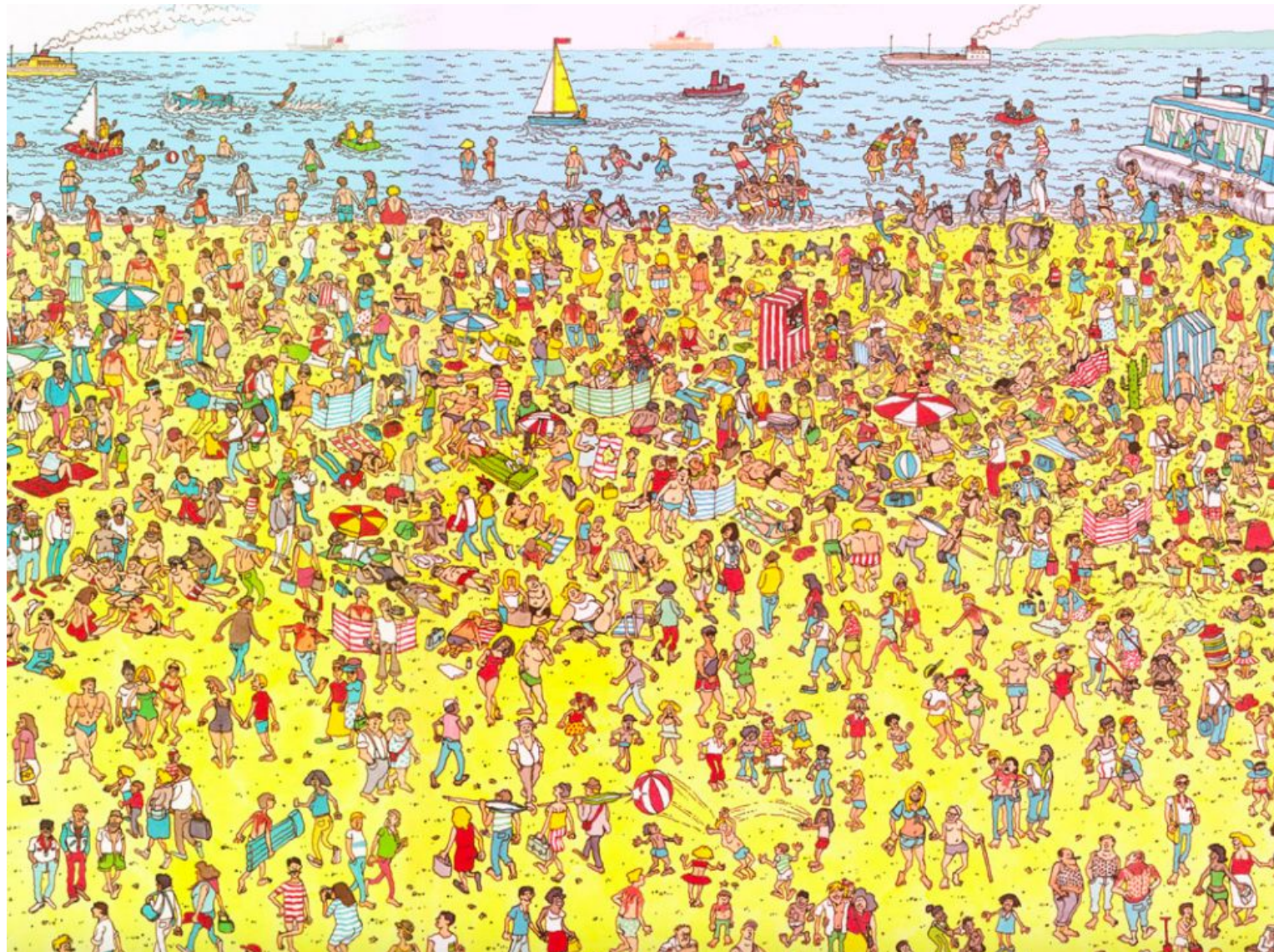
Content with long term appeal

- Stand alone → collection of posts
- Lists, How To's, 5 Ways To...
- 700+ words
- Add opinions and personal stories
- Collaborate
- Timeless images
- 2 pillar posts a month
- Build backlinks
- Can be repurposed into an Infographic or PDF

Let's Create A Pillar!



SEO is like Where's Waldo!



SEO Best Practices

- Title
- First sentence
- Headers (organization)
- 400-500 words minimum (favour 1200+ words)
- Page URL
- Page meta description
- Image tags and alt text
- **In/outbound links**
- Format, short sentences

RankBrain - AI ranking system includes social sharing and mobile optimization.

It's all about the pics, the pics, the pics!



The Hip & Urban Girl's Guide: Urban ...

www.hipurbangirl.com - 400 x 380 - Search by image

By: Cindy Johnson of She's Spicy, a food blog.

[Visit page](#)

[View image](#)

Related images:



Images may be subject to copyright. - [Send feedback](#)

Link Love

<http://travelsofadam.com/city-guides/toronto/>

LOCAL BLOGS FOR MORE INSIDER TIPS

blogTO – Huge site with tons of resources. Everything from where to find Toronto's best pierogies to guides on the best events and what to do.

Hip Urban Girl – Lifestyle blog from Toronto covering events, style, food and travel.

Toronto Life – Comprehensive site for locals, with restaurant and bar reviews that might be useful for tourists.

1 ♥ T.O. – Blog which includes stories, reports and reviews on music, culture and style in Toronto.

Torontoist – News and lifestyle site about all the “interesting” things to do in and around Toronto.



Lisa @ The Hip + Urban Girl

15 November 2012

REPLY

Hi Adam,

Glad to hear you had such a great time in Toronto and found our blog helpful! You really hit a lot of of my fave top spots. Tweet me if you're ever back in town – so many more hidden gems that I would love to share :)

Safe travels,

Lisa



Adam

15 November 2012

REPLY

Thanks Lisa! I think it was @cdngrrleh who first pointed me in the direction of your blog. I definitely plan to return again soon — probably in the summer when weather's a bit warmer. I'd love to find even more hipster hangouts in Toronto with you, thanks!!


Blog Post Checklist

- ❑ Catchy descriptive title
- ❑ 400 - 1200 word count
- ❑ Feature image and tags
- ❑ Strong call-to-action
- ❑ Did you make your readers #1 priority by entertaining, inspiring, adding value, solving a problem and including actionable items?
- ❑ Promote on social media and include a share button
- ❑ Disclaimer for sponsored content
- ❑ Is your blog fast loading and mobile-friendly? (AMP)

<https://www.google.ca/webmasters/tools/mobile-friendly/>

CoSchedule - WordPress

EDIT CONTENT



wendy

TITLE


Travel Massive Workshop: Intermediate Blogging

44

STATUS

Published

TYPE ?



Customize your content type icon to spot it easily on your calendar.

SCHEDULE

02/17/2016

09:00 AM

CONTENT

Last saved: a few seconds ago

You will learn:

SEO tactics and optimizing your content for search

How to create a manageable Editorial Schedule

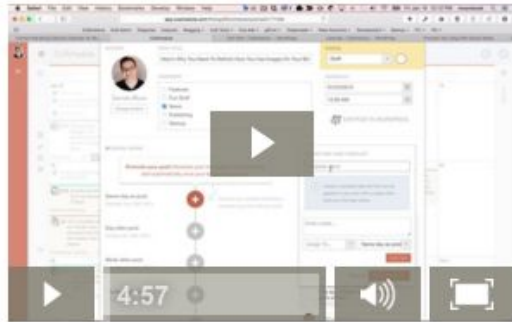
How to measure your blog's performance, KPIs and success beyond clicks

Crafting your media kit and what to include

How to pitch and work with brands

Ideas for monetization (note: this is not a session on how to make money from blogging but more of a discussion on different ways you can generate revenue)

Add Your Team To CoSchedule!



- Collaborate more easily on content and social media projects.

Make a “realistic” editorial schedule & stick by it!

Date	Monday	Tuesday	Wednesday	Thursday	Friday
Topic	Getting Fit & Staying Balanced (series)	Getaways Two Hours Or Less From Toronto	Contest Interview Longer posts	Gift Guide Event Lists	Share a recipe
Notes	Highlight personal experience (Working w/ Reebok, Greens+ and Lagree Gym)	List format (Working w/ IHG)		Get readers thinking about the weekend	Light, entertaining & fun content
Social Media	#MondayMotivation #MeatlessMonday	#TravelTuesday			

Write BOTH authoritative content and link bait.

Should I be on social media?



Yes!!! But only on the right channels – see Google Analytics

Spend 80% of time promoting your best 20% content.

- Facebook = share in related groups, use hashtags
- Twitter = post multiple times
- Pinterest = searchable content (food, DIY)
- LinkedIn long form posts (link: <http://cmptch.ca/1Lfa6Y8>)
- Instagram = eye candy
- Snapchat = sneak peeks, events (when you have lots of photos to share)

Social media boosts Google rankings!



Facebook Examples

<http://www.cityrefinery.com/travel/pueblo-bonito-pacifica-resort/>



CityRefinery

January 30 at 8:54am · 🌐

If there is a paradise on earth, it's right here at **Pueblo Bonito Resorts and Spas**. #Travel #CaboSanLucas



Pueblo Bonito Pacifica Resort & Spa in Cabo San Lucas | City Refinery

This 5 star adult resort sits on 1800 acres of land – which is part tropical and part desert. Every angle was a magical photo opportunity.

CITYREFINERY.COM

1,760 people reached

Boost Post

<http://www.cityrefinery.com/life/the-imperative-vegan/>



Geoff Marcy

December 18, 2016 at 11:23am

There's been chatter here about that mysterious new vegan shop opening across Doomies. My wife attended **The Imperative** media preview event and took all these pics... check out the cool #vegan curation!

[http://www.cityrefinery.com/life/the-imperative-vegan/...](http://www.cityrefinery.com/life/the-imperative-vegan/)



👍 Like ➦ Share

👍❤️😱 49

View 4 more comments



Heather O'Leary The original Vegan Is The New Black XD

Like · 🇺🇸 1 · December 20, 2016 at 12:05am



CAMP TECH.
HOW TO BE A
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Best time to post on social media

<http://coschedule.com/blog/best-times-to-post-on-social-media/>



To Boost or Not To Boost a Post?

Try 1 post per week // Average \$1/day

Boost Post

You are targeting **people who like your Page and their friends, ages 18 - 65+** who live in **1 location**.

[Hide full summary](#)

This promotion will run for **7 days**.

Your total budget for this promotion is **\$5.00**.

12
Engagements

1,156
People Reached [?]

\$5.00
Total Spend [?]

Actions

People



Countries

Link Clicks	8
Page Like	1
Post Likes	2

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DESKTOP NEWS FEED

MOBILE NEWS FEED

 **The Hip & Urban Girl's Guide**
Sponsored · 

Like Page

Thinking about getting a new car? Here's why we love the Toyota Corolla:





Show
Me The
Money!!!

Monetizing Your Blog

- Selling ad space (banners on high traffic pages)
- Affiliate Marketing
- Google AdSense
- Sponsored content (advertorials + freelance)
- Co-hosting Events
- Newsletter
- Social Media and Twitter Chats
- The Blogger Programme / Collective Bias
- Stay away from paid link exchanges!

Top Affiliate Programs

- Networks – Amazon, CJ, Linkshare, ShareASale
- Beauty – Sephora
- Fashion – Net-a-Porter, Zappos
- Home – One Kings Lane, Gilt, Zulily
- Health & Wellness – Vega, Well.ca
- Travel – TripAdvisor, Priceline, Airbnb

Co-branded Content: eHarmony

<http://www.hipurbangirl.com/2013/07/finding-love-in-big-city-toronto.html>

- Partnership with eHarmony
- Deliverable - 3 part series
- Finding Love In A Big City: Toronto, NYC and LA
- Dual purpose content: dating tips + city guide
- Perfect Date Contest

Friday, July 26, 2013

Finding Love in a Big City: Toronto



A sponsored hip + urban girl post.

Big cities can feel a bit impersonal. If you're single, this means working a bit harder at finding love. Here are some ideas for how to meet your match in Toronto:

Where to Go

Find a match at The Maddy

The Madison Avenue Pub (known as The Maddy) has a fabulous mix of laid-back coziness and bustling energy. It's also a great spot to meet a date. The pub is very popular with everyone, from students to young professionals and live music can be enjoyed several nights a week. Go with friends and see who you might just meet!

Have a game at The Ballroom Bowl

The [Ballroom Bowl](#) is a bowling alley, restaurant and bar in one, so it's varied enough to give you the best chance of meeting someone special. Bowling is a great way to meet new people as it doesn't take much to catch the eye of a neighbouring bowler and suggest getting a drink. Try the Ballroom Cherry Cola – rum, bourbon and vanilla with a cherry knot on top.

Grab a coffee at Hank's

Coffee shops are great for passing the time while keeping an eye out for that special someone. Hank's serves delicious coffee and snacks in a relaxed, friendly atmosphere in [Downtown Toronto](#). As well as being a great place to meet people, it could double up as a first date venue.



How to Meet People

Ask your friends



Wendy and Lisa are Foodies, Jet-Setters and #AmesAmbassadors. The Hip & Urban Girl's Guide (HUG) is a lifestyle website for the ambitious city girl. We write daily about food, travel, style & events.

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The Hip & Urban Girl's Guide

or Like You like this

You and 2,423 others like The Hip & Urban Girl's Guide.



[Amika Arora!](#)
Your wardrobe
frustrations
end here.



Working
with brands...
the littlest Amex
Ambassador for
#FrontoftheLine

Working with brands

- Agencies want to work with bloggers who meet deadlines, are proactive, social media savvy and professional
- Sweet spot was 10-15k uniques
- Size does not always matter! More important now to carve out niche and have an engaged following
- Negotiate! Offer a series and add value like social media, Facebook boost or newsletter
- What to charge? How much is your time worth (per hour)?

From my agency experience, I've see \$200 to \$2000+ per post depending on site traffic, klout scores, how old the blog is, writing experience, etc.



Stay true to your brand: Veggie McWrap

<http://www.hipurbangirl.com/2013/09/contest-meatless-mondays-were-lovin-it.html>

- Partnership with McDonalds
- Deliverable: 3 posts
Gift card contest,
#MeatlessMonday Challenge,
Influencer interview
- User Generated Content
(SEO + engagement)
- We only agreed to work with McDonalds to promote select menu items that we actually ate ourselves and felt comfortable endorsing

Monday, September 23, 2013

Contest: Meatless Mondays, We're Lovin' It!



A sponsored hip + urban girl contest.

We're starting our week off on a healthy foot! It's been two years since I committed to Meatless Mondays and it's made an incredible difference. Not only have I been able to maintain a leaner and trimmer body, but overall, I feel energized and am able to stay more focused at the office. Good-bye to that 3 p.m. crash!

Thinking of joining the challenge? Here are 6 easy tips on how to rock Meatless Mondays:

- 1) Create a meatless version of a charcuterie board by gathering up your favourite veggies, breads, crackers, hummus and dips. It's way more fun to eat than a salad!
- 2) Visit your local farmers' market or subscribe to a fruits and vegetables delivery service. This is a sure-fire way to help you eat more greens as well as try new vegetables that are organic and fresh.
- 3) Get your friends involved. Exchange recipes and take turns hosting a 'green' potluck. Like a lot of things, the more the merrier! It's also easier to stay motivated when you have continuous support and encouragement.
- 4) Don't restrict yourself to only eating fruits and vegetables. Legumes (think bean burritos), tofu, grains (love quinoa), vegan sausages and even vegan bacon all count and they provide tons of calcium and protein!
- 5) Going meatless doesn't mean you have to stay at home and cook all the time. Head to McDonald's and grab a veggie Signature McWrap™. It's loaded with simple, wholesome ingredients packed with big flavour!



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for the latest news and events

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You and 2,422 others like The Hip & Urban Girl's Guide.

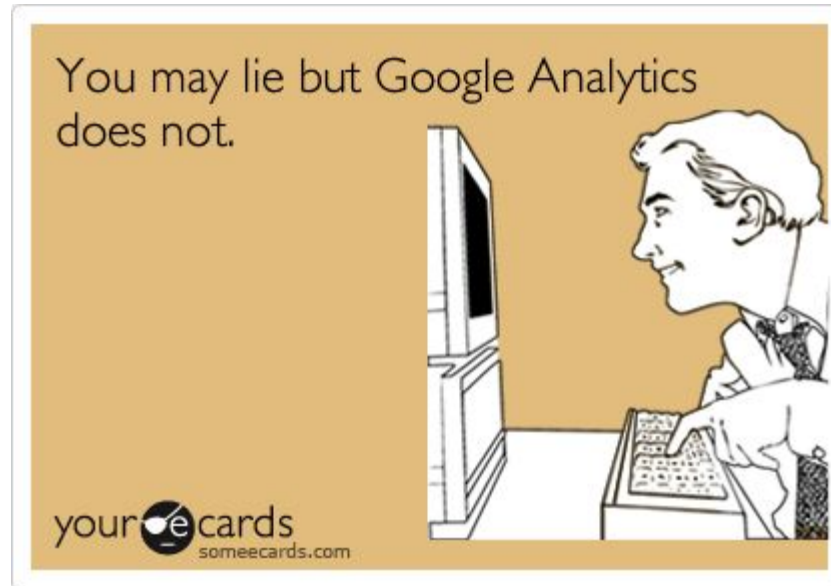


HOW TO BE A
PRO BLOGGER

It's all about the pitch, the pitch, the pitch!

- Media Kit
- Send intro email – brief bio and what your site is about, inquire about clients (is there a fit?) and join mailing list
- Proposal – why they should work with you (are your readers their target market or you have a unique idea?) Include execution plan, timelines and budget request
- Link to your About, Advertise and Contact pages

Google Analytics: Beyond Clicks



Pay Attention To Other Metrics

- Unique views
- Time on site
- Bounce rates
- Referral traffic
- Social shares
- Blog comments

Thank You & Happy Blogging!

Wendy Kam Marcy has worked with over 50 lifestyle brands and blogs at [City Refinery](#). Formerly Co-Founder of [Hip + Urban Girl](#) (HUG).

She also teaches blogging + content marketing classes at [Camp Tech](#) and runs [Adfluent Media](#), a Google Partner ad agency that specializes in digital strategy, affiliate marketing and influencer programs.

Let's connect on [LinkedIn](#)! Instagram and Twitter @wendykammarcy.

