

# Successful Blogging—Dee Nash

What is success?

- Making money? I don't run ads.
- More visits? I work hard on this.
- Being a regional or national authority?
- More paying work? All of my opportunities came because of my blog and other online social media presence.

Don't go chasing waterfalls.

- Know your audience. Use Google and Facebook analytics.
- Someone else's strategy isn't necessarily yours.
- Be open to new ideas and try them.
- Why are you blogging? Don't do it because your publisher thinks it's a splendid idea.
- Blogs take maintenance. Update your blog design.
  - Your theme must be mobile enabled and fast loading.
  - Make sure you're in compliance with Google because Google runs the world.
- Katie Elzer-Peters from [Garden of Words](#) helps me.

Do your best work, not someone else's.

- Write your best stuff. Don't slack off because it's "free" information. You can always rewrite an idea for pay.
- Tell a story. People love stories, especially opinionated ones, but don't go way outside your wheelhouse.
- Change up your posts. Don't be formulaic or boring.
- Pick four to six main categories if you're on Wordpress. Use tags to narrow things down. Make sure categories are easily found on your website. My main ones are at the top.

Bloggin'g isn't just about your blog anymore.

- Have a social media strategy. <https://www.socialmediaexaminer.com/> is helpful. Social media should be mini-blogging.
- Keep telling stories. Write about what matters to you.
- Take a class on platforms. Stay current. Algorithms change.
- Pinterest is easy. Put up good photos on your blog, have a Pin button. No real interaction needed. I use [Smush plugin](#) to make photos load faster.
- Instagram and FB **require a lot of interaction**. Comment, comment, comment.
- Schedule SM posts at the best times. I use [Instrack](#) for this.
- Videos get more traction than still photos. Multiple photos get more interaction than single ones.
- Interaction is more important than numbers. My [best instagram post](#) of 2018 so far.
- Use videos from SM back on your blog. It's pretty easy.

## YouTube

- Garden Answer is a successful gardening YouTube account. She does projects. People love them. I hate projects, but I can learn from her.
- People love videos, but videos on Instagram and FB are easier.

## Create a paywall.

- Look into classes to learn how to create a paying products/courses. Theresa Loe, teaches these, and she has an online pdf called The Five Signs You're Ready to Digitize Your Experience.
- Expect to spend a lot of time and effort putting this in place and then maintaining it.