

Blogging Outside Your Bubble

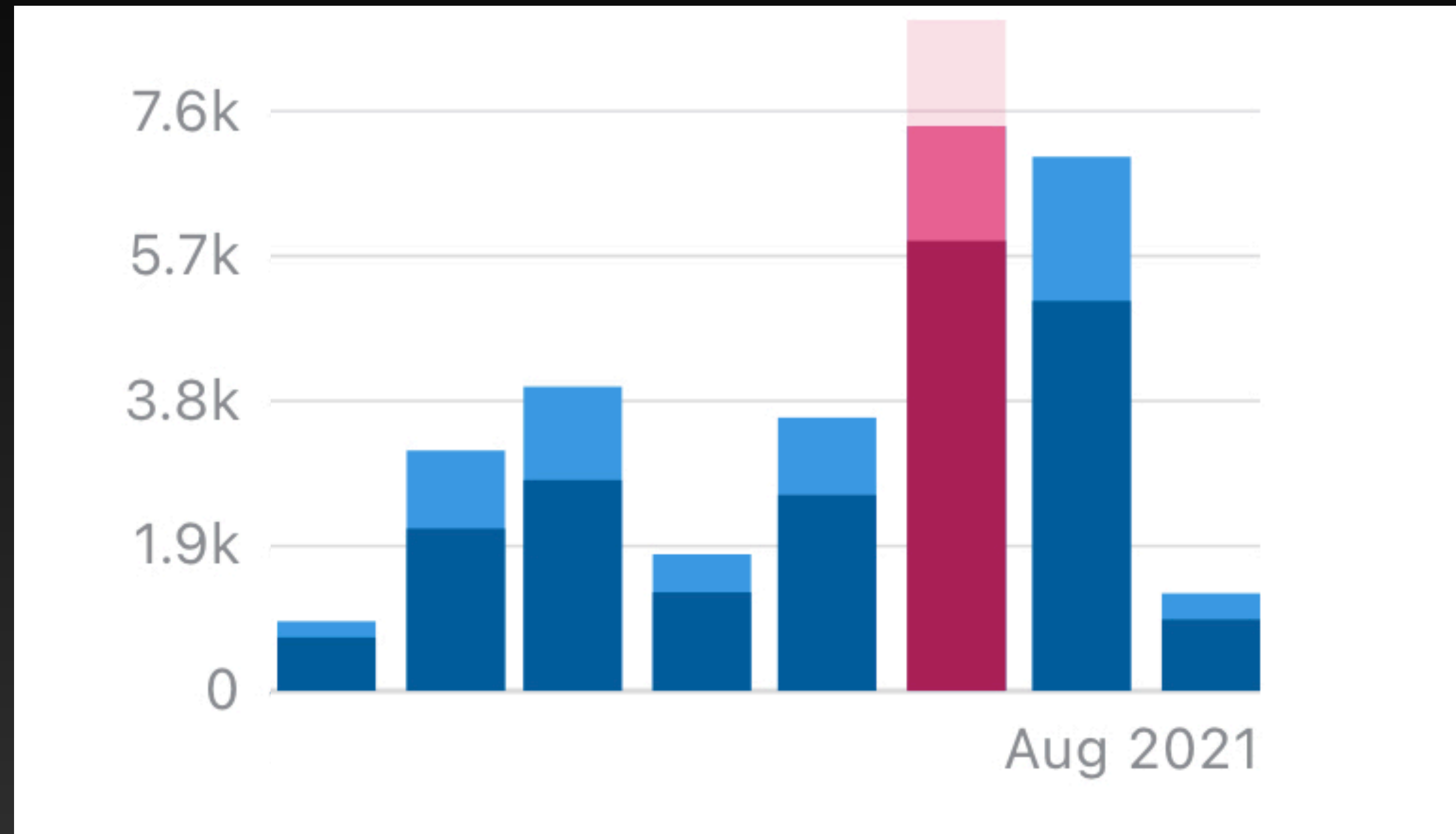
How to Raise Your Profile Online



Mark Gardner / August 7, 2021 / Licensed under CC BY-SA 4.0

The Story So Far...

- Started January 2021
- Perl article every week
 - (yes, Perl)
- Post to personal blog, syndicate to other sites
- Links on personal social media, programming forums
- Featured on Dev.to, DZone, Hacker News



Aug 2021

What's stopping you?

- No topic?
- No time?
- No writing skills?
- No confidence?
- No motivation?
- ...or don't know how to start?

We will fix that today!



"Uncertain, Texas" by Adam Moss. Licensed under CC BY-SA 2.0
Cropped from original

You Can Do It Too!

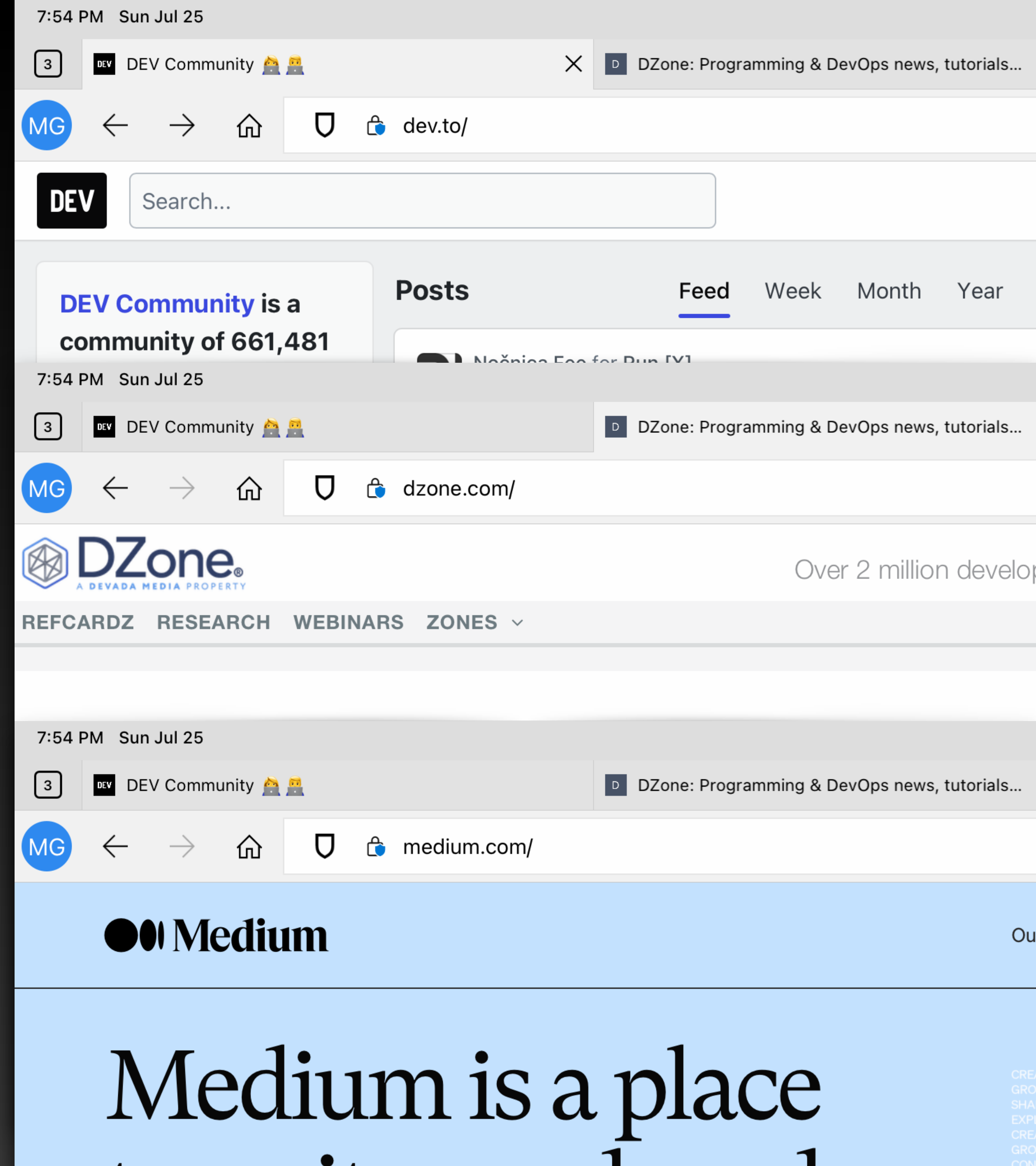
Four simple steps to
blogging about anything,
even programming



Step 1

Get a Blog!

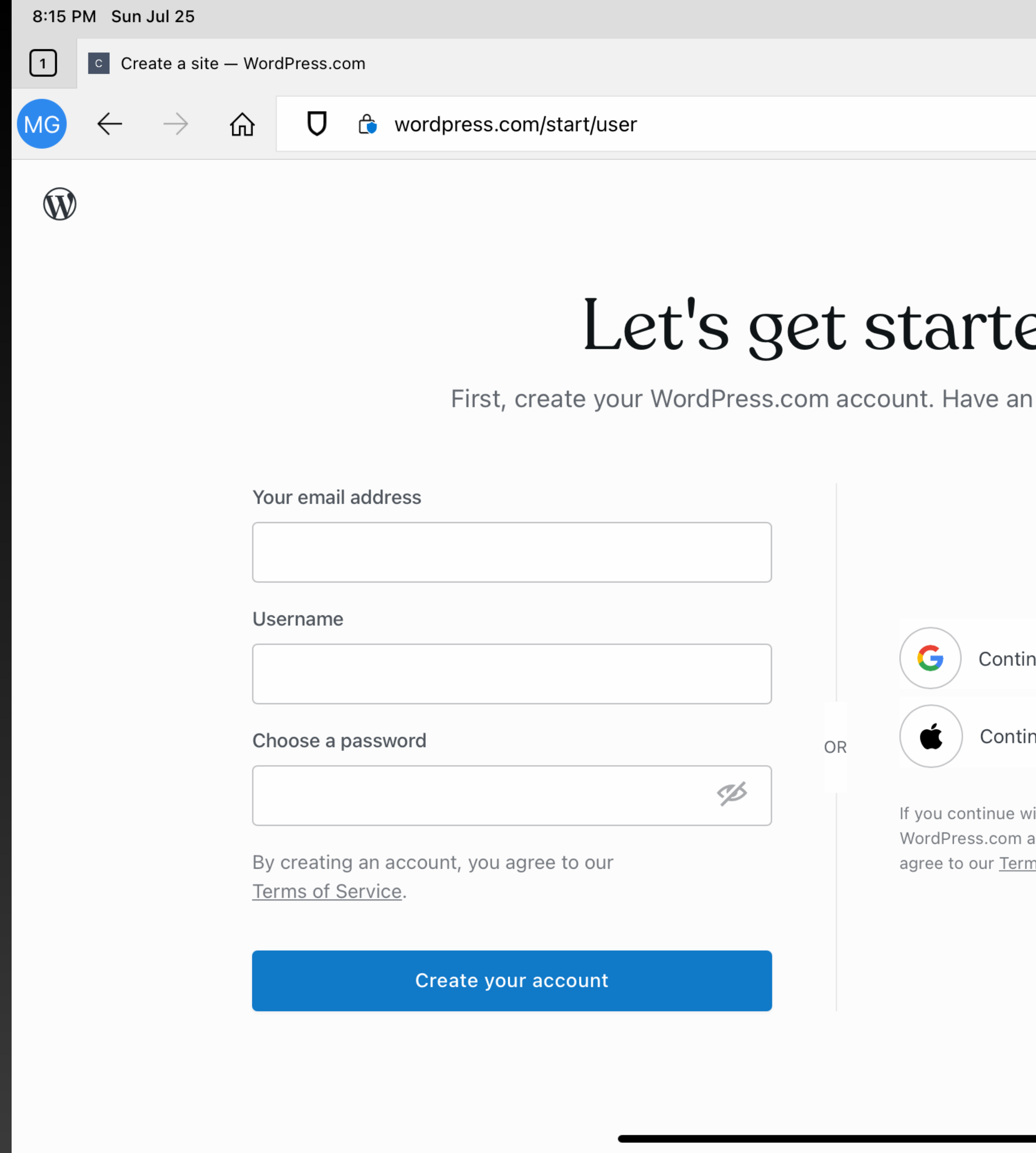
- You don't need your own site
- Sign up on Dev.to, DZone, Medium, others...
- Spend more time writing, less time fiddling with software



Or...

Build Your Own Blog!

- More customization options, but more time-consuming
- WordPress.com
 - Hosted, but lets you change some things
- GitHub Pages
 - Uses `git`, needs static site generator software
- Your preferred web host




What Did I Do?

- Web hosting provider
 - HostGator.com—I work for them
- WordPress software
 - Has rich plugin ecosystem
 - Easy to write on desktop, web, phone, tablet apps

8:30 PM Sun Jul 25

1 hostgator.com

MG ← → 🏠 🔒 www.hostgator.com/managed-wordpress-hosting

 **HostGator** [Hosting](#) [PRO Hosting](#) [Domains](#) [Support](#)

WordPress Hosting

The easy way to WordPress

Got WordPress on your mind? Grab the solution that's fast, more secure, & awesomely easy.

Oh, take a **free domain** for a year too (you're welcome).

We Recommend

<h2>Starter Plan</h2> <p>Now 40% off!</p> <p>1 site</p> <p>100k visits per month</p>	<h2>Standard Plan</h2> <p>Now 50% off!</p> <p>2 sites</p> <p>200k visits per month</p>
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More About Using a Web Host

An Investment in Your Career

- Centralized platforms come and go. Don't lose your audience!
 - Remember Geocities? MySpace? Orkut?
 - Can also deplatform you...

YouTube accidentally did this twice this week to this conference!

- Choose & register a domain—this becomes part of your brand
- Get a dedicated server, cloud container, or at least a VPS
 - Other sites on a shared host can knock you offline

Step 2

Write!

- This doesn't have to be hard
- What are you working on?
What are you learning?
- Favorite library? Feature?
- Find programming challenges on the web, write about your solutions
- You have a unique perspective!



Types of Blog Posts

(taken from DZone)

- News
- Tutorial
- Opinion
- Analysis
- Survey or contest
- Review
- Presentation
- Code snippet
- Interview



“Library sorted by topic” by Johan Sonin
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Always Include These for successful blog posts

- Catchy title for attention
 - Clickbait-y but honest
 - Bruno can help!
- Topical picture
 - Give credit if necessary
 - Creative Commons and Wikimedia Commons are good sources, include license & attribution info
- Post length doesn't matter
 - One or two paragraphs is OK if it's all you can manage



Step 3

Promote!

- No one will find you otherwise
 - Go where the readers are
- Social networks & forums
- Language & topic-specific groups, but outside too
- #Hashtag social media posts:
#Java, #programming, #webdev
- Automate with plugins and services like IFTTT, Zapier



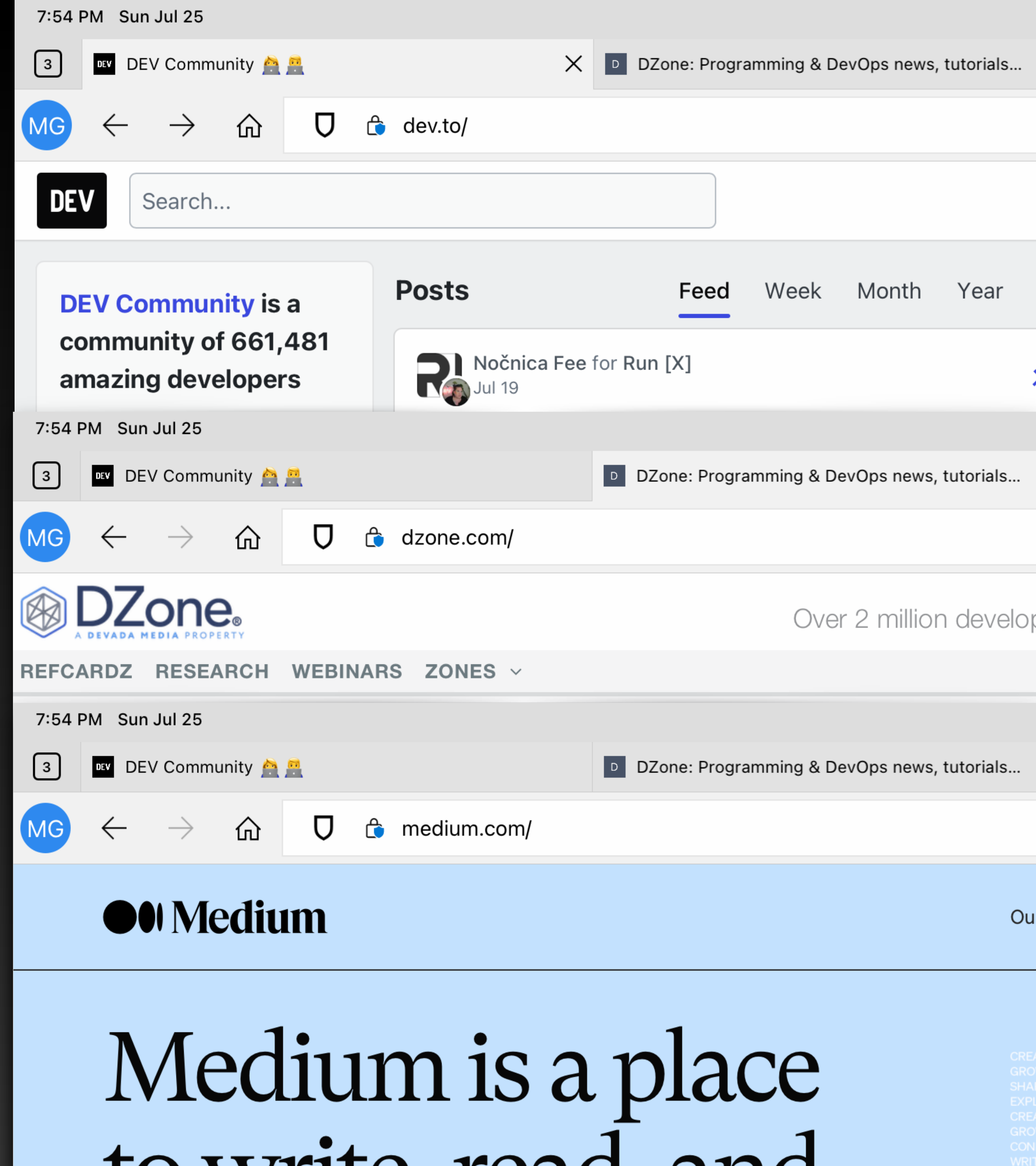
What Do I Do?

Link anywhere and everywhere!

- Personal Twitter, Facebook, LinkedIn
- Language-specific Facebook, LinkedIn, Reddit groups
- LinkedIn groups for FOSS (Free and Open Source Software) Professionals
- Hacker News
- Reddit groups (automated with Zapier)
 - r/coding
 - r/programming
 - r/webdev
 - r/perl
- Email automatically sent to subscribers by WordPress

Cross-Posting Have Lots of Blogs!

- Import to Dev.to, DZone, Medium from feeds or web pages
- Take time to fix formatting, especially source code



Step 4

Repeat!

- Consistency builds reader trust
- Make time to write and publish regularly
 - At least monthly
 - Weekly or more is better, but find a schedule that fits
- Find new topics in comments and social media responses—even negative ones!



What I've Learned

- Keep a to-do list on my phone as a backlog for ideas wherever I go
- Write on the weekends, schedule posts for the week
- Get topics from work but omit proprietary details
 - Write generic example code, upload to GitHub
- Blogging has increased my expertise at work
 - Colleagues come to me for advice—management notices
- Invited to speak at user groups and conferences



Thank You!

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