

Transcript from July 26, 2009 to July 26, 2009

July 26, 2009

- 8:50 am **mdrfl:** RT @Mandy_Vavrinak: How non-profits use social media with @wharman (#blogchat recap, good ideas!) <http://tinyurl.com/mg69a6>
- 9:33 am **bdelariva:** @MackCollier I'd like to attend #blogchat tonite 8pm CT to listen to @amyafrika Where is it? How do I join in? I'm new to twitter... help.
- 9:37 am **HeyPeterman:** What's the topic for tonight's #blogchat?
- 10:22 am **MackCollier:** @bdelariva Hi Barbara! You can track #blogchat on this site - <http://is.gd/1NAMI> or by tracking Twitter search here - <http://is.gd/1NAPy>
- 10:23 am **MackCollier:** @HeyPeterman @amyafrika will be joining us for tonite's #blogchat discussing how to increase leads & sales from your biz blog! 8pm CT!
- 10:30 am **MackCollier:** I met @amyafrika last month at the @marketingprofs B2B Forum & literally took 15 pages of notes from her! Tonite's #blogchat will be great!
- 10:34 am **bdelariva:** @MackCollier Thanks for the info! I look forward to tonight's #blogchat
- 10:36 am **MackCollier:** @bdelariva I do too! Send me a reply or Direct Message me if you are having trouble with it tonight! #blogchat
- 1:25 pm **zkellyq:** Can't wait! My first #blogchat tonight starring @amyafrika discussing how to increase leads & sales from your biz blog! 8pm CT!
- 2:56 pm **wilsonellis:** Only 5 hours until @amyafrika shows us how to maximize our web conversion. #blogchat Learn. Apply directly to your site.
- 2:58 pm **wilsonellis:** @Debbiedee5 I missed you, too. All is great here. Crazy busy, too. Life is great. Will I see you at #blogchat tonight?
- 3:25 pm **tinkhanson:** @amyafrika Well hello :) I see you'll be on #blogchat tonight, I'm looking forward to it.
- 4:02 pm **WriterChanelle:** Hmm....take a nap before #blogchat or go to sleep immediately afterwards...decisions, decisions
- 4:53 pm **MackCollier:** @JoshuaEPorter @amyafrika is going to tell us how to get more sales & leads from our biz blog at #blogchat tonite at 8pm CST
- 4:57 pm **JoshuaEPorter:** Just finished scheduling meetings and events for next week, heading off to play basketball b4 #blogchat 2night!! hosted by @markcollier
- 5:33 pm **MackCollier:** If you're joining us for #blogchat tonite, make sure you follow @amyafrika and sub to her blog/QLOG - <http://is.gd/1NZ3Y>
- 5:33 pm **loisgeller:** If you come to #blogchat tonight 1t 9:00EST..@amyafrika will give us some good ideas on how to get leads from our blogs.
- 5:58 pm **MackCollier:** If you're interested, here's how #blogchat came to be - <http://is.gd/1O0nl>
- 6:01 pm **thebrandbuilder:** RT @MackCollier: If you're interested, here's how #blogchat came to be - <http://is.gd/1O0nl>
- 6:06 pm **tinkhanson:** RT @thebrandbuilder RT @MackCollier: If you're interested, here's how #blogchat came to be - <http://is.gd/1O0nl>
- 6:06 pm **wilsonellis:** RT @loisgeller: If you come to #blogchat tonight 1t 9:00EST..@amyafrika will give us some good ideas on how to get leads from our blogs.
- 6:07 pm **wilsonellis:** RT @thebrandbuilder: RT @MackCollier: If you're interested, here's how #blogchat came to be - <http://is.gd/1O0nl>

6:24 pm **DOGingham:** (for all you #dogchat -ers) RT @MackCollier If you're interested, here's how #blogchat came to be - <http://is.gd/1O0nl>

7:08 pm **BethHarte:** #blogchat tonite at 8pm CST with @MackCollier and @AmyAfrica discussing how to increase leads & sales from your business blog.

7:09 pm **KimWood:** RT @BethHarte: #blogchat tonite at 8pm CST with @MackCollier and @AmyAfrica discussing how to increase leads & sales from your business blog

7:09 pm **YatPundit:** RT @BethHarte: #blogchat tonite at 8pm CST w/@MackCollier and @AmyAfrica discussing how to increase leads & sales from your business blog

7:11 pm **GloriaBell:** RT @BethHarte: #blogchat tonite at 8pm CST with @MackCollier and @AmyAfrica how to increase leads & sales from your business blog

7:14 pm **klandwehr:** waiting for #blogchat to start

7:14 pm **ValerieSimon:** RT @BethHarte #blogchat tonite 8pm CST w/ @MackCollier & @AmyAfrica discuss how to increase leads & sales from your biz blog #smbiz

7:16 pm **MackCollier:** If you are new to #blogchat you can follow it here - <http://is.gd/1O4zp> and here - <http://is.gd/1O4As> or if u use TweetDeck make a new col

7:17 pm **thebrandbuilder:** RT @BethHarte: #blogchat tonite at 8pm CST w. @MackCollier and @AmyAfrica discussing how to increase leads & sales from your business blog.

7:18 pm **LauraMattis:** Wish I could b there! RT @BethHarte: #blogchat tonite 8pm CST w @MackCollier @AmyAfrica discussing increase leads & sales from your biz blog

7:18 pm **HeyPeterman:** RT @BethHarte: #blogchat tonite at 8pm CST w. @MackCollier and @AmyAfrica discussing how to increase leads & sales from your business blog.

7:22 pm **wilsonellis:** RT @MackCollier:If you are new to #blogchat you can follow it here- <http://is.gd/1O4zp> & here - <http://is.gd/1O4As> or use tweetdeck search

7:24 pm **_djh:** So, my big issue is - can I get these images processed before time for #blogchat?

7:25 pm **BethHarte:** Hmm, we are getting a nasty storm here. I hope the electricity stays on for #blogchat. Ugh.

7:27 pm **wilsonellis:** Let's all cross our fingers that the electricity stays on for @BethHarte to participate in #blogchat.

7:28 pm **djwaldow:** Seems to be quite a bit of chatter abt tonight's #blogchat starting in 33 min. Maybe I'll tune in. You should too!

7:30 pm **wilsonellis:** @djwaldow I guarantee #blogchat will be worth your time tonite. @amyafrika might even share email tips.

7:33 pm **MackCollier:** @BethHarte @wilsonellis Yes we need Beth for #blogchat!

7:34 pm **MackCollier:** 25 mins till tonite's #blogchat w @amyafrika telling us how to boost sales and leads from our biz blogs!

7:36 pm **djwaldow:** RT @MackCollier: 25 mins till tonite's #blogchat w @amyafrika telling us how to boost sales/leads from biz blogs! (DJ: No brainer. Get in!)

7:36 pm **stuartfeigley:** RT @MackCollier: 25 mins till tonite's #blogchat w @amyafrika telling us how to boost sales and leads from our biz blogs!

7:37 pm **wilsonellis:** Tick tock! RT @MackCollier: 25 mins till tonite's #blogchat w @amyafrika telling us how to boost sales and leads from our biz blogs!

7:41 pm **zkellyq:** I told my husband I was going to a #blogchat w @amyafrika at 9 EDT tonight. He rolled his eyes and shook his head.Love even endures Twitter

7:41 pm **InterLeafer:** @MackCollier I'm on a plane, they kind of frown on participating in #blogchat, sorry! Next week, dude!

7:41 pm **WriterChanelle:** RT @MackCollier: 25 mins till tonite's #blogchat w @amyafrika telling us how to boost sales and leads from our biz blogs!

7:42 pm **avasiare:** Tuning in to tonights #blogchat in Tweetgrid <http://tweetgrid.com/>

7:48 pm **djwaldow:** Not gonna lie, I'm getting stoked for #blogchat w/ @MackCollier. @wilsonellis tells me I need to talk email w/ @amyafrika

7:49 pm **MackCollier:** RT @avasiare: Tuning in to tonights #blogchat in Tweetgrid <http://tweetgrid.com/>

7:52 pm **avasiare:** @MackCollier The party feature is excellent for following hashtag chats. :) #blogchat

7:53 pm **ad_web:** @MackCollier Are you the host? -- I am new at <http://tweetgrid.com/> #blogchat i

7:54 pm **MackCollier:** @avasiare Can you give me a direct link to how you are following #blogchat w tweetgrid?

7:54 pm **MackCollier:** @ad_web Yes I started #blogchat back in March, glad you're here!

7:55 pm **avasiare:** @MackCollier In Tweetgrid, click on the "Party" link, I've entered hashtag of #blogchat and you as the host.

7:55 pm **djwaldow:** @jakrose you gonna tune in for #blogchat in 5 min?

7:56 pm **ad_web:** @MackCollier Great, I'll join soon ... Thanks #blogchat

7:56 pm **bobbyrettw:** @MackCollier Dropping by for my first time...looking forward to learning something tonight!!! #blogchat

7:57 pm **ad_web:** ok I am in Tweetgrid, hello everyone #blogchat

7:58 pm **dannybrown:** Wondering what goodies will be in #blogchat tonight :)

7:58 pm **tinkhanson:** @MackCollier Hi Mack! Good to see you again :) #blogchat

7:58 pm **Teeg:** #blogchat

7:58 pm **dannybrown:** @KellyTillotson Hey there Kelly, thank you :) #blogchat

7:58 pm **hollga:** About to join #blogchat - it's 9am Monday morning

7:58 pm **Sue_Anne:** Made some dinner, watching Harry Potter and the Order of the Phoenix and getting ready to participate in #blogchat

7:59 pm **zkellyq:** Interesting. I'm checking it out. RT @avasiare: Tuning in to tonights #blogchat in Tweetgrid <http://tweetgrid.com/>

7:59 pm **dannybrown:** @sonnygill @TransitionalTee Yeah, Sonny's King of Disconnect ;-) #blogchat

7:59 pm **tinkhanson:** Brought out the big guns tonight. Loaded up tweetdeck for #blogchat (Tweetie ain't gonna cut it)!

7:59 pm **Teeg:** Getting ready for #blogchat and trying out <http://tweetgrid.com> tonight. :)

7:59 pm **sitesketch101:** @DannyBrown What's blogchat? #blogchat

8:00 pm **stuartfeigley:** Hi all. Back for another. #blogchat

8:00 pm **avasiare:** @zkellyq Think you will like it, it will auto populate the hashtag and give you only the remaining characters to work with! #blogchat

8:00 pm **dannybrown:** @sitesketch101 Hosted by @MackCollier, does exactly what it says on the tin - all good blogging stuff :) #blogchat

8:00 pm **MackCollier:** Wow big audience waiting for #blogchat to start with @amyafrika!

8:00 pm **WriterChanelle:** I will be entering #blogchat for the next hour or so. You *may* not find these tweets interesting. Just a heads up. Lol.

8:01 pm **stuartfeigley:** @tinkhanson Gotta have Tweetdeck to keep up with this. #blogchat

8:01 pm **djwaldow:** @jazzychad looks like lots of folks are using @tweetgrid for tonights #blogchat. Sweet!

8:01 pm **MackCollier:** Paging @amyafrika to the stage, your audience for #blogchat awaits!

8:01 pm **TransitionalTee:** I actually get to participate in #blogchat tonight. A first! Excited -- I've heard great things about @amyafrika. :)

8:01 pm **MackCollier:** @tinkhanson Hi there ;) #blogchat

8:02 pm **CASUDI:** @wilsonellis Hi, let's hope my twitter problem is fixed and I can participate if so inclined :-)#blogchat

8:02 pm **visualrhetor:** Checking out #blogchat via TweetGrid <http://tweetgrid.com/>

8:02 pm **robinskann:** Just got out of Cirque Soleil at Foxwoods. Can't do #blogchat tonight. Leave kids hanging in Casino while tweeting? That'd be a new one.

8:02 pm **tinkhanson:** @bobbyrettw Hi Bobby, I thought you were a #blogchat champ!

8:03 pm **WriterChanelle:** If you do find them interesting, join the chat. :-D Just do a search for #blogchat

8:03 pm **bethggwaz:** I'm excited to join #blogchat tonight for the first time

8:03 pm **mattchevy:** First time getting involved in #blogchat - Hola everyone! Looking forward to some great conversation.

8:04 pm **GLHancock:** Put my stream on twittersnooze.com for the next while or so unless you want to lurk on one side of #blogchat

8:04 pm **amyafrika:** I think the first thing we should discuss (till we get questions) is what the user sees when they look at your website. #blogchat

8:04 pm **loisgeller:** Hi there all #blogchat folks!

8:04 pm **MackCollier:** @amyafrika LOL Ok to start #blogchat what are some of the 'easy' mistakes to correct on our blogs for getting more leads/sales?

8:04 pm **rjleaman:** Just about to fire up TweetChat.com - so as to lurk around #blogchat more efficiently.

8:04 pm **amyafrika:** An average user makes all their decisions based on the first screen (not page) they see. #blogchat

8:05 pm **WriterChanelle:** RT @amyafrika: I think the first thing we should discuss is what the user sees when they look at your website. #blogchat

8:05 pm **dannybrown:** Q1. Have a subscription or newsletter sign-up; too many leave this off. Have options on contact form as well #blogchat

8:05 pm **wilsonellis:** #blogchat @amyafrika What should your visitors see when they first visit your website or blog?

8:05 pm **GLHancock:** IMHO big mistake is not displaying your contact info above the fold. #blogchat

8:05 pm **bobbyrettw:** @tinkhanson this is my first visit...Sunday nights have always been busy. #blogchat

8:05 pm **amyafrika:** So, as the host, you need to figure out what you want the user to do on your site. What's the action you want them to take? #blogchat

8:05 pm **WriterChanelle:** RT @amyafrika: An average user makes all their decisions based on the first screen (not page) they see. #blogchat

8:06 pm **waltyates:** Psyked for my first #blogchat

8:06 pm **visualrhetor:** OK, now modifying Tweetgrid CSS in firebug because I can't stand the UI... #blogchat

8:06 pm **djwaldow:** Agree with @DannyBrown that you need to provide an email sign up - front and center - too many miss this #blogchat

8:06 pm **amyafrika:** @glhancock VERY good point. You need to display your contact info ABOVE THE FOLD (and below it too) SEVERAL times. #blogchat

8:06 pm **dannybrown:** Main action I like visitor to take is read, enjoy, join in the conversation. Subscription is nice too ;-)
#blogchat

8:06 pm **bethggwaz:** RT @amyafrika: you need to figure out what you want the user to do on your site. What's the action you want them to take? #blogchat

8:07 pm **WriterChanelle:** @amyafrika Too many big icons. Text everywhere. Difficult to navigate. #blogchat

8:07 pm **amyafrika:** @djwaldow Yes! A user sees four quads on a website. If you want to collect e-mails. Do it at least 3 quads. #blogchat

8:07 pm **stuartfeigley:** RT @amyafrika: @glhancock VERY good point. You need to display your contact info ABOVE THE FOLD (and below it too) SEVERAL times. #blogchat

8:07 pm **GLHancock:** @amyafrika TY *runs to see if I follow my own advice* #blogchat

8:07 pm **MackCollier:** @amyafrika So we need to have ways for the visitor to contact us on every page? Clearly visible? #blogchat

8:08 pm **bobbyrettw:** @amyafrika Funny jakob nielsen said people did not want to scroll about 8 years ago. blogging has changed scrolling for content ??? #blogchat

8:08 pm **dannybrown:** @djwaldow It's such an easy thing to do as well, with bunch of plug-ins if you don't like coding

#blogchat

- 8:08 pm **unmarketing:** DOn't put all ur eggs into the RSS feed basket. Depending on ur audience, it's ineffective. #blogchat
- 8:08 pm **WriterChanelle:** I didn't have an RSS link for a while. That was a mistake. Lol. #blogchat
- 8:08 pm **flabastida:** @bethggwaz where do you join #blogchat?
- 8:08 pm **mattchevy:** @djwaldow @dannyybrown Agreed RE: Subscription/contact links - Make it obvious for your readers. #blogchat
- 8:08 pm **amyafrika:** @mackcollier Bloggers like to say that users see web sites and blogs differently. They don't. They see views of web sites. #blogchat
- 8:09 pm **PatZapp:** RT @unmarketing: DOn't put all ur eggs into the RSS feed basket. Depending on ur audience, it's ineffective. #blogchat
- 8:09 pm **MackCollier:** @amyafrika So your 'call to action' needs to be in at least 3 of the 4 quads? Is that the rule? #blogchat
- 8:09 pm **dannyybrown:** @mattchevy Exactly. I have a big day-glo RSS and Email Sub as soon as you hit blog, and contact page/sidebar #blogchat
- 8:09 pm **amyafrika:** @mackcollier The limbic system actually perceives blogs to be a bit "riskier" than ecommerce sites. #blogchat
- 8:09 pm **CASUDI:** RT @unmarketing: DOn't put all ur eggs into the RSS feed basket. Depending on ur audience, it's ineffective. #blogchat
- 8:09 pm **unmarketing:** Threaded discussions in the comments increase the shelf life of a post, make sure u reply as the author #blogchat
- 8:10 pm **WriterChanelle:** I know one thing I'm trying to figure out is how to get visitors to stay on the page. Click the links on the page. #blogchat
- 8:10 pm **stephsteb:** Time for #blogchat YAY! To follow the conversation, just click on this hashtag: #blogchat and you're there!
- 8:10 pm **MackCollier:** Shit I can't take #blogchat notes fast enough. MORE PAPER HERE!
- 8:10 pm **bobbyrettew:** @unmarketing YOU GOT THAT RIGHT! #blogchat
- 8:10 pm **amyafrika:** @unmarketing (You are a genius by the way.) Excellent point. I get 1,183 (yes, we count) e-mail sign-ups for every RSS feed. #blogchat
- 8:11 pm **thejordanrules:** @amyafrika is the best way to generate 'leads' through a blog to ask for an e-mail address? or is social networking better? #blogchat
- 8:11 pm **WriterChanelle:** hahaha! RT @MackCollier: Shit I can't take #blogchat notes fast enough. MORE PAPER HERE!
- 8:11 pm **djwaldow:** Q for @amyafrika @MackCollier #blogchat: Always struggle with getting the business blog post 100% "right" - is that a mistake?
- 8:11 pm **HeyPeterman:** @MackCollier I suggest you go back and look at the log afterward, haha. It'll be difficult for you to keep up in real-time. #blogchat
- 8:11 pm **amyafrika:** @WriterChanelle Active user session is difficult to get on blogs UNLESS you tell the user SPECIFICALLY what you want them to do. #blogchat
- 8:11 pm **dannyybrown:** @amyafrika @unmarketing Don't forget to let the readers take center stage once your post is live :) #blogchat
- 8:11 pm **klandwehr:** Already looking at multiple changes I need to do to my blog. #blogchat
- 8:11 pm **WriterChanelle:** RT @unmarketing: Threaded discussions in the comments increase the shelf life of a post, make sure u reply as the author #blogchat
- 8:12 pm **_djh:** Hey guys - as much as I appreciate seeing ways to subscribe - I need to have a reason for doing so first #blogchat
- 8:12 pm **amyafrika:** @mackcollier Your call to action should be in at least 3 of the 4 quads. 4 out of 4 is best, of course. #blogchat
- 8:12 pm **KimWood:** RE net - check out #blogchat for some informative discussion with @MackCollier and @AmyAfrica on

blogs

- 8:12 pm **amyafrika:** @mackcollier And you need to ask the person in lots of different ways. People respond to call to actions differently. #blogchat
- 8:12 pm **WriterChanelle:** @amyafrika How can you tell a user what to do without sounding like you're trying to pitch them, though? #blogchat
- 8:13 pm **Teeg:** @_djh Me too! And a reason to remember to read even after I subscribe. Otherwise they just end up getting trashed. #blogchat
- 8:13 pm **WriterChanelle:** @amyafrika or beg...lol #blogchat
- 8:13 pm **unmarketing:** Huge: RT @_djh: Hey guys - as much as I appreciate seeing ways to subscribe - I need to have a reason for doing so first #blogchat
- 8:13 pm **amyafrika:** @mackcollier So, as a blogger, you could have: poll/survey, free e-mail sign-up, tips sign-up, podcast sign-up, webinar sign-up, #blogchat
- 8:13 pm **willraleigh:** @amyafrika Been reading your site on carts. What's same and different for B2B Lead Forms? #blogchat
- 8:13 pm **dannybrown:** @WriterChanelle Offer everyday problems and some solutions to them - it's "pitching" without the pitch #blogchat
- 8:13 pm **loisgeller:** How do you ask the people to respond...in different ways? #blogchat
- 8:13 pm **djwaldow:** Q for @amyafrika #blogchat: Also struggle with balance of "fun" and "educational" on corp blog. Help!
- 8:14 pm **MackCollier:** @amyafrika So if I want more emails from visitors, have a 'call to action' in at least 3 of 4 quads, in 3 diff ways? Is that best #blogchat
- 8:14 pm **stephsteb:** I would much rather have people "follow" my blog than RSS subscribe. Anyone else or is it just me? What's the difference? #blogchat
- 8:14 pm **prentms:** RT @unmarketing: RT @djh: Hey guys - as much as I appreciate seeing ways to subscribe - I need to have a reason for doing so first #blogchat
- 8:14 pm **HeyPeterman:** @stephsteb Eh? What is the difference? #blogchat
- 8:14 pm **SuccessMan:** RT @unmarketing: RT @_djh: Hey guys - as much as I appreciate seeing ways to subscribe - I need 2 have a reason for doing so first #blogchat
- 8:15 pm **ready2spark:** Doing double duty. Working on a presentation while following #blogchat
- 8:15 pm **Mandy_Vavrinak:** Hi, #blogchat! Finally getting chance to join in again :)
- 8:15 pm **_djh:** @Teeg I don't know about you but I have a lot of RSS feeds I never seem to get to read #blogchat
- 8:15 pm **GLHancock:** @stephsteb if by "follow" you mean visit the web page, I'm with you. They don't see any ads in the feed! #blogchat
- 8:15 pm **WriterChanelle:** @DannyBrown Real life problems? #blogchat
- 8:16 pm **BethHarte:** RT @amyafrika: as a blogger, you could have: poll/survey, free e-mail sign-up, tips sign-up, podcast sign-up, webinar sign-up, #blogchat
- 8:16 pm **stephsteb:** @HeyPeterman Meaning is it better to follow or RSS subscribe? I know if I "follow" someone's blog I am more likely to come back #blogchat
- 8:16 pm **dannybrown:** It depends on what your blog is for. Not everyone is into monetizing. #blogchat
- 8:16 pm **Mandy_Vavrinak:** RT @amyafrika: @mackcollier You could have: poll/survey, free e-mail sign-up, tips sign-up, podcast sign-up, webinar sign-up, #blogchat
- 8:16 pm **WriterChanelle:** True. RT @_djh: Hey guys - as much as I appreciate seeing ways to subscribe - I need to have a reason for doing so first #blogchat
- 8:16 pm **klandwehr:** A lot of people would rather use rss readers to keep up with blogs, they don't have the time to go to each blog separately #blogchat
- 8:16 pm **HeyPeterman:** @stephsteb What do you mean by "follow"? Like, subscribe by e-mail? #blogchat
- 8:16 pm **_djh:** @djwaldow On our corp blog I allow myself much more fun than on our website #blogchat

8:16 pm **dannybrown:** @WriterChanelle Business problems, blogging questions, etc. Relate to the reader with solutions to interest them #blogchat

8:16 pm **MackCollier:** @Mandy_Vavrinak I faved that tweet from @amyafrika ;) #blogchat

8:17 pm **Teeg:** @_djh I definitely do! I use Feedly to try to catch most, but I'm never totally caught up. So I hesitate to add more to the list. #blogchat

8:17 pm **amyafrika:** @willraleigh Lead forms should be one view (no more than 1.5 or break it up and add a temperature bar.) #blogchat

8:17 pm **loisgeller:** Yes, I don't like the idea of "selling at" people. I want them to buy in...of course no one is responding to my nlog Help #blogchat

8:17 pm **WriterChanelle:** RT @Teeg: @_djh Me too! And a reason to remember to read even after I subscribe. Otherwise they just end up getting trashed. #blogchat

8:17 pm **stuartfeigley:** RT @dannybrown: @WriterChanelle Business problems, blogging questions, etc. Relate to the reader with solutions to interest them #blogchat

8:17 pm **WriterChanelle:** RT @DannyBrown: @WriterChanelle Business problems, blogging questions, etc. Relate to the reader with solutions to interest them #blogchat

8:17 pm **GLHancock:** If "follow" means Google follow, I can't have that--custom template, not widgety. #blogchat

8:17 pm **ready2spark:** Hi all, what is the topic - seems like there are a few chats going on. #blogchat

8:17 pm **_djh:** @ready2spark Double duty here too. Processing some IR photos I did for a client yesterday. #blogchat

8:17 pm **unmarketing:** Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat

8:17 pm **hollga:** Following the interesting discussion on business blogs with @amyafrika on #blogchat using Tweetgrid for the first time

8:18 pm **amyafrika:** @willraleigh They should use vertical fields. City, state, zip should be on 3 lines not one so if they screw up, they can fix it. #blogchat

8:18 pm **stephsteb:** @HeyPeterman When you "join" a site or blog (I'm on blogger.com sorry lol) and become a "follower" of that blog. I don't use RSS #blogchat

8:18 pm **thejordanrules:** @unmarketing through one of the search sites? <http://www.whostalkin.com/> or <http://technorati.com/> #blogchat

8:18 pm **gradontripp:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat

8:18 pm **djwaldow:** @_djh i try that approach too, but have to balance the education too, right? education-->interest/credibility-->sale? #blogchat

8:18 pm **WriterChanelle:** @DannyBrown Ahh...I see. Do this even if it strays from the focus of your blog? #blogchat

8:18 pm **ready2spark:** @_djh Good - I don't feel so bad. Hard to do either well though. #blogchat

8:18 pm **JustinSKing:** (I haven't checked my RSS in months): @tferriss talking about how RSS is playing less role in his blog: <http://su.pr/4YYyT6> #blogchat

8:18 pm **smrus:** Agreed. RT @unmarketing: Don't put all ur eggs into the RSS feed basket. Depending on ur audience, it's ineffective. #blogchat

8:18 pm **tinkhanson:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat

8:18 pm **loisgeller:** Mine is a nlog...#blogchat It is a private diary, but no selling, no nothing...maybe I'll get rid of it.

8:18 pm **rickwhittington:** RT @amyafrika: You need to figure out what you want the user to do on your site. What's the action you want them to take? #blogchat

8:18 pm **amyafrika:** @willraleigh They should ONLY ask questions that are relevant to the user. (Meaning ask no more than you have to.) #blogchat

8:19 pm **digitalvision:** Outside of SM/tech content, we find in our data that most people don't use RSS, they still bookmark

#blogchat

- 8:19 pm **Mandy_Vavrinak:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat (true!! Priority)
- 8:19 pm **_djh:** Yes, try and get into the head of your readers RT @dannybrown: @WriterChanelle Relate to the reader with solutions for them #blogchat
- 8:19 pm **tinkhanson:** RT @amyafrika: @mackcollier You could have: poll/survey, free e-mail sign-up, tips sign-up, podcast sign-up, webinar sign-up, #blogchat
- 8:19 pm **dannybrown:** @WriterChanelle Or, look at ways that it can be tied into focus of your blog. There are ways to compare most things :) #blogchat
- 8:19 pm **djwaldow:** Loving #blogchat, but like @MackCollier ... Can't. Keep. Up. (even with @tweetgrid)
- 8:19 pm **stephsteb:** @snowvandemore I will definitely come by, leave you a comment, and become a reader :) #blogchat
- 8:19 pm **steet:** @_djh I've got over 1,000!!! unread posts in my reader right now. #blogchat
- 8:19 pm **amyafrika:** @loisgeller Your content rocks but you don't sell yourself at all. You want \$, you need to ask for the order. #blogchat
- 8:19 pm **WriterChanelle:** RT @amyafrika: So, as a blogger, you could have: poll/survey, free e-mail sign-up, tips sign-up, podcast sign-up, webinar sign-up, #blogchat
- 8:20 pm **PatZapp:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat
- 8:20 pm **dannybrown:** Highlight your readers too. Nothing like a name-check and shout out to show appreciation and build loyalty/community #blogchat
- 8:20 pm **MackCollier:** I know I have this prob w my site, I think too many of us do a poor job of promoting ourselves, this is why leads/sales are hard #blogchat
- 8:20 pm **beverlycornell:** @digitalvision Only about a 1/4 of visitors to my blog come in through RSS. ;-) #blogchat
- 8:21 pm **klandwehr:** I beginning to think that you need multiple methods for people to get your content, everyone is different. #blogchat
- 8:21 pm **avasiare:** @amyafrika Such a fine line between soft sell and good usable content. #blogchat
- 8:21 pm **tinkhanson:** I can't keep up with my Google reader as it is, and I only check a few blogs regularly without prompting - email reminders help! #blogchat
- 8:21 pm **GhadaLancer:** RT @unmarketing Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat
- 8:21 pm **MackCollier:** @amyafrika That is the prob I have (as you know), and many of us do, we don't ask for the order #blogchat
- 8:21 pm **steet:** RT @DannyBrown: Highlight your readers. Nothing like a name-check and shout out to show appreciation and build loyalty/community #blogchat
- 8:21 pm **unmarketing:** @dannybrown I'm starting to see a trend of people overdoing that... dropping 25 names in a post and asking them to retweet #blogchat
- 8:21 pm **mattchevy:** Focus on getting readers engaged/involved, & putting out great content before worrying about subscription numbers #blogchat
- 8:21 pm **_djh:** @steet Good to know I'm not alone. #blogchat
- 8:22 pm **dannybrown:** @unmarketing Then you're reading the wrong bloggers Scott ;-) #blogchat
- 8:22 pm **Mandy_Vavrinak:** RT @DannyBrown: Highlight ur readers too. Nothing like a name-check and shout out to show appreciation and build loyalty/community #blogchat
- 8:22 pm **digitalvision:** Amen, @unmarketing. Be compelling. And @dannybrown that move is smart but is starting to get seriously abused #blogchat
- 8:22 pm **WriterChanelle:** @_djh Ah. Ok. So, think about the ways your audience would use your site, and offer ways to keep up and solutions to problems. #blogchat
- 8:22 pm **dannybrown:** @CASUDI It's one of easiest ways to say thank you, and no-one knows you better than your readers

#blogchat

- 8:22 pm **cynchrys:** Whew! You guys are cruising tonight. I can hardly keep up. Glad I made it for a bit, though. #blogchat
- 8:23 pm **dannybrown:** @digitalvision Don't read these bloggers then that abuse ;-) #blogchat
- 8:23 pm **unmarketing:** @DannyBrown I ain't readin them... they me and say "I wrote about you!" ..and 30 others #blogchat
- 8:23 pm **Mandy_Vavrinak:** @DannyBrown that is a good one... esp if using blog as biz social outreach/channel, makes perfect sense! #blogchat
- 8:23 pm **CASUDI:** @unmarketing Yes, you can overdo those links.....in a post #blogchat
- 8:23 pm **unmarketing:** @avasiare you don't have to sell within the content #blogchat
- 8:23 pm **wilsonellis:** @amyafrika What's the best way for @loisgeller to ask for the order? (It applies to me, too.) #blogchat
- 8:23 pm **amyafrika:** @avasiare I'm not saying that you need to be as aggressive as I am but I do think everyone needs to ask for what they want. #blogchat
- 8:23 pm **ggruber66:** @DannyBrown @unmarketing only can highlight readers if u know who they are. So left to only commenters b/c RSS is anonymous #blogchat
- 8:23 pm **dannybrown:** @unmarketing Hit the UnFollow button dude #blogchat
- 8:23 pm **stephsteb:** Once I was given an award and very flattered so I passed it on. One I gave to wrote a blog post recently slamming awards. Thoughts? #blogchat
- 8:23 pm **tinkhanson:** RT @mattchevy: Focus on getting readers engaged/involved, & putting out great content before worrying about subscription numbers #blogchat
- 8:23 pm **CASUDI:** @dannybrown so right, readers love to highlighted :-) #blogchat
- 8:23 pm **D2KList:** DannyBrown: @unmarketing Hit the UnFollow button dude #blogchat <http://bit.ly/bTJU7>
- 8:24 pm **MackCollier:** I think many of us are good at building community/interactions on our blogs, but not at converting interaction into sales/leads #blogchat
- 8:24 pm **stuartfeigley:** @klandwehr It's all about serving content up to people the way they want to receive it. #blogchat
- 8:24 pm **smrus:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat
- 8:24 pm **digitalvision:** @DannyBrown I try to avoid'em - but the course of a day, there's miscreants LOL #blogchat
- 8:24 pm **amyafrika:** @mackcollier You are a good example of changing the way you do things by being a TEENSY bit more aggressive. How's it working? #blogchat
- 8:24 pm **dannybrown:** @ggruber66 But you can highlight your commenters and email subs, or even non-readers - ppl ur connected to online #blogchat
- 8:24 pm **cynchrys:** @amyafrika My biggest problem. Very good at relationships, not so good at asking for ??? #blogchat
- 8:24 pm **wilsonellis:** @MackCollier I have the same issue, too. I'm great at promoting clients. Me, not so much #blogchat
- 8:24 pm **WriterChanelle:** RT @DannyBrown: @WriterChanelle Or, look at ways it can be tied into focus of your blog. There are ways to compare most things #blogchat
- 8:24 pm **_djh:** @WriterChanelle Yes, I often will write a story about how a client solved a problem, knowing others face the same thing #blogchat
- 8:24 pm **avasiare:** @unmarketing We try not to, but sometimes it just spills over.. :) #blogchat
- 8:24 pm **loisgeller:** Yes, @wilsonellis doesn't ask either...and not sure how you ask when you're selling services. If we were selling a product..#blogchat
- 8:24 pm **unmarketing:** @stephsteb A lot of writing/blog awards out there are either scams or traffic trades. I saw one that handed out 350 awards in 09.. #blogchat
- 8:25 pm **stuartfeigley:** @mattchevy Right on. Focus on the content and let the rest take care of itself. #blogchat
- 8:25 pm **amyafrika:** Some of the best content in the world is lost in blogs with less than 1,000 readers. Even just adding an e-mail sign-up is good. #blogchat

8:25 pm **unmarketing:** @DannyBrown I know how to handle them my man, just throwin an observation out there #blogchat

8:25 pm **bobbyrettew:** @MackCollier that is an excellent point...it is all about finding the right call to action...convert readership to leads -> sales #blogchat

8:25 pm **avasiare:** @amyafrika Good point, if you don't ask for what you want you get nothing. :) #blogchat

8:25 pm **MackCollier:** @amyafrika Am getting more emails and leads by 'asking for the order', by following YOUR suggestions, it seems to be working! #blogchat

8:25 pm **_djh:** @MackCollier and as we discussed before, our blog has little community but does well at leads => #blogchat

8:25 pm **dannybrown:** @digitalvision Damn swines, one and all ;-) #blogchat

8:25 pm **lisamcgrath:** RT @amyafrika: An average user makes all their decisions based on the first screen (not page) they see. #blogchat

8:26 pm **zkellyq:** @amyafrika So your "ask" is on the site itself, not in the blog post? #blogchat

8:26 pm **ad_web:** @unmarketing Interesting, I think it's too bad that some only see the benefit of traffic = money (?) #blogchat

8:26 pm **stephsteb:** @unmarketing Oh, I see! I thought it was an "appreciation" type thing. My face is red, now! Good to know, though, thanks! #blogchat

8:26 pm **loisgeller:** Talking about actual cases on the blog is an interesting idea. #blogchat

8:26 pm **WriterChanelle:** @_djh Oh ok. Do you get your ideas directly from your users? #blogchat

8:26 pm **hollga:** RT @amyafrika: You need to figure out what you want the user to do on your site. What's the action you want them to take? #blogchat

8:26 pm **ggruber66:** @DannyBrown true, but commenters are ~1% of audience. But maybe it gets more people to engage to get highlighted themselves? #blogchat

8:26 pm **dannybrown:** @djwaldow Not if it's genuine #blogchat

8:26 pm **GLHancock:** @amyafrika How do you go from being passive to a teeny bit more aggressive in selling a service (freelance editing for me)? #blogchat

8:27 pm **thejordanrules:** @MackCollier @amyafrika Any thoughts on feeding content to your blog via twitter, Flickr, etc? #blogchat

8:27 pm **MackCollier:** @amyafrika Ok should we bloggers be putting more calls to action directly in the post? Every post? Whats a good freq? #blogchat

8:27 pm **CASUDI:** @amyafrika Email sign-up, so obvious and so forgotten. By me also.#blogchat

8:27 pm **Mandy_Vavrinak:** @MackCollier exactly. U said it better. #blogchat. Must learn to draw the connections for readers in bolder strokes.

8:27 pm **amyafrika:** @zkellyq Good question. It should be at the bottom of your post & several places on your site. #blogchat

8:27 pm **dannybrown:** @ggruber66 I find a lot of the times comments become organic and the community (rightly) takes over #blogchat

8:27 pm **JoLynneValerie:** RT @dannybrown Highlight your readers. Nothing like a name-check and shout out to show appreciation and build loyalty/community #blogchat

8:27 pm **rjleaman:** RT @unmarketing: A lot of writing/blog awards out there are either scams or traffic trades. #blogchat #blogchat

8:27 pm **hollga:** RT @DannyBrown: Highlight your readers. Nothing like a name-check and shout out to show appreciation and build loyalty/community #blogchat

8:27 pm **MackCollier:** @amyafrika has been giving me a TON of help with <http://www.mackcollier.com> this is big reason why I wanted her join #blogchat !

8:27 pm **cynchrys:** @dannybrown Those are the ones I enjoy the most, personally. #blogchat

8:27 pm **hacool:** @ad_web targeted traffic may = money, but blogs have a variety of goals, posts should be aimed at goals AND reader needs. #blogchat

- 8:28 pm **bethggwaz:** RT @MackCollier If you are new to #blogchat you can follow it here - <http://is.gd/1O4zp> or here <http://is.gd/1O4As> or TweetDeck col
- 8:28 pm **DelphineZhu:** RT @unmarketing Threaded discussions in the comments increase the shelf life of a post, make sure u reply as the author #blogchat
- 8:28 pm **bobbyrettew:** @ad_web when your blog is a part of your business marketing strategy = path to cash...it is a necessity to think in those terms #blogchat
- 8:28 pm **CASUDI:** @wilsonellis I actually think you do a very good job of promoting yourself.#blogchat
- 8:28 pm **stuartfeigley:** @MackCollier What do you do with the emails? Email them when you update? Follow up with promotional stuff? #blogchat
- 8:28 pm **amyafrika:** You like yellow & want your site to look like a yield sign. That's fine but bright yellow engages the limbic system in a BAD way. #blogchat
- 8:28 pm **_djh:** @WriterChanelle Some from clients, some from our own guys, some from friends in biz, some from research... #blogchat
- 8:28 pm **MackCollier:** @thejordanrules You mean from those sites to blog? I do that via widgets, helps keep blog 'fresh' inbetween posts #blogchat
- 8:28 pm **dannybrown:** @djwaldow Just don't highlight 'em... ;-) JK. #blogchat
- 8:28 pm **hollga:** RT @mattchevy: Focus on getting readers engaged/involved, & putting out great content before worrying about subscription numbers #blogchat
- 8:29 pm **nikisnotes:** @unmarketing @dannybrown Hey guys! Can u give me a 140 char. piece of advice for a 1st time blogger/most important tip? #blogchat
- 8:29 pm **dannybrown:** @cynchrys Right. The comments on a post usually lift it to a whole other level #blogchat
- 8:29 pm **amyafrika:** @CASUDI @wilsonellis does a fantastic job promoting herself and she does it in a nice way. #blogchat
- 8:29 pm **MackCollier:** @stuartfeigley I have just started getting emails in last week or so since I started asking for them in posts ;) #blogchat
- 8:29 pm **ad_web:** @bobbyrettew I agree, I guess what I mean is when a blog becomes almost like the mass media: overflowing with ads etc. #blogchat
- 8:29 pm **beverlycornell:** Most of my blog visitors are not social media savvy - any tips to encourage more conversation? #blogchat
- 8:29 pm **zkellyq:** @amyafrika Color is critical to getting people to sign up/register? #blogchat
- 8:29 pm **bobbyrettew:** RT @amyafrika: @CASUDI @wilsonellis does a fantastic job promoting herself and she does it in a nice way. #blogchat
- 8:30 pm **dannybrown:** @nikisnotes Be yourself and don't compromise your voice or integrity for anyone. Not everyone will like you but many will :) #blogchat
- 8:30 pm **loisgeller:** @amyafrika pointed out to me this week that I wasn't asking for email addresses on my website. And I'm a dmer! #blogchat
- 8:30 pm **thejordanrules:** @hacool: @ad_web: Is the owness on bloggers to write to their readers, or on the readers to only follow blogs their interested in? #blogchat
- 8:30 pm **djwaldow:** Amazing how few bloggers leverage power of email! #blogchat - oh wait...that's good for me & @blueskyfactory right?
- 8:30 pm **hollga:** RT @amyafrika: Some of the best content in the world is lost in blogs with <1,000 readers. Adding an e-mail sign-up is good. #blogchat
- 8:30 pm **mattchevy:** @dannybrown Probably the best thing that can come out of a blog post. Interactive discussion amongst readers. #blogchat
- 8:30 pm **hacool:** @nikisnotes I'd say the most important thing for a blogger is to write for one's readers. Serve their needs & expectations. #blogchat
- 8:30 pm **dannybrown:** @beverlycornell Open-ended blog posts. Ask questions of your readers to give their takes #blogchat

8:30 pm **JoLynneValerie:** @ggruber66 I agree that a great number of folks who visit a blog, do not comment. Love to identify a way to increase comments. #blogchat

8:30 pm **wilsonellis:** @CASUDI Thank you, Caroline. I would like to see more conversions. I work hard at balancing content & sales. #blogchat

8:30 pm **ad_web:** @KellyOlexa It's #blogchat time!

8:30 pm **unmarketing:** @nikisnotes take a stand, write with a passion, generate/encourage discussion #blogchat

8:31 pm **cynchrys:** @dannybrown Freshman yr I did a speech on this quote "Please all and you please none!" Never forgot that. Simple truth! #blogchat

8:31 pm **dannybrown:** @mattchevy Definitely. And there's nothing better than a commenter making you think twice about your own post :) #blogchat

8:31 pm **Mandy_Vavrinak:** @amyafrika @mackcollier when starting, do you need to have all the details set? I am not a WordPress queen. #blogchat

8:31 pm **WriterChanelle:** I've started using Google Reader to keep up with blogs now. #blogchat

8:31 pm **bobbyrettew:** @ad_web that is an excellent point! balance between ads on blog and using call to action within the blog...thanks for the point! #blogchat

8:31 pm **amyafrika:** Another point from a user perspective. Users see things in pictures, not in text. You need visuals on your blog. #blogchat

8:31 pm **WillEgan:** @amyafrika And it's (email subscriptions) free, get on to things like feedburner etc and Google Analytics will help you manage it #blogchat

8:31 pm **unmarketing:** @JoLynneValerie A good way to increase comments is ask for them at the end of ur post, with a pointed question #blogchat

8:31 pm **avasiare:** RT @unmarketing: @nikisnotes take a stand, write with a passion, generate/encourage discussion (good stuff!) #blogchat

8:31 pm **stephsteb:** True! RT @dannybrown Be yourself and don't compromise your voice or integrity for anyone. Not every1 will like u but many will :) #blogchat

8:31 pm **MackCollier:** I think we also forget that not everyone is comfortable commenting publicly, may rather shoot you an email #blogchat

8:31 pm **thejordanrules:** @MackCollier Smart... is the idea to feed in content that mentions your blog or content that you contribute to other sites? #blogchat

8:31 pm **cynchrys:** @dannybrown Doesn't that kind of depend on the purpose of your blog, though? #blogchat

8:31 pm **hacool:** @thejordanrules I'd think it's a bit of each. Establish an editorial policy & write for your target audience, but evolve w/them #blogchat

8:32 pm **Mandy_Vavrinak:** RT @unmarketing: @nikisnotes take a stand, write with a passion, generate/encourage discussion #blogchat (most important things)

8:32 pm **stuartfeigley:** @MackCollier Do they email you about speaking gigs? To share their thoughts? Both? Neither? #blogchat

8:32 pm **amyafrika:** @arrezoo After the second page, the user will only look down the middle column. #blogchat

8:32 pm **JoLynneValerie:** RT @hacool I'd say the most important thing for a blogger is to write for one's readers. <-Yes - serve reader interests. #blogchat

8:32 pm **klandwehr:** RT @MackCollier: I think we also forget that not everyone is comfortable commenting publicly, may rather shoot you an email #blogchat

8:32 pm **bobbyrettew:** @amyafrika thoughts about using complimentary video with written content within posts. engaging w/ written content & video content #blogchat

8:32 pm **Sue_Anne:** @dannybrown Overdoing shout outs on blogs is like people who send lists of 50-60 people on "follow friday" #blogchat

8:32 pm **MackCollier:** @stuartfeigley So far it's mainly commenting on the post I wrote. #blogchat

8:32 pm **loisgeller:** I wish comments would show on the site, and that you wouldn't have to click through #blogchat

8:32 pm **wilsonellis:** @djwaldow All of my conversions come from my email newsletter or other sources. No direct sales from blog, only subscriptions. #blogchat

8:32 pm **dannybrown:** @nikisnotes Also, Niki, write for yourself first and foremost. Write what YOU want to read each time #blogchat

8:32 pm **unmarketing:** @MackCollier yep, same as some ppl rather send a DM on twitter about something #blogchat

8:32 pm **beverlycornell:** @DannyBrown I do ask questions but rarely get responses. Is there a trick to asking the "right" questions? #blogchat

8:32 pm **hacool:** RT @dannybrown: @beverlycornell Open-ended blog posts. Ask questions of your readers - give them a reason to react #blogchat

8:32 pm **cynchrys:** @Sue_Anne I second that!! #blogchat

8:32 pm **ad_web:** @bobbyrettew I remember the first days of blogging that was thought as an escape from mass media, yet as you say, balance is key #blogchat

8:33 pm **CASUDI:** RIGHT RT @MackCollier: I think we also forget that not everyone is comfortable commenting publicly, may rather shoot you an email #blogchat

8:33 pm **HeyPeterman:** @hacool @jolynnevalerie Bloggers should also write about topics that they're interested in, though. Otherwise it becomes a job. #blogchat

8:33 pm **MackCollier:** @thejordanrules I feed in Friendfeed, BackType (comments left elsewhere), Delicious links and Twitter #blogchat

8:33 pm **_djh:** @MackCollier Yes, we get a lot more emails (and phone calls) than comments on blog #blogchat

8:33 pm **unmarketing:** @loisgeller what site are you talking about? #blogchat

8:33 pm **amyafrika:** @WillEgan Yes, all good points. Huge fan of analytics. If you're not looking at yours, you may as well not have a blog. #blogchat

8:33 pm **stephsteb:** Also true! RT @unmarketing: take a stand, write with a passion, generate/encourage discussion #blogchat

8:33 pm **JoLynneValerie:** @Sue_Anne Personally, I support the idea of shout-outs in a blog, only as a kind of head-nod to regular, uber supportive readers. #blogchat

8:33 pm **dannybrown:** @cynchrys It can d - obv. if it's just sales pitch blog then it usually isn't as personal as your "voice" would be #blogchat

8:33 pm **bobbyrettew:** @ad_web YES #blogchat

8:33 pm **Mandy_Vavrinak:** @MackCollier I think I can at least fix that (add e-mail to blog!) #blogchat filing under -duh- should have figured that one out on my own!

8:33 pm **stuartfeigley:** RT @hacool: @nikisnotes The most important thing for a blogger is to write for one's readers. Serve their needs & expectations. #blogchat

8:33 pm **tinkhanson:** Great point - I'm extremely visual. RT @amyafrika: Users see things in pictures, not in text. You need visuals on your blog. #blogchat

8:34 pm **WriterChanelle:** RT @dannybrown: Highlight your readers. Nothing like a name-check and shout out to show appreciation and build loyalty/community #blogchat

8:34 pm **ad_web:** RT @stephsteb: Also true! RT @unmarketing: take a stand, write with a passion, generate/encourage discussion #blogchat

8:34 pm **beverlycornell:** @amyafrika What do you consider to be the most important metric? #blogchat

8:34 pm **dannybrown:** @nikisnotes Right. It's all about living with what you wrote - is it what you believe? That's all that matters #blogchat

8:34 pm **nikisnotes:** @dannybrown Thanks! So just trust ur gut & go w/ the word flow because it's about authenticity=connecting. I think I'm getting it #blogchat

8:34 pm **visualrhetor:** RT @Sue_Anne: @dannybrown Overdoing shout outs on blogs is like people who send lists of 50-60 people on "follow friday" #blogchat

8:34 pm **MackCollier:** @amyafrika Ok now or later, can you review some of the key metrics we should be tracking? #blogchat

8:34 pm **mattchevy:** @beverlycornell Be opinionated but leave the topic open for discussion, close with a few questions for your readers to consider. #blogchat

8:34 pm **Turkish_Tornado:** RT @amyafrika: Another point from a user perspective. Users see things in pictures, not in text. You need visuals on your blog. #blogchat

8:34 pm **bobbyrettew:** @ad_web especially if you are balancing editorial content and using the blog to "sell services"???? thoughts? #blogchat

8:34 pm **klandwehr:** Analytics are great, but they can be a little depressing for new bloggers, it takes time to build an audience #blogchat

8:34 pm **amyafrika:** @bobbyrettew I am a huge fan of video, especially on blogs. Statistically, it captures an entirely different reader. #blogchat

8:34 pm **dannybrown:** @beverlycornell Maybe offer choices? Having just one question or choice narrows options to reply? #blogchat

8:34 pm **CASUDI:** @wilsonellis I have found my blog is a reinforcement.. rather than a sales pitch :-) #blogchat (sorry forgot the #)

8:35 pm **hacool:** @HeyPeterman very true, if you don't choose a blog topic that enthralls you, you're not likely to enjoy writing about it. #blogchat

8:35 pm **CASUDI:** @JoLynneValerie dont get bogged down w comments, almost all mine come via direct email + phone. My clients are very private. #blogchat

8:35 pm **Mandy_Vavrinak:** @amyafrika See lots of pictures from stock houses or Flickr... Are bloggers paying for images, or using under creative commons? #blogchat

8:35 pm **WriterChanelle:** Me. RT @MackCollier: many of us are good at building community/interactions, but not at converting interaction into sales/leads #blogchat

8:35 pm **dannybrown:** @visualrhetor @Sue_Anne Which is why you don't do it - highlight truthfully and with meaning #blogchat

8:35 pm **MackCollier:** @_djh See I think the emails and phone calls are MUCH better for generating biz than comments. Comments are indirect IMO #blogchat

8:35 pm **kdpaine:** RT @amyafrika: Another point from a user perspective. Users see things in pictures, not in text. You need visuals on your blog. #blogchat

8:35 pm **JoLynneValerie:** @HeyPeterman For some of us, it is a job. I blog specifically on the areas of my expertise, what readers in my genre want/expect. #blogchat

8:35 pm **unmarketing:** @amyafrika @bobbyrettew yep, video FTW!! My new one is mostly vid based #blogchat

8:36 pm **stuartfeigley:** @WriterChanelle Do you like Google Reader? #blogchat

8:36 pm **JeremiahDaly:** RT @tinkhanson: @amyafrika: Great point - Users see things in pictures, not in text. You need visuals on your blog. #blogchat

8:36 pm **amyafrika:** @mackcollier Drills would be one of the first. If you can't calculate drills, use page views. (Drills = # of actions user takes.) #blogchat

8:36 pm **CASUDI:** @amyafrika Video has to be good or for me ORits a major negative... #blogchat

8:36 pm **WriterChanelle:** It does what it's supposed to do. Lol. And, it's organized. RT @stuartfeigley: @WriterChanelle Do you like Google Reader? #blogchat

8:36 pm **dannybrown:** @MackCollier @_djh I think comments can generate biz. Ppl ask for solutions in comments and you can follow-up directly #blogchat

8:36 pm **JoLynneValerie:** RT @unmarketing: take a stand, write with a passion, generate/encourage discussion<-- absolutely; blogging about nothing is past. #blogchat

8:36 pm **bobbyrettew:** @amyafrika is it a tough balance engage the audience for the length of the video and then get them to read the content, thoughts? #blogchat

8:36 pm **smrus:** If topic doesn't grab me, I scan. Pics R 2nd chance. RT @amyafrika: Users C things in pics, not in text. U need visuals on ur blog #blogchat

8:36 pm **Mandy_Vavrinak:** @klandwehr amen! Mine is new, and it is depressing. #blogchat

8:36 pm **tinkhanson:** RT @mattchevy @beverlycornell Have opinion but leave topic open 4 disc, close with a few questions 4 your readers 2 consider #blogchat

8:36 pm **4byoung:** RT @MackCollier: I think we also forget that not everyone is comfortable commenting publicly, may rather shoot you an email #blogchat

8:37 pm **bobbyrettew:** RT @amyafrika: @bobbyrettew I am a huge fan of video, especially on blogs. Statistically, it captures entirely different reader. #blogchat

8:37 pm **bobbyrettew:** RT @unmarketing: @amyafrika @bobbyrettew yep, video FTW!! My new one is mostly vid based #blogchat

8:37 pm **amyafrika:** @mackcollier You also need to look at feedback. This is conversion to whatever you are measuring (several things.) #blogchat

8:37 pm **_djh:** @amyafrika Yes, video is great for blogs. We have a couple just about ready to post - just using the Flip thingy #blogchat

8:37 pm **MackCollier:** @dannybrown Good point, but I think many of us (hand up) need to be more aggressive in promoting & answer directly #blogchat

8:37 pm **JoLynneValerie:** Incidentally, this #blogchat thing is doing wonders for my multi-tasking abilities, development of ADHD. KIDDING. :)

8:37 pm **dannybrown:** @nikisnotes Anytime m'dear, hope you're good :) #blogchat

8:37 pm **ad_web:** @bobbyrettew I think that with editorial content it gets tricky, people like to be in a more relaxed environment #blogchat

8:37 pm **hacool:** @visualrhetor true, shout-outs of readers/commenters work best if they are relevant to the content and support the message #blogchat

8:37 pm **kdpaine:** @pamweeksquilts you should be following the conversation on #blogchat tonight. it picks up on our conversation at dinner.

8:37 pm **loisgeller:** Need a good social media strategy. Invite people from Twitter to Facebook to Blog. Can't get email addresses on Wordpress? #blogchat

8:38 pm **WriterChanelle:** Someone asked me a while back what they could do to help me. I was stumped. Umm...visit my blog..lol #blogchat

8:38 pm **amyafrika:** @bobbyrettew The key to online video is to keep it between 2-4 minutes with call-to-actions at beginning & end. #blogchat

8:38 pm **rickwhittington:** RT @amyafrika: An average user makes all their decisions based on the first screen (not page) they see. #blogchat

8:38 pm **dannybrown:** @MackCollier Agreed. I started doing this cpl mths ago, following up with personalized approach, led to 2 new clients #blogchat

8:38 pm **WriterChanelle:** Went to their blog and came up with several ways I could help them. #blogchat

8:38 pm **thejordanrules:** @CASUDI: you do any type of online responses to E-mail/ Phone comments? Found that comments & questions are shared amongst readers #blogchat

8:38 pm **Mandy_Vavrinak:** @bobbyrettew @amyafrika maybe it's because I'm also a writer, but I don't usually watch video in a blog. But I'm not my audience! #blogchat

8:38 pm **BethHarte:** @dannybrown @MackCollier Agreed! There is NOT enough self-promotion...just wrote a post about that. #blogchat

8:38 pm **klandwehr:** @Mandy_Vavrinak #blogchat I think a lot of people quit blogging because their #'s depress them so much, its easy to get caught up in them

8:39 pm **stuartfeigley:** @loisgeller Just bookmarked your blog. Look forward to reading it. #blogchat

8:39 pm **dannybrown:** I think it's good to mix up - video, text, image-led posts, see what gets most response and tailor a bit more #blogchat

8:39 pm **_djh:** @MackCollier Yes, I'll take the guy that calls and talks everytime =) #blogchat

8:39 pm **amyafrika:** @CASUDI Video typically captures a different user. That's what YouTube is the second largest search engine. #blogchat

8:39 pm **loisgeller:** The video that I'm seeing on blogs and those "selling followers" things are terrible. #blogchat

8:39 pm **rickwhittington:** RT @amyafrika: The key to online video is to keep it between 2-4 minutes with call-to-actions at beginning & end. #blogchat

8:39 pm **kellymullaney:** @JoLynneValerie LOL! True. Today's topic is so hot it's hard to keep up with all the posts #blogchat

8:40 pm **bobbyrettew:** @unmarketing @amyafrika thoughts on balancing u talking via video or creating other vid content - talking head works only so long? #blogchat

8:40 pm **ad_web:** RT @rickwhittington: RT @amyafrika: An average user makes all their decisions based on the first screen (not page) they see. #blogchat

8:40 pm **dannybrown:** @BethHarte @MackCollier I think the problem can be that often we say "Don't be that guy" but sometimes u nd to b slightly ;-) #blogchat

8:40 pm **ConversationAge:** @BethHarte @dannybrown @MackCollier read my posts and comment! They'll give you useful tips and content #blogchat :D

8:40 pm **bobbyrettew:** RT @amyafrika: @bobbyrettew The key to online video is to keep it between 2-4 minutes with call-to-actions at beginning & end. #blogchat

8:40 pm **JoLynneValerie:** I will also say that for me, I don't think I've been aggressive enough when it comes to marketing my book, in my blogs; soft-sell. #blogchat

8:40 pm **whostalkin:** @thejordanrules Hey man! Thanks for talkin about WhosTalkin!! #blogchat

8:40 pm **amyafrika:** @dannybrown I agree that a mix-up is best because everyone responds differently. @chrisbrogan does the mix-up well. #blogchat

8:40 pm **Mandy_Vavrinak:** RT @wilsonellis: @Mandy_Vavrinak You'll never have all the details set. Your blog/website requires continous improvement. #blogchat (true!)

8:40 pm **digitalvision:** Be careful, many co's & orgs outright block all video. Ran into that issue for biz blog. Have transcript. #blogchat

8:40 pm **loisgeller:** I wonder about those "ask for the order" videos. Sound hucksterish? #blogchat

8:40 pm **MackCollier:** @amyafrika So should a prime objective be to move communication from on blog to email? At least with potential customers? #blogchat

8:40 pm **tinkhanson:** Not all devices can view flash... so if using video remember to post a link to non-flash viewer (youtube or quicktime for iphone) #blogchat

8:40 pm **klandwehr:** If you do use video on your blog, make sure it doesn't start automatically when you go to the page, that a real turn off. #blogchat

8:41 pm **hacool:** @klandwehr that's a good point, but numbers can vary by niche. One can make an impact with a small but loyal readership #blogchat

8:41 pm **CASUDI:** @thejordanrules Sometimes w permission I do post an email, however often I get a very personal response not appropriate to post.#blogchat

8:41 pm **WriterChanelle:** and write a post to generate traffic for them? #blogchat

8:41 pm **Mandy_Vavrinak:** @klandwehr I've decided not to look at the numbers for awhile. Just concentrate on the content & trying to let ppl know it's live. #blogchat

8:41 pm **dannybrown:** @ConversationAge Was that a pitch? ;-) #blogchat

8:41 pm **amyafrika:** When you look at getting actions on a blog, think BUTTONS, not just links. Buttons are graphical. Links are not. #blogchat

8:41 pm **JoLynneValerie:** @CASUDI I have noticed that too - many more comments privately versus via public forum. Frankly though, that is more work. #blogchat

8:41 pm **ad_web:** @MackCollier and then from email to <http://www.posterous.com/> #blogchat

8:41 pm **beverlycornell:** @tinkhanson Amen - I have an iPhone and nothing is more frustrating than not being able to view the video. #blogchat

8:41 pm **BethHarte:** @ConversationAge Was that self-promotion?? LOL! ;-) I loved your PR 2.0/Zappos post, will comment tomorrow. Promise! #blogchat

8:42 pm **CASUDI:** RT @MackCollier: @amyafrika So should a prime objective be to move communication from on blog to email?..with potential customers? #blogchat

8:42 pm **hollga:** RT@amyafrika: @bobbyrettew I am a huge fan of video, especially on blogs. Statistically, it captures entirely different reader. #blogchat

8:42 pm **unmarketing:** @bobbyrettew @amyafrika compelling content is compelling content, less focus on word count or vid length #blogchat

8:42 pm **amyafrika:** Another tip is to remember that embedded commands work. Click Here Now gets more clicks than just Click Here. #blogchat

8:42 pm **juliebonnheath:** RT: @klandwehr If u do use video on blog, make sure it doesn't start auto when you go to pg, that a real turn off. #blogchat (AGREE)

8:42 pm **bobbyrettew:** RT @unmarketing: @bobbyrettew @amyafrika compelling content is compelling content, less focus on word count or vid length #blogchat

8:42 pm **stephsteb:** @WriterChanelle I ALWAYS visit the sites of my commenters (unless they're just outright spammy)! It just seems like good manners. #blogchat

8:42 pm **unmarketing:** @amyafrika thanks :-)) It's what happens when the brand is yourself, hard to screw it up :) #blogchat

8:42 pm **wilsonellis:** The problem w/tactics that work is they work for shucksters, too.It is hard to be promotional w/o looking like THEM. #blogchat

8:42 pm **dannybrown:** @ad_web @MackCollier Posterous is cool, I like to use that for little soundbites. :) #blogchat

8:43 pm **rickwhittington:** RT @amyafrika: When you look at getting actions on a blog, think BUTTONS, not just links. Buttons are graphical. Links are not. #blogchat

8:43 pm **ad_web:** RT @amyafrika: Another tip is to remember that embedded commands work. Click Here Now gets more clicks than just Click Here. #blogchat

8:43 pm **WriterChanelle:** RT @amyafrika: Another tip is to remember that embedded commands work. Click Here Now gets more clicks than just Click Here. #blogchat

8:43 pm **MackCollier:** @amyafrika Here is @unmarketing's blog - #blogchat <http://is.gd/1O9vm>

8:43 pm **kellymullaney:** RT @amyafrika: When you look at getting actions on a blog, think BUTTONS, not just links. Buttons are graphical. Links are not #blogchat

8:43 pm **Mandy_Vavrinak:** @tinkhanson #blogchat thank u for saying that!! So frustrating on my iPhone sometimes!

8:43 pm **JoLynneValerie:** @DavidOlinger It is different, by far. I write a column and regularly contribute to online/print journals --->deadlines. #Blogchat

8:43 pm **kdpaine:** RT @amyafrika: Another tip is to remember that embedded commands work. Click Here Now gets more clicks than just Click Here. #blogchat

8:43 pm **thejordanrules:** @whostalkin your site is a pretty decent way to keep an eye on what people are saying about you (and your blog) #blogchat

8:43 pm **amyafrika:** Nice comments on the video -- do NOT auto-start it with the sound on. Make sure the user engages to activate. #blogchat

8:43 pm **kdpaine:** RT @unmarketing: @bobbyrettew @amyafrika compelling content is compelling content, less focus on word count or vid length #blogchat

8:43 pm **hollga:** RT @amyafrika: @bobbyrettew The key to online video is to keep it between 2-4 minutes with call-to-actions at beginning & end. #blogchat

8:43 pm **unmarketing:** RT @digitalvision: Be careful, many co's & orgs outright block all video. Ran into that issue for biz blog. Have transcript. #blogchat

8:43 pm **CASUDI:** @JoLynneValerie More work ,but can be very rewarding in relationship building with clients, in long term it is less! #blogchat

8:43 pm **JoshuaEPorter:** Hello to all #blogchat

8:43 pm **JDEbberly:** HELLO, Blogchat!! :) :) #Blogchat

8:44 pm **bethggwaz:** RT @amyafrika: When you look at getting actions on a blog, think BUTTONS, not just links. Buttons are graphical. Links are not. #blogchat

8:44 pm **kdpaine:** RT @amyafrika: When you look at getting actions on a blog, think BUTTONS, not just links. Buttons are graphical. Links are not. #blogchat

8:44 pm **digitalvision:** @tinkhanson YouTube made itself much more valuable w iPhone integration. #blogchat

8:44 pm **WriterChanelle:** @stephsteb Have you seen any value in their posts for your site? #blogchat

8:44 pm **amyafrika:** @bobbyrettew Compelling content is compelling content but what's compelling to you may not be compelling to me. #blogchat

8:44 pm **JoLynneValerie:** @unmarketing Absolutely. RT: A good way to increase comments is ask for them at the end of ur post, with a pointed question #blogchat

8:44 pm **nikisnotes:** If your looking 4 a place 2 upload a video 4 your blog--Vzaar=awesome customer service. I skyped w/ a rep today. #blogchat

8:44 pm **bobbyrettew:** @unmarketing i totally agree....sometimes we worry to much about efficiency vs. quality (atleast i do!) #blogchat

8:44 pm **ad_web:** @dannybrown I agree, besides it's a great tool to talk people into blogging given the fact that most people use email #blogchat

8:44 pm **bobbyrettew:** RT @amyafrika: @bobbyrettew Compelling content is compelling content but what's compelling to you may not be compelling to me. #blogchat

8:44 pm **JDEbberly:** OH WOW!!! I AM NOW SHOWING UP ON CHAT!!! WOOT!! WOOT!! #Blogchat

8:44 pm **avasiare:** @amyafrika We've used both video's and pictures and rarely get comments. Maybe our content sucks, but still its our passion! #blogchat

8:45 pm **_djh:** @ad_web I guess I'm not with the program. If something says Click Here Now, I'm 99.9% certain to not click ever =) #blogchat

8:45 pm **walshmuse:** @amyafrika , one would think that ppl who sign up for email updates to the blog are more interested in ur product, but followup? #blogchat

8:45 pm **kdpaine:** @loisgeller #blogchat does it really matter what it sounds like? doesn't it matter more that it sells?

8:45 pm **MackCollier:** @ad_web @DannyBrown #blogchat why would you move an email exchange with a lead to Posterous?

8:45 pm **amyafrika:** @mackcollier What's the link of your the whole Content is King thing is BS? #blogchat

8:45 pm **dannybrown:** @unmarketing @bobbyrettew @amyafrika I think brevity does count with content. If long post, break with bullets and headers #blogchat

8:45 pm **Mandy_Vavrinak:** @amyafrika @unmarketing and please, give me a synopsis, a reason to choose to click & view. #blogchat

8:45 pm **JoLynneValerie:** @CASUDI True enough. Also, I get fabulous questions for my newsletters that way, too. Following you now. :) #blogchat

8:45 pm **hacool:** RT @amyafrika: Click Here Now gets more clicks than just Click Here. - using, of course, keywords not literally "click here" #blogchat

8:45 pm **mattchevy:** When incorporating video/audio in blogs - keep it short (under 5 minutes) to keep your reader's attention. #blogchat

8:45 pm **JDEbberly:** This is the first time I have been able to get on chat since JUNE 10 !!! #Blogchat

8:45 pm **dannybrown:** @ad_web Exactly, had a few CEO's take it up after showing them email option :) #blogchat

8:45 pm **ConversationAge:** @BethHarte @DannyBrown absolutely! I have killer content there waiting for your wonderful insights and skill #blogchat

8:45 pm **wilsonellis:** @JDEbberly You have a lot of catching up to do. #blogchat

8:45 pm **CASUDI:** @wilsonellis I think when people see your content, NO way to confuse you with a Shuckster #Blogchat If they do, not for you!

8:45 pm **amyafrika:** @walmshuse I thought that before I started blogging & looking at other's results. It's really just a different user. #blogchat

8:46 pm **unmarketing:** @amyafrika if something is compelling to me, but not the reader, then they're not my market (and need their head checked ;-)) #blogchat

8:46 pm **hollga:** RT @amyafrika: Embedded commands work. Click Here Now gets more clicks than just Click Here. #blogchat (so simple, love it)

8:46 pm **bobbyrettew:** RT @DannyBrown: brevity does count with content. If long post, break w/ bullets & headers #blogchat

8:46 pm **dannybrown:** @MackCollier I don't use Posterous as a blog, I use it for when blogging's too much and twitter's too little :) #blogchat

8:46 pm **WriterChanelle:** RT @amyafrika: Another point from a user perspective. Users see things in pictures, not in text. You need visuals on your blog. #blogchat

8:46 pm **tinkhanson:** I would think shorter! RT @mattchevy: When using video/audio in blogs - keep it short (under 5 mins) to keep readers' attention. #blogchat

8:46 pm **JDEbberly:** Alright folks! I apologize for way more Tweets than is usual for me, while I enter Blogchat thru 11pm #Blogchat

8:46 pm **unmarketing:** @DannyBrown brevity on the eyes, but not on content. #blogchat

8:46 pm **beverlycornell:** @amyafrika & @bobbyrettew Important to be compelling about your topic for your target audience. Are you passionate? #blogchat

8:46 pm **ad_web:** @_djh That's a good point, more and more people are being aware that the click here now may mean: SPAM (?) #blogchat

8:46 pm **dannybrown:** @ConversationAge Then consider it on the list of Monday to-do's :o) #blogchat

8:46 pm **amyafrika:** Some people like e-mails. Some people like RSS. When I write a post, I get no comments & 100's of e-mail replies. #blogchat

8:46 pm **jakrose:** @djwaldow definitely following #blogchat. Great convo. Can't comment too much with my laptop being dead

8:46 pm **JoLynneValerie:** @mattchevy This is something I'll begin incorporating, soon. I think it's a fabulous idea, incorporated video once, last summer. #blogchat

8:46 pm **klandwehr:** @mattchevy This is very true, if the video is longer, then make it downloadable. #blogchat

8:47 pm **stephsteb:** @WriterChanelle I have received traffic from it. Also, I enjoy the discussion and have found great blogs that way. #blogchat

8:47 pm **JoshuaEPorter:** RT @amyafrika: Another point from a user perspective. Users see things in pictures, not in text. You need visuals on your blog. #blogchat

8:47 pm **trainingfactor:** RT @tinkhanson: I would think shorter! RT @mattchevy: When using video/audio in blogs - keep it short (under 5 mins) to keep reade #blogchat

8:47 pm **BethHarte:** @_djh LOL! I was thinking the same thing... I don't do well with directives on a website. ;-) #blogchat

8:47 pm **amyafrika:** Just because you like or don't like something that doesn't mean that your user/reader has the same feelings. #blogchat

8:47 pm **MackCollier:** @amyafrika #blogchat Here's the link to the 'content is king is total bullshit' post - <http://is.gd/1O9S8>

8:47 pm **CASUDI:** @ConversationAge Is the master of Killer content! #blogchat

8:47 pm **wilsonellis:** @CASUDI I still worry about it. But, TY, I'll worry less now. #blogchat

8:47 pm **JoLynneValerie:** @mattchevy I do, however, religiously illustrate my blogs. Throw-back to my mag publishing days. #blogchat

8:47 pm **hacool:** @_djh of course not. "Click here" is bad for accessibility, but you can use keywords with an imperative. "Read about x now." #blogchat

8:47 pm **trainingfactor:** video does work to engage viewers #blogchat

8:47 pm **dannybrown:** @unmarketing Right - long posts (no matter how killer the content) put many readers off if it looks

daunting #blogchat

- 8:47 pm **loisgeller:** Spoke at a conference last week and people said they read my blogs, but no comments or inquiries for business #blogchat
- 8:47 pm **MackCollier:** RT @amyafrika: Just because you like or don't like something that doesn't mean that your user/reader has the same feelings. #blogchat
- 8:47 pm **stuartfeigley:** RT @MackCollier: @amyafrika Here is @unmarketing's blog - #blogchat <http://is.gd/1O9vm>
- 8:47 pm **JDEbberly:** @wilsonellis I sure do, wilson! :) #Blogchat
- 8:48 pm **dannybrown:** @bonnie67 Not bad, thx - you? #blogchat
- 8:48 pm **JDEbberly:** @_djh I'm fine, _djh! How are you doing? #Blogchat
- 8:48 pm **ellenweber:** RT @unmarketing: @DannyBrown brevity on the eyes, but not on content. #blogchat How goes Scott?
- 8:48 pm **ConversationAge:** @DannyBrown @BethHarte awesome. Looking forward to your smart additions #blogchat
- 8:48 pm **BethHarte:** @amyafrika Amazing that you get that many email replies. I have yet to have anyone email me a response, it's all in the comments. #blogchat
- 8:48 pm **dannybrown:** @gracecic Hola :) Been taking some time out lately to recharge, back in swing now :) How's you? #blogchat
- 8:48 pm **stuartfeigley:** RT @thejordanrules: @whostalkin your site is a pretty decent way to keep an eye on what people are saying about you (and blog) #blogchat
- 8:48 pm **WriterChanelle:** Speaking of feeding in content...how do you find people who are linking to your blog if it doesn't show up as an incoming link? #blogchat
- 8:48 pm **JoLynneValerie:** @trainingfactor Re: short videos, I agree, absolutely. We are producing a book trailer now and my PR gal says 120 seconds, tops. #blogchat
- 8:48 pm **ad_web:** @MackCollier If you have a 5000 emails list, your linkage on search engines wont get better ranking, blogging will #blogchat
- 8:49 pm **loisgeller:** RT @amyafrika: Just because you like or don't like something that doesn't mean that your user/reader has the same feelings. #blogchat
- 8:49 pm **smrus:** Great reminder! RT @amyafrika: The key 2 online video: keep it betwn 2-4 mins w/ call-2-action at beginning & end #blogchat
- 8:49 pm **CASUDI:** @mattchevy Ref. long videos, I'd like to see a transcript as I can read faster then I can view. #blogchat so I can choose view or read.
- 8:49 pm **dannybrown:** @WriterChanelle Try BackType (<http://backtype.com>) or Social Mention (<http://socialmention.com>) #blogchat
- 8:49 pm **thejordanrules:** @DannyBrown think there's value in providing alternative methods of com. after you finally get an e-mail (IM, Twitter, Phone) #blogchat
- 8:49 pm **unmarketing:** one way to find new ppl to follow/interact with is joining a chat. See tonight's #blogchat now <http://tr.im/u97V>
- 8:49 pm **amyafrika:** If you want to learn what's working online, visit some adult content or gaming sites. #blogchat
- 8:49 pm **bobbyrettew:** @tinkhanson we keep our clients to no more than 2.5 minutes of vid content, it better be a DAMN GOOD VIDEO to keep them longer. #blogchat
- 8:49 pm **JDEbberly:** RT @dannybrown: @WriterChanelle Try BackType (<http://backtype.com>) or Social Mention (<http://socialmention.com>) #blogchat #Blogchat
- 8:49 pm **trainingfactor:** @ad_web so having a blog on your website is crucial then? #blogchat
- 8:50 pm **nikisnotes:** @dannybrown @unmarketing Yes! B/c then it looks like "work" (in the traditional form) thus sucking the enjoyment out of it. #blogchat
- 8:50 pm **kellymullaney:** @amyafrika Blogs offering more options (email, comments, rss) 4 users 2 interact have more chances 2 get responses from reader #blogchat
- 8:50 pm **JDEbberly:** RT @unmarketing: one way to find new ppl to follow/interact with is joining a chat. See tonight's

#blogchat now <http://tr.im/u97V> #Blogchat

- 8:50 pm **unmarketing:** @amyafrika agreed, two industry's that a ground breaking and trend setting #blogchat
- 8:50 pm **dannybrown:** @thejordanrules For sure. I have every single way you can contact me on my blog inc. Skype, IM, socnets and email #blogchat
- 8:50 pm **wilsonellis:** @BethHarte It's the audience. Yours is social media folks. @amyafrika's is ecommerce/direct marketing folks. #blogchat
- 8:50 pm **whostalkin:** @thejordanrules Thanks a lot! Keep your eyes peeled this fall for more features and news! and connect with me here @joehall too #blogchat
- 8:51 pm **Mandy_Vavrinak:** @DannyBrown @unmarketing I feel that way abt vid... How long is it (tell me b4 I click). I read/digest way faster than I watch. #blogchat
- 8:51 pm **bobbyrettew:** RT @amyafrika: If you want to learn what's working online, visit some adult content or gaming sites. #blogchat
- 8:51 pm **JeremiahDaly:** RT @unmarketing: one way to find new ppl to follow/interact with is joining a chat. See tonight's #blogchat now <http://tr.im/u97V>
- 8:51 pm **amyafrika:** @BethHarte I get no comments & only e-mail replies. Of course, a lot of times people don't want to be associated with my posts! #blogchat
- 8:51 pm **JDEbberly:** @trainingfactor Having a blog helps you to interact w/your readers. They'll give u ideas for more blog posts. #Blogchat
- 8:51 pm **avasiare:** @ad_web Agree with you on the SEO point. #blogchat
- 8:51 pm **bobbyrettew:** RT @unmarketing: one way to find new ppl to follow/interact with is joining a chat. See tonight's #blogchat now <http://tr.im/u97V>
- 8:51 pm **hacool:** @BethHarte I get emails from people who want to connect more (ideally customers) and from those shy to publicly comment. #blogchat
- 8:51 pm **WriterChanelle:** @stephsteb I thank the people who comment on my blog on Twitter. They get followers and more interest to their work. #blogchat
- 8:51 pm **CASUDI:** RT @unmarketing: @amyafrika if something is compelling to me, but not the reader, then they're not my market (... head checked ;-) #blogchat
- 8:51 pm **zkellyq:** Sorry, forgot #blogchat. @amyafrika should a biz have a biz blog and the CEO a personal blog?
- 8:51 pm **unmarketing:** I don't have a blog on my website. My blog is my website #blogchat
- 8:51 pm **dannybrown:** @Mandy_Vavrinak Ha, I do that too - if it's more than 4 mins., I generally need a good reason to watch #blogchat
- 8:52 pm **JoLynneValerie:** @loisgeller This happens a lot, in my experience. If only there was a way to track visitors (do you?), as many don't comment. #blogchat
- 8:52 pm **trainingfactor:** i have 2 blogs with little traffic, so I am going to put the blog on our site #blogchat
- 8:52 pm **WriterChanelle:** @stephsteb I haven't done a post, though. So, I'm wondering if anyone has done it, and if it was effective. #blogchat
- 8:52 pm **ad_web:** @trainingfactor I think so. My point is, if you send email enouncements, why not, cc to your <http://www.posterous.com/> account? #blogchat
- 8:52 pm **dannybrown:** @unmarketing Though that doesn't work for everyone #blogchat
- 8:52 pm **arikhanson:** Small biz and NFPs could learn from this statement: RT @unmarketing I don't have a blog on my website. My blog is my website #blogchat
- 8:52 pm **CASUDI:** RIGHT RT @wilsonellis:@BethHarte It's the audience. Yours is social media folks. @amyafrika's is ecommerce/direct marketing folks. #blogchat
- 8:52 pm **loisgeller:** Do you get a lot of calls and clicks from your Qlog @amyafrika #blogchat
- 8:52 pm **stephsteb:** @WriterChanelle I know I've put out that I enjoy someone's site/blog but I've never been a "product review" type blogger. #blogchat
- 8:52 pm **rickwhittington:** RT @unmarketing: one way to find new ppl to follow/interact with is joining a chat. See tonight's

#blogchat now <http://tr.im/u97V>

- 8:52 pm **WriterChanelle:** Will do. Thank you RT @DannyBrown: @WriterChanelle Try BackType (<http://backtype.com>) or Social Mention (<http://socialmention.com>) #blogchat
- 8:52 pm **jakrose:** @amyafrika so true. And funny. Adult sites have driven much of the internet's innovation #blogchat
- 8:53 pm **D2KList:** DannyBrown: @unmarketing Though that doesn't work for everyone #blogchat <http://bit.ly/168GbG>
- 8:53 pm **WriterChanelle:** @stephsteb Ah. Ok. #blogchat
- 8:53 pm **CASUDI:** @dannybrown I am finding BackType misses a lot, dont know Social Mention #blogchat
- 8:53 pm **Mandy_Vavrinak:** When hashtags collide: loving #blogchat, time to feed #babyV. Sorry, guys... Baby wins! Will catch the recap, and thnx for great ideas!
- 8:53 pm **amyafrika:** Short surveys & polls are an excellent tool for bloggers. Do them often to see if your audience is changing. #blogchat
- 8:53 pm **WriterChanelle:** OMG YES. RT @Sue_Anne: @dannybrown Overdoing shout outs on blogs is like people who send lists of 50-60 people on "follow friday" #blogchat
- 8:53 pm **_djh:** @amyafrika LOL - same here. Readers won't admit to reading any of my stuff, but will react by phone, email, contact form #blogchat
- 8:54 pm **stephsteb:** Great idea! I will try that! RT @WriterChanelle @stephsteb I thank the people who comment on my blog on Twitter. #blogchat
- 8:54 pm **JoLynneValerie:** @unmarketing I've been musing about combining my blog w/ my site but blogs allow flexibility to update, illustrate - site doesn't. #blogchat
- 8:54 pm **bobbyrettew:** @dannybrown we have found the happy point on online video length is 2:45 any longer, it better be compelling or targeted! #blogchat
- 8:54 pm **dannybrown:** @CASUDI Social Mention is excellent, covers a huge range of .. well, "mentions" :) #blogchat
- 8:54 pm **ad_web:** @avasiare If you ask to a big audience how many people email and how many blog, you would be surprised with the numbers #blogchat
- 8:54 pm **rickwhittington:** @amyafrika I see so many companies with a Blogspot bog -- shouldn't the put the blog in their company web site 4 better results? #blogchat
- 8:54 pm **SophieZo:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat
- 8:54 pm **thejordanrules:** @amyafrika do you use any software to help manage those replies or auto responses giving a time frame to expect a reply #blogchat
- 8:54 pm **JDEbberly:** RT @Sue_Anne: @dannybrown Overdoing shout outs on blogs is like people who send lists of 50-60 people on "follow friday" #Blogchat
- 8:54 pm **loisgeller:** @kdpaine I always think we're building a relationship with people, not selling at them. Now, not sure. #blogchat
- 8:54 pm **amyafrika:** Contact information should be on all blogs. People look for it in the righthand column & on the bottom. #blogchat
- 8:54 pm **avasiare:** So should your product be highlighted or your blog? #blogchat
- 8:54 pm **rjleaman:** RT @bobbyrettew: found the happy point on online video length is 2:45 any longer, it better be compelling or targeted! #blogchat
- 8:55 pm **dannybrown:** @bobbyrettew No-one has enough time to sit and watch/read long content now. Say your message, action me and get out ;-) #blogchat
- 8:55 pm **unmarketing:** @JoLynneValerie yes, hence why I no longer have a "website" for any of my businesses #blogchat
- 8:55 pm **stuartfeigley:** @MackCollier Content is king. Promotion of content is queen. :-) #blogchat
- 8:55 pm **tinkhanson:** @bobbyrettew Given my attention span, 2-3 mins is about right for vid, if not already too long. :) #blogchat
- 8:55 pm **JoLynneValerie:** @DavidOlinger In my opinion, it is always about the reader. But must be about the writer, too - or authenticity may be tainted. #blogchat

8:55 pm **rickwhittington:** RT @[amyafrika](#): Short surveys & polls are an excellent tool for bloggers. Do them often to see if your audience is changing. #[blogchat](#)

8:55 pm **Ribeezie:** Retweeting @[unmarketing](#): I don't have a blog on my website. My blog is my website #[blogchat](#)

8:55 pm **JoLynneValerie:** @[DavidOlinger](#) Also, I was referring to the fact that deadlined writing projects differ from self scheduled/regulated blogging. #[blogchat](#)

8:55 pm **hollga:** RT @[amyafrika](#): Short surveys & polls are an excellent tool for bloggers. Do them often to see if your audience is changing. #[blogchat](#)

8:55 pm **MackCollier:** @[stuartfeigley](#) For me, community is king, and it improves my content #[blogchat](#)

8:55 pm **amyafrika:** Blogs should have a clear way to e-mail you and NOT just a form. If you use a form only, you will lose 1/4 of the people. #[blogchat](#)

8:55 pm **JDEbberly:** RT @[DavidOlinger](#) IMO, it is always about the reader. But must be about the writer, too - or authenticity may be tainted. #[blogchat](#) #[Blogchat](#)

8:56 pm **JohnGesa:** RT @[unmarketing](#): one way to find new ppl to follow/interact with is joining a chat. See tonight's #[blogchat](#) now <http://tr.im/u97V>

8:56 pm **socialnerdia:** People who comment on blogs are usually bloggers themselves. Will it ever change? Yes. But it won't be tomorrow. #[blogchat](#)

8:56 pm **lborsato:** Indeed. RT @[unmarketing](#): I don't have a blog on my website. My blog is my website #[blogchat](#)

8:56 pm **sherisaid:** #[blogchat](#) I'm curious to know what experienced bloggers think of controversy. Avoid or dive in?

8:56 pm **kellymullaney:** RT @[dannybrown](#): @[bobbyrettew](#) No-one has enough time 2 sit & watch/read long content now. Say your message, action me & get out ;-) #[blogchat](#)

8:56 pm **avasiare:** @[ad_web](#) We don't use e-mail marketing any longer, too much noise, but we do give the option to subscribe by e-mail. #[blogchat](#)

8:56 pm **ad_web:** @[tinkhanson](#) I would say, depending on the video, if there is a regular show like pixel perfect, people know what to wait for #[blogchat](#)

8:57 pm **JDEbberly:** RT @[dannybrown](#): @[stuartfeigley](#) @[MackCollier](#) I'd actually say Content and Relevance are co-Kings ;-) #[blogchat](#) #[Blogchat](#)

8:57 pm **bobbyrettew:** @[tinkhanson](#) you know that the exact length of a television news story including anchor intro to the reporter is 2:30... #[blogchat](#)

8:57 pm **MackCollier:** @[DannyBrown](#) For me its a cycle, more interactions improves the quality of my content AND gets that content noticed #[blogchat](#)

8:57 pm **loisgeller:** How do you get email addresses when you ask people to fill out survey? #[blogchat](#)

8:57 pm **dannybrown:** @[MackCollier](#) @[stuartfeigley](#) Community is the Royal Court where everyone meets and there are no barriers ;-) #[blogchat](#)

8:57 pm **JoLynneValerie:** @[unmarketing](#) My only frustration to date has been the inability to blend both the site and blog, but web designer may fix that. #[blogchat](#)

8:57 pm **Pattytdb:** @[sherisaid](#) dive in! #[blogchat](#)

8:57 pm **tinkhanson:** Who doesn't love a GOOD survey? RT @[amyafrika](#): Short surveys, polls R excellent tools. Do often 2 see if audience changes. #[blogchat](#)

8:57 pm **stephsteb:** .@[sherisaid](#) Nothing makes me leave a blog and NEVER return quicker than controversy/drama! HATE it! #[blogchat](#)

8:57 pm **_djh:** @[amyafrika](#) Agree re. forms. I'd much rather just use email link. Our clients do too. I fill in garbage if I have to use form #[blogchat](#)

8:57 pm **thejordanrules:** @[bobbyrettew](#) 2:45 seems long, I've seen stats suggesting that users wont watch embedded videos longer than 1:00 #[blogchat](#)

8:57 pm **CASUDI:** @[bobbyrettew](#) and 2:30 is really long when you do first class quality video #[blogchat](#)

8:57 pm **MackCollier:** @[DannyBrown](#) But if I create content and no one knows it exists, it doesnt matter. The interactions help get it noticed & improve #[blogchat](#)

8:58 pm **bobbyrettew:** RT @[amyafrika](#): Blogs should have a clear way to e-mail you & NOT just a form. If you use a form only, you lose 1/4 of the people. #blogchat

8:58 pm **JoLynneValerie:** @[unmarketing](#) Following you, now. #blogchat

8:58 pm **dannybrown:** @[MackCollier](#) Right. Who says your view is right? Comments and new opinions are what keeps us all learning #blogchat

8:58 pm **rjleaman:** RT @[bobbyrettew](#): @[tinkhanson](#) ... exact length of a television news story including anchor intro to the reporter is 2:30... #blogchat

8:58 pm **amyafrika:** @[thejordanrules](#) We use Trigger E-mails. There are many good services out there. I'm a huge e-mail proponent. #blogchat

8:58 pm **ad_web:** @[JoLynneValerie](#) These days a blog can be thought of as a web site, even Wordpress is known as a CMS these days #blogchat

8:58 pm **klandwehr:** One thing that is changing is that people often share content on social sites, then people comment there, instead of on the site #blogchat

8:58 pm **Teeg:** @[sheraisaid](#) I think it depends on your blog and what the controversy is about...but be ready for arguments before you post. #blogchat

8:58 pm **dannybrown:** @[MackCollier](#) It's a circle. Content brings audience brings content. Oh, and don't ignore SEO :) #blogchat

8:59 pm **bobbyrettew:** @[amyafrika](#) so should we put an email address in each blog post....or link to email us directly? #blogchat

8:59 pm **mattchevy:** @[JoLynneValerie](#) Agree - I am a big advocate of making my articles aesthetically pleasing. Nothing worse than a wall of text. #blogchat

8:59 pm **hacool:** @[JoLynneValerie](#) I designed <http://www.heidicool.com/blog> to match site and share primary navigation so blog is part of site #blogchat

8:59 pm **MackCollier:** @[DannyBrown](#) Yes we all have to find the methods that work for us and run with them ;) #blogchat

8:59 pm **dannybrown:** Twitter is now the new blog commenting system... #blogchat

8:59 pm **rjleaman:** RT @[MackCollier](#): ...For me its a cycle, more interactions improves the quality of my content AND gets that content noticed #blogchat

8:59 pm **JoLynneValerie:** @[rjleaman](#) RT @[bobbyrettew](#): @[tinkhanson](#) Oh, yes. News stories are BRIEF. Television shows, edited over & over for staccato content. #blogchat

8:59 pm **unmarketing:** @[klandwehr](#) taht's why you should use a tool like Disqus that can track social media discussion of ur post #blogchat

8:59 pm **tinkhanson:** @[bobbyrettew](#) I did not know that, sir! #blogchat

8:59 pm **loisgeller:** RT @[JoLynneValerie](#): @[loisgeller](#) If only there was a way to track visitors (do you?), as many don't comment. #blogchat

8:59 pm **cynchrys:** @[MackCollier](#) So...question for you. How to get readers if content is nowhere near "controversial"? #blogchat

8:59 pm **amyafrika:** @[loisgeller](#) If it's a survey, e-mail addresses should be optional and the last thing you ask for. #blogchat

8:59 pm **backtype:** @[CASUDI](#) we're expanding quickly -- pls let us know here if we're missing blogs <http://www.backtype.com/suggest> #blogchat

8:59 pm **kellymullaney:** @[JoLynneValerie](#) I think you would do great with a blog with additional stand alone web pages as needed #blogchat

9:00 pm **bobbyrettew:** @[thejordanrules](#) yeah....you are right...a lot of depends if the video is target to an exact audience...no mass delivery #blogchat

9:00 pm **digitalvision:** True, @[brandiheinz](#) but many co's IT folks dislike blogs & force it off the domain. I've seen many valiant efforts fail. #blogchat

9:00 pm **wilsonellis:** @[BethHarte](#) People respond using the tools they are most comfortable with. 20% of my comments are via the telephone! #blogchat

9:00 pm **hacool:** @[mattchevy](#) true, white space, proper line length/spacing and a few pics can do a lot to make an entry more "readable" #[blogchat](#)

9:00 pm **avasiare:** @[avasiare](#) At that point it's a choice and allows the customer to pick the "noise" they want to hear! #[blogchat](#)

9:00 pm **MackCollier:** @[amyafrika](#) What about inserting calls to action directly in the post (email me) is that a good idea, or should be on blog instead? #[blogchat](#)

9:00 pm **sherisaid:** @[Pattytdb](#) #[blogchat](#) that's what I thought I love a substantive argument.

9:00 pm **rjleaman:** @[unmarketing](#) you don't think Disqus moves the conversation offsite? I've been wondering about that today... #[blogchat](#)

9:00 pm **BethHarte:** Need to jump off, but thanks to @[AmyAfrica](#), @[MackCollier](#) and all those participating for a great #[blogchat](#). Lots to absorb here. :)

9:00 pm **bobbyrettew:** @[CASUDI](#) amen....it better be good! #[blogchat](#)

9:00 pm **michellegolden:** RT @[dannybrown](#) we've found the happy point on online video length is 2:45. Any longer, it better be compelling or targeted! #[blogchat](#)

9:00 pm **dannybrown:** @[cynchrys](#) @[MackCollier](#) Don't think you always need to be controversial. Just don't always go with the popular vote :) #[blogchat](#)

9:00 pm **tinkhanson:** @[ad_web](#) Good point, longer vids have their place. How-to's, or regular shows... still I might need then 2 min "teaser" first. #[blogchat](#)

9:00 pm **MackCollier:** @[cynchrys](#) Link out, respond to commenters, leave comments on other blogs #[blogchat](#)

9:00 pm **TransitionalTee:** @[cynchrys](#) Content has to be interesting and targeted, not necessarily controversial. Topics that breed discussion. #[blogchat](#)

9:00 pm **rickwhittington:** RT @[klandwehr](#): People often share content on social sites, then people comment there, instead of on the site #[blogchat](#)

9:00 pm **amyafrika:** Navigation accounts for over half the success of any blog. (More on ecommerce sites.) You get what I give you. #[blogchat](#)

9:00 pm **hacool:** @[cynchrys](#) help readers solve a problem. Teach them, answer questions, etc. It may or may not be controversial. #[blogchat](#)

9:00 pm **CASUDI:** @[backtype](#) I always let you know when you miss> i still have quite a few missed comments over past 6MON #[blogchat](#)

9:00 pm **unmarketing:** @[rjleaman](#) Disqus is hosted within the blog post #[blogchat](#)

9:01 pm **MackCollier:** @[BethHarte](#) Thanks Beth ;) Glad the power held out! #[blogchat](#)

9:01 pm **shaynale:** I have a personal blog and a business website, and i feel paranoid when people say "i saw your blog" when they mean my website. #[blogchat](#)

9:01 pm **stuartfeigley:** @[MackCollier](#) Good point. I'm not as seasoned a blogger as you so I'm still dealing with content. :-)
#[blogchat](#)

9:01 pm **thejordanrules:** @[amyafrika](#) so in addition to emails (since your here) I'm guessing you also engage prospect via social networks? #[blogchat](#)

9:01 pm **backtype:** @[CASUDI](#) socialmention.com is a great way to search different types of content (we help power their comment search) #[blogchat](#)

9:01 pm **TamelaRich:** RT @[DannyBrown](#) Twitter is now the new blog commenting system... #[blogchat](#)

9:01 pm **MackCollier:** @[cynchrys](#) @[DannyBrown](#) #[blogchat](#) Post titles are more imp than ever, esp since so many ppl are reading them here or in feed readers.

9:01 pm **amyafrika:** For those of you who want people to increase your AAUS (active average user session), 1st try to improve your navigation. #[blogchat](#)

9:01 pm **sherisaid:** @[jackassletters](#) #[blogchat](#) is there a wrong side? I think there's skill in disagreeing without loss of respect.

9:02 pm **stephsteb:** @[sherisaid](#) Oh, no, I get down on the politics, LOL! I meant more along the lines of personal

drama/attack type things. Sorry! #blogchat

9:02 pm **ellenweber:** RT @rjleaman: RT @bobbyrettw: found happy point on video length is 2:45 any longer, it better be compelling or targeted! #blogchat

9:02 pm **stuartfeigley:** RT @socialnerdia: People who comment on blogs are usually bloggers themselves. Will it ever change? Yes. But it won't be tomorrow. #blogchat

9:02 pm **kellymullaney:** RT @amyafrika: Navigation accounts 4 over half the success of any blog (More on ecommerce sites) You get what I give you #blogchat

9:02 pm **klandwehr:** @unmarketing, I am looking into JS-kit for that, interested in their new Echo application that coming out. #blogchat

9:02 pm **thebrandbuilder:** @brandiheinz Thank you! :) #blogchat

9:02 pm **dannybrown:** @MackCollier @cynchrys For sure. I find @copyblogger is one of the best when it comes to great post titles #blogchat

9:02 pm **CASUDI:** @wilsonellis So glad someone else uses the telephone :-)) #blogchat >It just shows different strokes for different folks:-)

9:02 pm **MackCollier:** @stuartfeigley I figured this out by dumb luck, but best way I have found to grow ur blog is to leave it, comment/link elsewhere #blogchat

9:03 pm **walshmuse:** @loisgeller see survey monkey n mail chimp combo here <http://bit.ly/30PMP6> #blogchat

9:03 pm **loisgeller:** @unmarketing I have my blogs: <http://bit.ly/E7lo9> and <http://bit.ly/iplAO> and Mike's <http://bit.ly/VXLpF> and website. #blogchat

9:03 pm **amyafrika:** @thejordanrules No. I suck at all things social and when I say suck. I mean I am the world's worst. I like controlled ROI. #blogchat

9:03 pm **WriterChanelle:** Yup RT @_djh: @ad_web I guess I'm not with the program. If something says Click Here Now, I'm 99.9% certain to not click ever => #blogchat

9:03 pm **hacool:** RT @MackCollier: Post titles r more imp than ever...so many ppl are reading them...in feed readers - write for people not just bots #blogchat

9:03 pm **CASUDI:** RT @MackCollier: @cynchrys @DannyBrown #blogchat Post titles are more imp than ever, esp since so many ppl are reading them here or feed..

9:03 pm **MackCollier:** @DannyBrown Yes @copyblogger is my sherpa for better writing/headlines #blogchat

9:03 pm **rjleaman:** @unmarketing sorry, guess I should have said off-page re Disqus - two places to read comments always seems weird to me #oldfogie #blogchat

9:04 pm **backtype:** @CASUDI thanks :) we sometimes miss archives as we add blogs -- we focus more on getting new ones in near real-time #blogchat

9:04 pm **wilsonellis:** @amyafrika What's the top 3 things we should check on our site/blog? #blogchat

9:04 pm **loisgeller:** RT @dannybrown: @MackCollier @cynchrys For sure. I find @copyblogger is one of the best when it comes to great post titles #blogchat Me too!

9:04 pm **WriterChanelle:** @_djh I feel the same way when someone asks for something to be RT'd. Why ask... #blogchat

9:04 pm **michellegolden:** RT @DannyBrown Twitter is now the new blog commenting system #blogchat <is that why trackbacks are so down?>

9:04 pm **JDEbberly:** You can learn much about improving post titles at @copyblogger (Brian Clark's) blog: <http://sn.im/o0zim> #Blogchat

9:04 pm **amyafrika:** @copyblogger, @probblogger & @unmarketing all use a good mix. #blogchat

9:04 pm **hacool:** @MackCollier So true, comments on other blogs & social media (if relevant) are a great way to connect and bring people to ur blog #blogchat

9:04 pm **dannybrown:** @michellegolden Possibly. A lot of times you see ppl responding to blog post on Twitter as opposed to blog itself #blogchat

9:04 pm **diesh:** Blogging seems to have taken a bit of a backseat to micro-blogging? But we're slow bloggers at DesignStamp! (Once a month-ish) #blogchat

9:05 pm **wilsonellis:** Me, too. RT @MackCollier: @DannyBrown Yes @copyblogger is my sherpa for better writing/headlines #blogchat

9:05 pm **MackCollier:** RT @wilsonellis: @amyafrica What's the top 3 things we should check on our site/blog? #blogchat

9:05 pm **sherisaid:** @stephsteb #blogchat oh, I never do childish :) I just read a fascinating book that centered on abortion rights...but discussing it...dunno

9:05 pm **amyafrica:** @wilsonellis First, what action(s) you are getting. If you're not getting actions, what you're doing may not be right. #blogchat

9:05 pm **CASUDI:** @dannybrown I heard 6 words for a tittle, the first 4 have to have the punch, otherwise forget it. Is this so? #Blogchat

9:05 pm **ad_web:** @tinkhanson See what Visible Measures do. Interesting how the audience leave videos at certain points- <http://bit.ly/7jnyx> #blogchat

9:05 pm **digitalvision:** @shaynale you shouldn't worry. They're reading & remembering. Don't care if they call it a "blog" as long as they're calling. #blogchat

9:05 pm **WriterChanelle:** RT @amyafrica: Some people like e-mails. Some people like RSS. When I write a post, I get no comments & 100's of e-mail replies. #blogchat

9:05 pm **stuartfeigley:** @MackCollier @dannybrown For a newbie blogger, it's content, then promotion, then community. So tough to get the community part. #blogchat

9:05 pm **MackCollier:** Looks like tonight's #blogchat w @amyafrica is going to be the most active one yet! Still time to jump in and bask in the smartitude!

9:06 pm **JoLynneValerie:** @unmarketing You're absolutely correct. And it is maddening. A server issue. How freaking ironic. #Blogchat

9:06 pm **dannybrown:** @CASUDI You don't want them too long - 6 seems a great number and yes, make sure the title IS the post :) #blogchat

9:06 pm **sherisaid:** @JDEbberly I can usually hold my own...I don't usually enter an argument unarmed and I can be...formidable. #blogchat

9:06 pm **mattchevy:** Another article design tip: Use headers throughout post to break up text/provide easy scanning for newcomers. #blogchat

9:06 pm **thejordanrules:** @amyafrica Totally going to create a blog post on "controlled ROI" love the term. #blogchat

9:06 pm **MackCollier:** @stuartfeigley I started reading blogs/commenting as I could, then noticed comments started pouring in to my blog, trial/error #blogchat

9:06 pm **JDEbberly:** Brian Clark's Teaching Sells is another great site: <http://sn.im/o0zoq> #Blogchat

9:06 pm **JoLynneValerie:** @hacool Brilliant. I excel in my field, but a designer, I am not *grins*. Kudos to you for that - going to look, now. #blogchat

9:06 pm **CASUDI:** RT @amyafrica: Navigation accounts 4 over half the success of any blog (More on ecommerce sites) You get what I give you #blogchat

9:06 pm **dannybrown:** @stuartfeigley Why not try all? Ask Twitter for ideas - ask questions to topics you're thinking about. Audience already "primed" #blogchat

9:07 pm **sherisaid:** RT @mattchevy Another article design tip: Use headers throughout post to break up text/provide easy scanning for newcomers. #blogchat

9:07 pm **amyafrica:** @wilsonellis Blogs should have several different actions & they should be put in a pipeline. Then find out where the rat is stuck. #blogchat

9:07 pm **digitalvision:** @brandiheinz It is, most IT folks maintain their square foot. Good IT folks find solutions to the problem. Most CMS's are weak too #blogchat

9:07 pm **stuartfeigley:** Spot on! RT @dannybrown: @MackCollier It's a circle. Content brings audience brings content. Oh, and don't ignore SEO :) #blogchat

9:07 pm **amyafrica:** @wilsonellis Passalong rate (this is best if calculated manually.) #blogchat

9:07 pm **ad_web:** @thejordanrules follor @thebrandbuilder for some good info about ROI #TBB #blogchat

9:07 pm **sherisaid:** @mattchevy good tip - makes the text look less wordy and cumbersome. #blogchat

9:07 pm **wilsonellis:** @CASUDI I agree, but it still surprises me when I get the calls. #blogchat

9:07 pm **stuartfeigley:** So is that making email less relevant? RT @dannybrown: Twitter is now the new blog commenting system... #blogchat

9:08 pm **christammiller:** @dannybrown @stuartfeigley: @ariherzog is great at crowdsourcing blog entries, either for info or Q&A! #blogchat

9:08 pm **zkellyq:** RT @wilsonellis: Me, too. @MackCollier: @DannyBrown Yes @copyblogger is my sherpa for better writing/headlines #blogchat

9:08 pm **dannybrown:** @stuartfeigley Thank you good sir :) #blogchat

9:08 pm **MackCollier:** @amyafrika Ok for those of us that get plenty of comments, but that's it, how can we encourage jump from that to leads? #blogchat

9:08 pm **stephsteb:** @sherisaid Sounds interesting! #blogchat

9:08 pm **amyafrika:** @wilson DTS. (Days to Sale.) This is a HUGELY important metric and very few bloggers do it. Fastest way to make money. #blogchat

9:08 pm **CASUDI:** @MackCollier I like that Smartitude ! #blogchat

9:08 pm **michellegolden:** Agree! RT @_djh: @ad_web I guess I'm not with the program. If something says Click Here Now, I'm 99.9% certain to not click ever #blogchat

9:08 pm **trainingfactor:** everything very informative--is this chat every Sunday? #blogchat

9:08 pm **avasiare:** Just replied to myself, genius ;) ...was meant for you @ad_web ! #blogchat

9:08 pm **avasiare:** #blogchat

9:08 pm **hacool:** @dannybrown asking Tweeters for ideas is great, good answers and you can quote them in blog entry for shout outs. #blogchat

9:08 pm **wilsonellis:** @amyafrika Thanks Amy. I have a lot of room for improvement. #blogchat

9:08 pm **amyafrika:** @mackcollier You need to ask for them. That's the thing, you social media people tend to just not ask. YOU know this. #blogchat

9:09 pm **ad_web:** @trainingfactor It is #blogchat

9:09 pm **dannybrown:** @stuartfeigley I think you can use Twitter to your "advantage". If comment warrants further discussion, take "offline" to email #blogchat

9:09 pm **JoLynneValerie:** @mattChevy I'm a former magazine editor, so I know the importance of the aesthetic. Eye candy is essential; further engage. #Blogchat

9:09 pm **klandwehr:** @trainingfactor yes starting 9Pm est #blogchat

9:09 pm **trainingfactor:** RT @MackCollier: @amyafrika Ok for those of us that get plenty of comments, but thats it, how can we encourage jump from that to #blogchat

9:09 pm **kellymullaney:** RT @MackCollier: Looks like 2night's #blogchat w @amyafrika will b most active1 yet! Still time 2 jump in & bask in th smartitude!

9:09 pm **dannybrown:** @hacool Yep, made some of my most popular posts, by using hashtag to follow convo then blog about it #blogchat

9:09 pm **amyafrika:** When you have no blog traffic, it sucks. (I know this firsthand.) But whatever you have, you can convert it, if you ask. #blogchat

9:09 pm **Igallant:** RT @unmarketing: I don't have a blog on my website. My blog is my website #blogchat //Ditto for me

9:09 pm **sherisaid:** @stephsteb James North Patterson: "Protect and Defend" best book I've read in ages. #blogchat

9:10 pm **servantofchaos:** After listening in to today's #blogchat I am going to have to go back over my site with a fine tooth comb!

9:10 pm **trainingfactor:** @amyafrika what method do you use to inquire for the lead? #blogchat

9:10 pm **wilsonellis:** @diesh You may want to up your game. My blog drives traffic to my website. If I skip a week, there's

a big drop. #blogchat

- 9:10 pm **shaynale:** @amyafrika where could we get more info about DTS? #blogchat
- 9:10 pm **loisgeller:** @walshmuse Thank you for the idea. We used Survey Monkey last year, and we got response...but nothing exciting happened. #blogchat
- 9:10 pm **Nedra:** And I'm just in time for...the finish of the #hscm chat. Looking at the discussion. Maybe can jump into #blogchat before dinner's ready.
- 9:10 pm **hacool:** @dannybrown @stuartfeigley - I like to leave a comment on a blog then Tweet the link. Gives room for commenting in both places. #blogchat
- 9:10 pm **amyafrika:** @michellegolden I understand but you may not be your user, that's why you need to ask different ways. #blogchat
- 9:10 pm **WriterChanelle:** Still in #blogchat folks. If my tweets are not interesting to you, please bypass them for the time being. If they are, hop in the chat!
- 9:10 pm **CASUDI:** @dannybrown More and more people seem to be posting twitter comments on their posts #blogchat, is this the way to go?
- 9:11 pm **MackCollier:** @servantofchaos I know!!!! #blogchat
- 9:11 pm **stephsteb:** For those of you still following me (lol), I enjoy #blogchat and try to participate when I can so thanks for your patience! #sorrysochatty
- 9:11 pm **stuartfeigley:** Somebody (and that might be me) has got to compile all of @amyafrika "tips" into one doc and post it. #blogchat
- 9:11 pm **michellegolden:** I'm moving 2 this 2 RT @lgallant @unmarketing: I don't have a blog on my website/blog is my website #blogchat /Ditto for me
- 9:11 pm **thejordanrules:** Just tried the @backtype service; it's actually really good at tracking comments: <http://www.backtype.com/> #blogchat
- 9:11 pm **JoLynneValerie:** @KellyMullaney Precisely what I've got; a primary website and blogs on myspace, which I love. Aiming to integrate, though. #blogchat
- 9:11 pm **amyafrika:** Everyone says they hate billboards. Do we still have them? Everyone says they hate pop-ups. Do they still work? #blogchat
- 9:11 pm **bobbyrettew:** @dannybrown @amyafrika @ad_web @MackCollier @tinkhanson @thejordanrules REALLY ENJOYED #blogchat tonight!!!! Thanks!
- 9:11 pm **MackCollier:** RT @amyafrika: When you have no blog traffic, it sucks. (I know this firsthand.) But whatever u have, u can convert it, if u ask. #blogchat
- 9:11 pm **dannybrown:** @hacool @stuartfeigley Disqus is excellent for tweeting responses as well, to original commenter #blogchat
- 9:12 pm **WriterChanelle:** @amyafrika I don't seem to have trouble asking for the visit. More the opportunity that may come from the visit. #blogchat
- 9:12 pm **ad_web:** @stuartfeigley I understand there's normally a trascript of the chat? #blogchat
- 9:12 pm **JoLynneValerie:** RT @DavidOlinger I was once told by an HR person that "Anybody can write."<-- Not so. Ask me sometime about mag's submissions. #blogchat
- 9:12 pm **dannybrown:** @CASUDI I use Disqus and that shows tweets at end (as trackbacks). Otherwise, I just see it as noise #blogchat
- 9:12 pm **cynchrys:** Thanks!! This was so helpful tonight. You guys are fantastic. Can't say it enough. Gotta run. Night! #blogchat
- 9:12 pm **MackCollier:** @bobbyrettew Thanks for joining! #blogchat
- 9:12 pm **stephsteb:** @sherisaid I will definitely have to check that out, thanks! #blogchat
- 9:12 pm **hacool:** @CASUDI I think including Twitter comments on blogs is a good way to keep some of the discussion on-site for future readers to see #blogchat
- 9:12 pm **JDEbberly:** @CASUDI I noticed Darren Rowse @problogger doing that. He's an authority on pro blogging, so he's influenced many #Blogchat

9:12 pm **amyafrika:** Highly recommend offering a Twitter feed in the righthand column of your website. (Yes, RH is the right place for it.) #blogchat

9:12 pm **WriterChanelle:** So much sense from this guy. Lol. RT @unmarketing: I don't have a blog on my website. My blog is my website #blogchat

9:12 pm **mattchevy:** Meeting some amazing folks in tonight's #blogchat - If you're following me, feel free to jump into the conversation!

9:13 pm **hollga:** Really interesting #blogchat discussion, lots of great ideas. Now back to the Monday morning to do list

9:13 pm **zkellyq:** @stuartfeigley I'm working on it. #blogchat

9:13 pm **beverlycornell:** @amyafrika I can't imagine a city scape without billboards. #blogchat. I can however, live without pop-ups #blogchat

9:13 pm **trainingfactor:** @MackCollier so what do you ask? #blogchat

9:13 pm **JoLynneValerie:** @DavidOlinger I do believe, however, that everyone *should* write. I teach a journaling/affirmation writing workshop. Empowering. #blogchat

9:13 pm **bobbyrettew:** @MackCollier all i gots to say is YOU DA MAN! #blogchat

9:13 pm **unmarketing:** Making my blog my only website, I regain control of it, versus going through designer to change/update content #blogchat

9:13 pm **michellegolden:** Me too @servantofchaos After listening in to today's #blogchat I am going to have to go back over my site with a fine tooth comb!

9:13 pm **rjleaman:** Good solution! > RT @hacool: ... leave a comment on a blog then Tweet the link. Gives room for commenting in both places. #blogchat

9:13 pm **trainingfactor:** RT @amyafrika: Highly recommend offering a Twitter feed in the righthand column of your website. (Yes, RH is the right place for #blogchat

9:13 pm **JDEbberly:** @bobbyrettew Seconded. #Blogchat

9:13 pm **amyafrika:** @WriterChanelle A lot of folks have the same issue. Try adding a softer step before the "sale" -- it usually helps. #blogchat

9:13 pm **ad_web:** @bobbyrettew I enjoyed #blogchat too! ... thanks for your info!

9:13 pm **bobbyrettew:** RT @unmarketing: Making my blog my only website, I regain control of it, versus going through designer to change/update content #blogchat

9:13 pm **tinkhanson:** Thanks everyone for a great #blogchat tonight, I gotta scoot. Tomorrow morning will come early!

9:14 pm **JDEbberly:** RT @amyafrika: Highly recommend offering a Twitter feed in the righthand column of your website. #Blogchat

9:14 pm **dannybrown:** @unmarketing You can control your wbesite too and complement blog / vice versa. WordPress takes away design issues #blogchat

9:14 pm **klandwehr:** Popups are a big turn off for me, I avoid those sites and have a popup blocker #blogchat

9:14 pm **hacool:** @ad_web You can get a transcript of the chat at <http://wthashtag.com/Blogchat> (which will be very helpful given tonight's pace) #blogchat

9:14 pm **JoLynneValerie:** @mattChevy I was gifted w/ a stellar production director - www.NaturesWisdomMagazine.com; all photos she chose. #Blogchat

9:14 pm **amyafrika:** Blog headers need visuals and they should NOT take up more than 20% of the first view. This is crucial for eyepath. #blogchat

9:14 pm **kellymullaney:** @JoLynneValerie I meant having a blog as the main site like @unmarketing suggests & adding pages to the blog, U can keep myspace 2 #blogchat

9:14 pm **christammiller:** @amyafrika Twitter feed on the home page? Contact page? Media page? Globally? #blogchat

9:14 pm **SmBizGuru:** RT @unmarketing: Making my blog my only website, I regain control of it, versus going through designer to change/update content #blogchat

9:14 pm **WriterChanelle:** @amyafrika Yea. I'm at the point where it's so hard for me that I just hope they offer me something. Lol. #blogchat

9:14 pm **HighTalk:** @DannyBrown Technically it isn't commenting it's recording that a tweet w/ the blog URL been forwarded. It's ruining commenting! #blogchat

9:14 pm **JoLynneValerie:** @mattChevy Also www.FullMoonRisingMagazine.com, my former "wild child" publication. *smirks* Stunning visuals. #blogchat

9:15 pm **dannybrown:** @amyafrika And make sure the header is clickable as a Home link! ;-) #blogchat

9:15 pm **bobbyrettew:** @ad_web it was great meeting you man on #blogchat i am following you now!

9:15 pm **diesh:** @rjleaman Which 'conversation' aspect would you say is deeper of the two for you? #blogchat

9:15 pm **sherisaid:** night all :) I'm sorry I got here so late and missed most of it...great chat! #blogchat

9:15 pm **bobbyrettew:** RT @amyafrika: Blog headers need visuals and they should NOT take up more than 20% of the first view. This is crucial for eyepath. #blogchat

9:15 pm **hacool:** @bobbyrettew I'm building more sites in Wordpress now for that very reason, to give the client an easier way to update. #blogchat

9:15 pm **CASUDI:** RT @DannyBrown: @unmarketing You can control your wbesite too and complement blog / vice versa. WordPress takes away design issues #blogchat

9:15 pm **kellymullaney:** RT @amyafrika: Blog headers need visuals & they should NOT take up more than 20% of the first view. This is crucial 4 eyepath #blogchat

9:15 pm **walshmuse:** Thx @amyafrika n everyone, and @MackCollier I hope ur taking good notes for us buddy... #blogchat

9:15 pm **amyafrika:** I hate pop-ups. I hate video. I hate noisy sites & I use all of them. Why? Because I am not my customer. #blogchat

9:15 pm **dannybrown:** @HighTalk Which is why I don't have it as part of my main commenting system, unlike some other systems :) #blogchat

9:15 pm **stuartfeigley:** Me too.RT @CASUDI: @MackCollier I like that Smartitude ! #blogchat

9:16 pm **smrus:** RT @amyafrika: Highly recommend offering a Twitter feed in the righthand column of your website. #Blogchat

9:16 pm **amyafrika:** @CASUDI Yes and Thesis is amazing. #blogchat

9:16 pm **connectingwomen:** @JDEbberly when does #blogchat get over?

9:16 pm **unmarketing:** @amyafrika u hate video? More importantly: you hate my video?? #blogchat

9:16 pm **bobbyrettew:** @hacool very cool....I am a Joomla guy...it is versatile and allows us to really create an experience for the client and user #blogchat

9:16 pm **tinkhanson:** @bobbyrettew Me too! Great to see you on tonight, and I'll see you Thurs :) #blogchat

9:16 pm **dannybrown:** @stuartfeigley Encourages return conversation and continued life to a post #blogchat

9:16 pm **WriterChanelle:** Really? Wouldn't have guessed RT @jakrose: @amyafrika so true and funny. Adult sites have driven much of the internet's innovation #blogchat

9:16 pm **wiseleo:** Agreed with @unmarketing about making blog the only site. #blogchat

9:16 pm **HighTalk:** @DannyBrown Smart man. You can't follow threads of discussion because the RTs clog up you comments. #blogchat

9:16 pm **bobbyrettew:** RT @amyafrika: I hate pop-ups. I hate video. I hate noisy sites & I use all of them. Why? Because I am not my customer. #blogchat

9:17 pm **loisgeller:** Thank you @amyafrika @mackcollier @wilsonellis @kdpaine @unmarketing @stuartfeigley Going to redo my blog tomorrow . #blogchat

9:17 pm **rickwhittington:** RT @amyafrika: Blog headers need visuals and they should NOT take up more than 20% of the first view. This is crucial for eyepath. #blogchat

9:17 pm **amyafrika:** @dannybrown You are fast Danny Brown. Yes, everyone MUST have a home link. #blogchat

9:17 pm **JoLynneValerie:** @mattChevy It is obvious but a lot of folks don't see it; a foundation in journalism or publishing makes illustration a shoe in. #blogchat

9:17 pm **WriterChanelle:** RT @amyafrika: I hate pop-ups. I hate video. I hate noisy sites & I use all of them. Why? Because I am not my customer. #blogchat

9:17 pm **ad_web:** THANKS -> @MackCollier and @amyafrika for #blogchat tonight! -- Good night!

9:17 pm **mattchevy:** @JoLynneValerie Nicely done (on both accounts) - We'll have to chat sometime, great minds think alike. #blogchat

9:17 pm **3keyscoach:** Hello there! #blogchat

9:17 pm **CASUDI:** RT @amyafrika: I hate pop-ups. I hate video. I hate noisy sites & I use all of them. Why? Because I am not my customer. #blogchat

9:17 pm **dannybrown:** @wiseleo Not ideal for e-commerce or information stockpile. Sometimes you still need dedicated website #blogchat

9:17 pm **HighTalk:** @hacool Not many do though. Or have a single word or brief string than also gets RT'ed #blogchat

9:17 pm **JDEbberly:** @connectingwomen Blogchat begins at 9pm and ends at 11pm EDT, although tweeps chat past 11pm :) #Blogchat

9:17 pm **wilsonellis:** @loisgeller Keep all the good stuff. I love your blog. #blogchat

9:18 pm **klandwehr:** I think we need to get use to the fact that not all comments will be done directly on the site #blogchat

9:18 pm **dannybrown:** @HighTalk It's one of reasons I stopped using a couple of Tweetback plugins, no real relevance to ongoing convo :) #blogchat

9:18 pm **JoLynneValerie:** @KellyMullaney I think that can work for some folks - it depends on the nature of the blog and the profession of the individual. #blogchat

9:18 pm **Teeg:** Really enjoyed #blogchat tonight but need to run. Thanks @MackCollier, @amyafrika, and everyone for a great one! :)

9:18 pm **dannybrown:** @amyafrika The amount of dead headers I see, it's like - GAH!!! ;-) #blogchat

9:18 pm **sherisaid:** @unmarketing one of your videos was my first introduction to viral marketing. it was very compelling #blogchat

9:18 pm **michellegolden:** @amyafrika Agree & hear you. I live in B2B - noise, pop-ups, click-here's deprofessionalize clients' sites. But do work for others #blogchat

9:18 pm **hacool:** @DannyBrown: Great idea - using a #hashtag for an upcoming blog topic is a great way to track/manage the feedback #blogchat

9:18 pm **kellymullaney:** RT @amyafrika: @CASUDI Yes and Thesis is amazing << Agreed, It is now the blog theme I use for clients, easy to customize #blogchat

9:18 pm **stuartfeigley:** RT @amyafrika: When you have no blog traffic, it sucks. But whatever you have, you can convert it, if you ask. #blogchat

9:18 pm **JoLynneValerie:** @KellyMullaney By the way, are we organizing a Rochester Tweetup or what? *smiles* #blogchat

9:18 pm **rickwhittington:** RT @amyafrika: I hate pop-ups. I hate video. I hate noisy sites & I use all of them. Why? Because I am not my customer. #blogchat

9:18 pm **wiseleo:** @dannybrown True, but why can't you use a blog engine to power a conventional website? That's what we do now. #blogchat

9:18 pm **WriterChanelle:** RT @amyafrika: Contact information should be on all blogs. People look for it in the righthand column & on the bottom. #blogchat

9:18 pm **amyafrika:** @unmarketing No. Your videos crack me up. But seriously, you are one of six I actually read. (No joke. "Hiya Amy.") #blogchat

9:19 pm **dannybrown:** @hacool Cheers :) It also helps to re-ignite the Twitter convo afterward as well as on blog #blogchat

9:19 pm **dannybrown:** @wiseleo It's what I do as well, but there are some companies that prefer websites and separate blogs #blogchat

9:19 pm **amyafrika:** Just because YOU hate it does NOT mean, you should NOT at least test it. #blogchat

9:19 pm **WriterChanelle:** RT @MackCollier: @stuartfeigley For me, community is king, and it improves my content #blogchat

9:19 pm **unmarketing:** @amyafrika :-) there is a difference between video, and good video #blogchat

9:19 pm **JDEbberly:** RT @dannybrown: @hacool Cheers :) It also helps to re-ignite the Twitter convo afterward as well as on blog #blogchat #Blogchat

9:19 pm **JoLynneValerie:** @rickwhittington @amyafrika Do not like pop-ups; do not like advertising on blogs. Do not mind video, will tolerate some audio. :) #blogchat

9:20 pm **loisgeller:** Where is @unmarketing blog? #blogchat

9:20 pm **dannybrown:** @gracecic Always :) #blogchat

9:20 pm **tinkhanson:** I think it's "more gooder" @unmarketing @JoLynneValerie Anybody can write! It's just some people write gooder than others ;-) #blogchat

9:20 pm **unmarketing:** @tinkhanson AH! Good call #blogchat

9:21 pm **JoLynneValerie:** @unmarketing Ha! There will always be replies correcting one's grammar, punctuation, cohesion - or lack thereof. We write anyway! #blogchat

9:21 pm **MackCollier:** If you are leaving #blogchat (First question, WHY?!?), then don't forget to get your TRANSCRIPT here - <http://is.gd/1OcxQ>

9:21 pm **HighTalk:** @hacool I like the RT button, but not the collecting of RTs in comments. Makes comment totals go down, but worth it #blogchat

9:21 pm **trainingfactor:** thanks everyone--good night #blogchat

9:21 pm **LISABIRCH:** @unmarketing for my website, i can change/update content through a CMS but i'm still limited in design/graphic updates ... *sigh* #blogchat

9:21 pm **wilsonellis:** Test all marketing tools to see if they work for ur customers.Unless u're psychic, it's the only way u can be sure. #blogchat

9:21 pm **WriterChanelle:** RT @MackCollier: If you are leaving #blogchat (First question, WHY?!?), then don't forget to get your TRANSCRIPT here - <http://is.gd/1OcxQ>

9:21 pm **JoLynneValerie:** @mattChevy Networking and connecting is what it's all about. To be sure, I have connected w/ some incredible people via Twitter. #blogchat

9:21 pm **D2KList:** DannyBrown: @gracecic Always :) #blogchat <http://bit.ly/6jbu9>

9:21 pm **sherisaid:** @DannyBrown I'm finding wordpress pretty impressive...although I may have to tack on some functionality, databases and such. #blogchat

9:21 pm **digitalvision:** @amyafrika one of the first things I learned doing marketing in the field to "regular" folks was that cheese sells. #blogchat

9:22 pm **JDEbberly:** @loisgeller Scott Stratten's blog is here: <http://www.un-marketing.com/blog/> #Blogchat

9:22 pm **3keyscoach:** RT @amyafrika: I hate pop-ups. I hate video. I hate noisy sites & I use all of them. Why? Because I am not my customer. #blogchat

9:22 pm **michellegolden:** Huge pet peeve when missing! Author info too. RT @amyafrika Contact info s/b on all blogs. Ppl look for it on right & bottom. #blogchat

9:22 pm **bobbyrettew:** @JDEbberly hey there....it was nice chatting tonight! #Blogchat

9:22 pm **dannybrown:** @sherisaid That's the great thing about WP, there is always some plug-in for pretty much any need :) #blogchat

9:22 pm **hacool:** @bobbyrettew Sounds like you're happy with Joomla. That & Drupal seem very popular now. #blogchat

9:22 pm **thejordanrules:** So much help/ info tonight: @amyafrika @MacCollier @hacool @CASUDI @unmarketing @bobbyrettew #blogchat

9:22 pm **LISABIRCH:** @unmarketing if i could just get web guy to incorporate comments into my website, i wouldn't need my blog at all *another sigh* #blogchat

9:23 pm **shaynale:** I'm working on creating great content first, but its so easy to get distracted by social media #blogchat

9:23 pm **kellymullaney:** @JoLynneValerie I thought you were working on 1 in september, LOL! Have you been to any of the montly tweetups from @SMC_Rochester #blogchat

9:23 pm **rjleaman:** @diesh blogging is where deep exploration of ideas happens, microblogging fantastic for quick flash ideas to prompt a conversation #blogchat

9:23 pm **JeremiahDaly:** RT @SydneyOwen: According to @GeekMommy, companies will move from mom blogs to gen-y for help. thoughts here <http://bit.ly/10skeL> #blogchat

9:23 pm **CASUDI:** @wilsonellis I am always testing, fortunately my clients like the absence of video, pop ups and craziness unlike her customers:-) #blogchat

9:23 pm **JoLynneValerie:** @DavidOlinger Confession: I do not like the concept of daily word-count or page goals the practice inhibits the muse, authenticity #blogchat

9:23 pm **HighTalk:** @DannyBrown I should talk. I've been meaning to upgrade blog. It's a mess right now . Need more time in my day. #blogchat

9:23 pm **loisgeller:** @sherasaid I don't find Wordpress all that friendly. TypePad is easier, but apparently not as good on search.#blogchat

9:23 pm **stuartfeigley:** @loisgeller So does that mean we'll find an Under Construction message? ;-) #blogchat

9:23 pm **hacool:** @DannyBrown excellent point - #hashtag is super way to keep the discussion moving both on blog and in Twitterverse. #blogchat

9:24 pm **dannybrown:** Think key thing with blogging is consistency - whether it's posting, content, style. Change not always good #blogchat

9:24 pm **sherasaid:** @DannyBrown #blogchat really? I haven't exactly explored it much to date. Too busy writing like a madwoman to stay afloat.

9:24 pm **JDEbberly:** RT @MackCollier: If you are leaving #blogchat (First question, WHY?!?), then don't forget to get your TRANSCRIPT here - <http://is.gd/1O...>

9:24 pm **tinkhanson:** @MackCollier Miles to go before I sleep :) #blogchat

9:24 pm **JoLynneValerie:** @KellyMullaney My dear, I run double time to keep up w/ my own schedule! But yes, a September or November Tweetup it is! #blogchat

9:24 pm **dannybrown:** @HighTalk Ha, I hear you on that one fella :) #blogchat

9:24 pm **EQGal:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read and spread. #blogchat

9:24 pm **amyafrika:** @michellegolden Yes. About Us section is a MUST for all blogs and it needs to be interesting, not a flipping resume. #blogchat

9:24 pm **ad_web:** Anybody has a favorite Tweet from tonight's #blogchat?

9:25 pm **dannybrown:** @sherasaid Yep. There's even a plug-in to host a forum :) #blogchat

9:25 pm **sherasaid:** @loisgeller #blogchat I'm not having any trouble but it could be because I'm a web developer....sort of.

9:25 pm **loisgeller:** @sherasaid I agree, I'm writing like a madwoman for blogs, twitter, linkedin...barely time for clients #blogchat

9:25 pm **wilsonellis:** @CASUDI That makes every thing easier. You're lucky :) #blogchat

9:25 pm **hacool:** @HighTalk that's how I feel. Button encourages use, & to reward usage it helps to include the Tweets even if they're not unique #blogchat

9:25 pm **WriterChanelle:** RT @MackCollier: I figured this out by dumb luck, but best way I have found to grow ur blog is to leave it, comment/link elsewhere #blogchat

9:25 pm **JDEbberly:** Link associated with Blogchat transcript: <http://is.gd/1OcxQ> #Blogchat

9:25 pm **kellymullaney:** RT @amyafrika: @michellegolden Yes. About Us section is a MUST for all blogs and it needs to be interesting, not a flipping resume #blogchat

9:25 pm **wiseleo:** I am thinking of offering both videos and transcripts. Throw the transcript into a DIV and unhide it on login. Your thoughts? #blogchat

9:26 pm **mattchevy:** @dannybrown Consistency is big. Readers set expectations over time, but you also have to be able

to re-invent yourself at times. #blogchat

9:26 pm **stephsteb:** @shaynale That is one of the reasons (among MANY) why I deleted myspace and am super careful with my fb. Love twitter, tho heh #blogchat

9:26 pm **loisgeller:** @amyafrika What about video for About us? #blogchat

9:26 pm **stuartfeigley:** @sherisaid Based on your Tweet about Wordpress (which is what I use for blogging), I need to look closer at what it offers. Thx. #blogchat

9:26 pm **JoLynneValerie:** RT @rjleaman Blogging is where deep exploration of ideas happens, microblogging good for quick flash ideas, prompt a conversation. #blogchat

9:26 pm **HighTalk:** @DannyBrown Once I get VC money on my Social Media Time Machine - I'm going to cash in #blogchat

9:26 pm **sherisaid:** @DannyBrown #blogchat customer list?

9:26 pm **hacool:** @ad_web There have been tons of great comments tonight. I'm really going to have to review the transcript to catch those I missed #blogchat

9:27 pm **JDEbberly:** RT @rjleaman Blogging is where deep exploration of ideas happens, microblogging good for quick flash ideas, prompt a conversation. #Blogchat

9:27 pm **dannybrown:** @TransitionalTee That comes with time :) Main thing is to be your voice consistently :) #blogchat

9:27 pm **JoLynneValerie:** @mattchevy @dannybrown Hear, hear. Consistency is a MUST. But oh yes - reinvention, ingenuity, is KEY. Keep it real, change it up. #blogchat

9:27 pm **dannybrown:** @mattchevy Re0invention is good. But if you start off as non-ad blog then suddenly throw in bunch of ads/affiliates, cld upset ppl #blogchat

9:27 pm **sherisaid:** @stuartfeigley I know there are a lot of themes out there that are popular, and many include functionality far beyond the basic. #blogchat

9:28 pm **kellymullaney:** @wiseleo I think that is a great idea, gives incentive to register, if the video is packed of good content they want to keep #blogchat

9:28 pm **dannybrown:** @HighTalk How much are the shares? ;-) #blogchat

9:28 pm **stuartfeigley:** Gotta run all. Learned soooooo much. Was hard to keep up with it all. Nicely done @amyafrika and @MackCollier. Night #blogchat

9:28 pm **amyafrika:** @loisgeller Video for About Us is a good addition but tested, it works better with both. #blogchat

9:28 pm **hacool:** @loisgeller @sherisaid it is hard to write for all, esp. given we're also supposed to get 8 hours sleep! #blogchat

9:28 pm **rjleaman:** @dannybrown @rmsylte just reminded me about TweetBack plugin <http://tweetback.holzhauser.it/> to bring twitter to blog #blogchat

9:28 pm **dannybrown:** @drmani Ha, I think you can "be different" yet keep the same approach. It's when you go off completely that can lose readers #blogchat

9:28 pm **JDEbberly:** @rjleaman You can also converse with ppl on FriendFeed. FF has greatly improved in the past few months #Blogchat

9:28 pm **wilsonellis:** @CASUDI Your post on your trip to China was fabulous. I can see why your clients love you. #blogchat

9:28 pm **HighTalk:** Another key to blogging - smart thinking. Add insight, don't repeat the conventions. Bring something new to the table. #blogchat

9:28 pm **timjahn:** @dannybrown @mattchevy I think gradual change might work better in some situations, rather than real drastic craziness #blogchat

9:28 pm **JoLynneValerie:** @KellyMullaney My calendar is filling up for the months of Sept & Oct; I think Nov is more realistic, in order to organize well. #blogchat

9:29 pm **sherisaid:** @hacool #blogchat HA! like that ever happens.

9:29 pm **dannybrown:** @sherisaid In waht way? #blogchat

9:29 pm **klandwehr:** RT @hacool: @loisgeller @sherisaid it is hard to write for all, esp. given we're also supposed to get 8

hours sleep! #blogchat

9:29 pm **3keyscoach:** RT @amyafrika: @loisgeller Video for About Us is a good addition but tested, it works better with both. #blogchat

9:29 pm **HighTalk:** And, of course, keep the post short :-) #blogchat

9:29 pm **wiseleo:** @kellymullaney It's a bit grey-hatish though. Search engines will see it, but guests will only see an excerpt. Won't hide in RSS. #blogchat

9:29 pm **michellegolden:** Consistency (tone, frequency etc) is not nearly as important as good, solid info appropriate and relevant to your unique audience #blogchat

9:29 pm **rjleaman:** LOL @hacool and concept of 8 hours sleep! #blogchat

9:29 pm **timjahn:** @HighTalk I like short posts :) #blogchat

9:29 pm **TransitionalTee:** @DannyBrown I think if you write what you know and what you're passionate about, voice consistency is natural. #blogchat

9:30 pm **MackCollier:** Holy Hannah! Now over 1,000 tweets from tonights #blogchat. In 90 mins! @amyafrika is killin' it!

9:30 pm **timjahn:** @michellegolden True. I think it's a delicate balance of all those factors #blogchat

9:30 pm **dannybrown:** @rjleaman @rmsylte I'm not a big fan of that plug in, makes comments look very noisy I usually find? #blogchat

9:30 pm **unmarketing:** @JoLynneValerie Move that tweet-up towards Niagara Falls, and I'll be there! #blogchat

9:30 pm **JoLynneValerie:** @DavidOlinger Mhmm. I left magazine editing (loved it, but...) for holistic/spiritual writing. Even tho my mags were that! #blogchat

9:30 pm **bobbyrettw:** RT @michellegolden: Consistency not nearly as important as good, solid info appropriate & relevant to your unique audience #blogchat

9:30 pm **hacool:** @loisgeller I like Wordpress and used to use Movable Type, for each it is a bit help know HTML to customize the templates. #blogchat

9:30 pm **rjleaman:** @timjahn @HighTalk but length of post depends on topic, surely? Tutorials, for example... #blogchat

9:30 pm **_djh:** @rjleaman Hmm, Plug-ins might be a good topic for a future #blogchat Mr. @MackCollier

9:30 pm **unmarketing:** If not done properly, video can actually hurt your blog #blogchat

9:30 pm **loisgeller:** This is really an amazing experience. #blogchat

9:30 pm **hacool:** @rjleaman I get 8 hours of sleep, just not always in a row or at some normal time of night! #blogchat

9:31 pm **JDEbberly:** @MackCollier Congrats on Blogchat's growth! This place has really grown in the past 6 weeks! :) #Blogchat

9:31 pm **dannybrown:** @rjleaman @timjahn @hightalk I think tutorials can be split into multi-blog post series where possible #blogchat

9:31 pm **TransitionalTee:** @unmarketing So true. So, what consists of video done properly? #blogchat

9:31 pm **timjahn:** @rjleaman Agreed. Length depends on content usually #blogchat

9:31 pm **rjleaman:** @dannybrown I'd forgotten all about plugin, must check under the hood and see if it can be styled - or if there's another similar. #blogchat

9:31 pm **JoLynneValerie:** @unmarketing We should choose someplace in the middle. Buffalo area, mayhaps... Or you could drive. #blogchat

9:31 pm **Mandy_Vavrinak:** RT @MackCollier: Holy Hannah! Now over 1,000 tweets from tonights #blogchat. In 90 mins! @amyafrika is killin' it! (yay! Go, tweeps!)

9:31 pm **wiseleo:** @dannybrown Do you use the Series plugin for Wordpress? #blogchat

9:32 pm **timjahn:** @dannybrown @rjleamen @hightalk possibly, but tutorials are usually nice to find in one place/post #blogchat

9:32 pm **tinkhanson:** Todd is practicing hirigana/katakana tonight while I've been on #blogchat. Been so long it looks like a page of chicken scratches to me.

9:32 pm **amyafrika:** @christammiller Globally. The righthand column serves as the SAVE column & keeps people from exiting. #blogchat

9:32 pm **rjleaman:** RT @hacool: @rjleaman I get 8 hours of sleep, just not always in a row or at some normal time of night! < I'm stealing that! #blogchat

9:32 pm **dannybrown:** @shersaid Right. You can set up membership options to forum so you have contact details #blogchat

9:32 pm **WriterChanelle:** RT @MackCollier: Holy Hannah! Now over 1,000 tweets from tonight's #blogchat. In 90 mins! @amyafrika is killin' it!

9:32 pm **taylormarek:** Ain't that the truth! RT @unmarketing: If not done properly, video can actually hurt your blog #blogchat

9:32 pm **Wecai:** RT @unmarketing: If not done properly, video can actually hurt your blog #blogchat

9:32 pm **kellymullaney:** @wiseleo you'll need to place it in a separate web page from the video. In video page place summary of video w/ relevant keywords #blogchat

9:32 pm **CASUDI:** RIGHT RIGHT RIGHTRT @unmarketing: If not done properly, video can actually hurt your blog #blogchat

9:32 pm **unmarketing:** @TransitionalTee "good" video is less about equipment, more about content and comfort in front of camera #blogchat

9:33 pm **zkellyq:** Good stuff, too! RT @MackCollier: Holy Hannah! Now over 1,000 tweets from tonight's #blogchat. In 90 mins! @amyafrika is killin' it!

9:33 pm **3keyscoach:** RT @unmarketing: @TransitionalTee "good" video is less about equipment, more about content and comfort in front of camera #blogchat

9:33 pm **MackCollier:** Given how popular tonight's #blogchat with @amyafrika is, do you guys think she should start her own Twitter #chat on blog/site conversion?

9:33 pm **mattchevy:** @timjahn You're very effective in writing concise articles that pack a punch. Hell of a talent. #blogchat

9:33 pm **bobbyrettew:** RT @amyafrika: @christammiller Globally. The righthand column serves as the SAVE column & keeps people from exiting. #blogchat

9:33 pm **kellymullaney:** RT @Wecai: RT @unmarketing: If not done properly, video can actually hurt your blog << Absolutely, like any bad content #blogchat

9:33 pm **dannybrown:** @wiseleo I don't, I usually have off-site pages for series linked to posts #blogchat

9:33 pm **timjahn:** @unmarketing @TransitionalTee Without good content, videos suck. Content is most important for sure #blogchat

9:33 pm **smrus:** @amyafrika: Color me impressed (truly). Thanks for some great tips n tricks on #blogchat

9:33 pm **shersaid:** @dannybrown #blogchat interesting. just in case I ever want to go the marketing route.

9:33 pm **bobbyrettew:** RT @Wecai: RT @unmarketing: If not done properly, video can actually hurt your blog #blogchat

9:34 pm **rjleaman:** Good to have transcript and/or audio-only options as well, for when time is too short to view the whole video #blogchat

9:34 pm **wilsonellis:** @loisgeller Not to be an "i told you so", but i did. I knew @amyafrika + #blogchat = dynamic info.

9:34 pm **hacool:** @unmarketing True, I think the trick is to position video at side or end so it doesn't interrupt reading, but adds to content #blogchat

9:34 pm **avasiare:** @MackCollier Yes, she should! #blogchat

9:34 pm **TransitionalTee:** @unmarketing Agreed. Not a huge fan of skits or gimmicky videos. Flip camera, good tips/commentary, relaxed tone, I'm in. #blogchat

9:34 pm **wiseleo:** @kellymullaney Hmm no. I can do better. Ever seen "spoiler" tags on movie websites? The text is on the page but blacked out. #blogchat

9:34 pm **dannybrown:** @timjahn @rjleaman @hightalk If they go past certain word count they lose my interest. Why not offer ebook instead? #blogchat

9:34 pm **loisgeller:** RT @smrus: @amyafrika: Color me impressed (truly). Thanks for some great tips n tricks on #blogchat

9:34 pm **JoLynneValerie:** @unmarketing Amen to that. I have seen some videos that were simply horrendous. An actor, everyone is not. #blogchat

9:34 pm **3keyscoach:** @MackCollier Tonight's convo is full of great tidbits! Just reading & reading... #blogchat

9:34 pm **michellegolden:** RT @TransitionalTee @DannyBrown I think if you write what you know and what you're passionate about, voice consistency is natural. #blogchat

9:34 pm **dannybrown:** @CASUDI I always advise to write what YOU want to read. If others like it, it's a nice bonus :) #blogchat

9:34 pm **JDEbberly:** RT @mattchevy: @timjahn You're very effective in writing concise articles that pack a punch. Hell of a talent. #blogchat #Blogchat

9:35 pm **timjahn:** @mattchevy Thanks, I appreciate it :) #blogchat

9:35 pm **JoLynneValerie:** @CASUDI @unmarketing: If not done properly, video can actually hurt your blog--And this is why I haven't ventured into video! #blogchat

9:35 pm **JeremiahDaly:** RT @MackCollier: Holy Hannah! Now over 1,000 tweets from tonight's #blogchat. In 90 mins! @amyafrika is killin' it!

9:35 pm **TransitionalTee:** @timjahn Tim, your Beyond the Pedway vids are spot on. #blogchat

9:35 pm **klandwehr:** I like micropost, they can start some good conversations. #blogchat

9:35 pm **mattchevy:** @DannyBrown @JoLynneValerie People often change their voice to appeal to an audience & lose their sense of self in the process. #blogchat

9:35 pm **amyafrika:** Buttons really work. Action buttons (all listed -- and yes, I agree, it's not pretty) outperform SHARE this and/or RSS Feed links.#blogchat

9:35 pm **trainingfactor:** just participated and observed in my first #blogchat great panel!

9:35 pm **bobbyrettew:** @unmarketing got that right, I can create a great video w/ an iPhone or \$80K HDCAM. it is about content relevant to the audience #blogchat

9:35 pm **Mandy_Vavrinak:** @MackCollier ready to share some #blogchat load? Opened the blog share/improve floodgates!

9:36 pm **_djh:** You might have noticed I didn't make any sarcastic comment about Ms @3keyscoach sneaking in late tonight =) #blogchat

9:36 pm **sherisaid:** @TransitionalTee watched an obnoxious rant recently. pretty popular guy. Don't remember his name & don't care. #blogchat

9:36 pm **HighTalk:** dannybrown: @rjleaman @timjahn @hightalk I agree on splitting tutorials. Better in short chunks w/ lots of graphics #blogchat

9:36 pm **timjahn:** @TransitionalTee Thank you! I love video and believe in producing as high of quality content I can #blogchat

9:36 pm **dannybrown:** @mattchevy @JoLynneValerie Exactly. Why change just to court false popularity? No different from selling out #blogchat

9:36 pm **sherisaid:** @3keyscoach moving fast tonight! #blogchat

9:36 pm **Wecai:** @dannybrown @timjahn @rjleaman @hightalk Did u know u can now automat. create ebooks out of blog posts? www.tinyurl.com/rsszine #blogchat

9:36 pm **Mandy_Vavrinak:** @MackCollier @amyafrika my vote would be "yes" on chat dedicated to blog/site conversions. So much to learn in that area. #blogchat

9:36 pm **JeremiahDaly:** Currently building a blog and #blogchat gave me so many things to think about. Thanx all!

9:36 pm **rickwhittington:** Re: search, subscribe, twitter feed, about, contact, archives, etc. Seems like it's easy to "junk up" a sidebar. #blogchat

9:37 pm **TransitionalTee:** @sherisaid Sum are ridiculous! Tough 2 gauge, b/c everyone has opinions. Generally, quality content = quality, engaged readership. #blogchat

9:37 pm **JDEbberly:** RT @rjleaman @timjahn @hightalk I agree on splitting tutorials. Better in short chunks w/ lots of graphics #blogchat #Blogchat

9:37 pm **TransitionalTee:** @timjahn That dedication to video & quality shows! #blogchat

9:37 pm **loisgeller:** RT @amyafrika: Buttons really work. Action buttons (all listed -- and yes not pretty) outperform SHARE this and/or RSS Feed links.#blogchat

9:37 pm **3keyscoach:** @_djh Oh no, you noticed! At least you met my expectations! :D #blogchat

9:37 pm **CASUDI:** @amyafrika YES, to start your own chat #blogchat & meanwhile I'm going to make some changes on my next post :-)

9:37 pm **MackCollier:** @smrus Why do you think I wanted @amyafrika to co-host #blogchat? I aint no dummy ;)

9:38 pm **Tojosan:** #blogchat how would you capitalize on folks hitting a post and then clicking through on a link you provided off site?

9:38 pm **amyafrika:** @rickwhittington It completely looks junky but it works. People like visuals. That's the issue. It'd be like TV with all text. #blogchat

9:38 pm **3keyscoach:** @sherasaid Tell me about it! I will have to read transcript, :) #blogchat

9:38 pm **mattchevy:** @TransitionalTee @timjahn That dedication to video & quality shows! #blogchat (Agreed, especially for someone who just moved to Chicago)

9:38 pm **bobbyrettew:** RT @JeremiahDaly: Currently building a blog and #blogchat gave me so many things to think about. Thanx all!

9:38 pm **kellymullaney:** @wiseleo I haven't noticed :-(You mean blacked out, like in the same color of the background? I hope not... #blogchat

9:38 pm **Wecai:** RT @trainingfactor: just participated and observed in my first #blogchat great panel!

9:38 pm **hacool:** @Wecai I used Wordpress categories to publish a social media eBook at <http://www.welcometosocialmedia.com/category/ebooks/smgvol1/> #blogchat

9:38 pm **dannybrown:** @HighTalk It can make for an entertaining series as well. Intro, intermediate, advanced, etc #blogchat

9:38 pm **TransitionalTee:** Heading out of here. :(Thanks @MackCollier, @amyafrika, and all you blogchatters for a great discussion! #blogchat

9:38 pm **JoLynneValerie:** @DannyBrown @mattchevy Haha, writing the topic du jour just to court popularity IS selling out, unless it's to experiment. #blogchat

9:38 pm **loisgeller:** @MackCollier You ain't no dummy. #blogchat

9:38 pm **avasiare:** Absolutely excellent chat tonight with @MackCollier and @amyafrika ! #blogchat

9:39 pm **rickwhittington:** RT @amyafrika: Buttons really work. Action buttons (yes, I agree, it's not pretty) outperform SHARE this and/or RSS Feed links. #blogchat

9:39 pm **sherasaid:** @TransitionalTee I agree..I just don't understand why anyone follows someone who just grouches and offers no insight..but they do #blogchat

9:39 pm **klandwehr:** @rickwhittington Agree there is a fine line between having a useful sidebar and a trashy one #blogchat

9:39 pm **stephsteb:** Lost 2. Gained 8 awesome folks. Thanks, #blogchat !

9:39 pm **CASUDI:** @rickwhittington YES<it's easy to "junk up" a sidebar. #blogchat > I agree but you can go too simple and leave things out. I know!

9:39 pm **sherasaid:** @3keyscoach I know I've missed a ton. #blogchat

9:39 pm **wiseleo:** @kellymullaney No. Blacked out as in requires action to reveal text underneath. To prevent accidental plot disclosures. #blogchat

9:39 pm **WillEgan:** #blogchat Speaking of Analytics, does anybody know a good bounce rate for a blog site? Im on about 40%, I know thats high for ordinary site

9:40 pm **JoLynneValerie:** @mattChevy I've seen it lots, when I had the magazines - ppl would try to write what they thought I wanted; lost authentic voice. #blogchat

9:40 pm **amyafrika:** Users want sites to be like grocery stores. When you go to any grocery store in the US, you have an idea how it's going to work. #blogchat

9:40 pm **TransitionalTee:** @sherisaid I think there are a good chunk of ppl who just love opinions and controversy. Not me, and not you, but def. some. #blogchat

9:40 pm **_djh:** @3keyscoach I must be getting boring and predictable these days => #blogchat

9:40 pm **rickwhittington:** @amyafrika So much research says to control eyepath with visuals, yet seems like there's a line where too many visuals distract. #blogchat

9:41 pm **amyafrika:** Folks, you can hate EVERY button & call-to-action, you want. Users make their mind up on ONE screen of your website. #blogchat

9:41 pm **timjahn:** @CASUDI @rickwhittington Sidebars full of crap always turn me off. If it's not useful/needed, get rid of it. #blogchat

9:41 pm **MackCollier:** If you enjoyed tonight's #blogchat, you can thank me by making sure you follow @amyafrika!

9:41 pm **dannybrown:** @rjleaman Haven't used that plugin, may have to check it out (usuallu use off-site pages to hold links to multi-posts) #blogchat

9:41 pm **bobbyrettw:** @unmarketing been thinking lots of about if video is main content of blog and the written text is complimentary or vice versa #blogchat

9:41 pm **sherisaid:** @amyafrika I always advise clients to follow certain navigational guidelines for that reason -some level of familiarity #blogchat

9:41 pm **kellymullaney:** @rickwhittington there is "too much of a good thing" #blogchat

9:41 pm **bobbyrettw:** RT @amyafrika: Folks, you can hate EVERY button & call-to-action, you want. Users make their mind up on ONE screen of your website #blogchat

9:42 pm **3keyscoach:** @_djh Not boring! :) #blogchat

9:42 pm **JDEbberly:** @MackCollier Consider that DONE! @amyafrika is a fount of useful information! :) #Blogchat

9:42 pm **amyafrika:** We look to the left when we need help. We look to the right when we are going to leave. Puts things in perspective. #blogchat

9:42 pm **hacool:** @rickwhittington I think the trick is to pair things down, don't list all archives in side, just link to archives page, etc. #blogchat

9:42 pm **timjahn:** @amyafrika Are you suggesting cluttered is better? #blogchat

9:43 pm **MackCollier:** RT @amyafrika: We look to the left when we need help. We look to the right when we are going to leave. Puts things in perspective. #blogchat

9:43 pm **wilsonellis:** RT @amyafrika: We look to the left when we need help. We look to the right when we are going to leave. Puts things in perspective. #blogchat

9:43 pm **freestandflawed:** I second this - RT@mattChevy: @timjahn You're very effective in writing concise articles that pack a punch. Hell of a talent. #blogchat

9:43 pm **WillEgan:** #blogchat, I like it how this is run in a time that us Aussies can contribute. Thanks for the tips =)

9:43 pm **amyafrika:** @sherisaid That's fantastic! If the C (top, left & bottom nav) stays consistent (looking), users stay longer. #blogchat

9:43 pm **sherisaid:** @TransitionalTee yeah, you're right. and drama done right can be entertaining to a degree. but not often. #blogchat

9:43 pm **ValerieSimon:** @MackCollier Missed #blogchat because of storms/ power outage, but reading the tweets-- will def follow @amyafrika - great recommendation!

9:43 pm **amyafrika:** The more they stay, the more they pay. How are you going to get them to stay longer? #blogchat

9:43 pm **servantofchaos:** RT @amyafrika: We look to the left when we need help. We look to the right when we are going to leave. Puts things in perspective. #blogchat

9:43 pm **rickwhittington:** @amyafrika So would you vary sidebar from page-to-page to maybe attract readers to other content/related content or contact? #blogchat

9:44 pm **sherisaid:** @amyafrika yes, exactly. nothing is more frustrating than not being able to get around. #blogchat

9:44 pm **Mandy_Vavrinak:** @amyafrika agreed... Saves valuable time, makes it easier to interact, "get it right," feels safer for users. #blogchat

9:44 pm **JDEbberly:** @ValerieSimon Great to see you on Blogchat again, Valerie! :) #Blogchat

9:44 pm **redshoes:** RT @servantofchaos RT @amyafrika: We look to the left when we need help. We look to the right when we are going to leave. #blogchat

9:44 pm **timjahn:** @freeandflawed Thanks Jen :) #blogchat

9:44 pm **JoLynneValerie:** @hacool I couldn't agree more; when it comes to offering archives, a link to the page is far classier, than a lengthy list. #blogchat

9:44 pm **bobbyrettew:** @amyafrika all about visual rhetoric...in western culture, the eye works left to right, top to bottom. Eye also likes thirds... #blogchat

9:44 pm **rickwhittington:** @hacool That's item 1 on my to-do list. #blogchat

9:44 pm **HighTalk:** @DannyBrown Bingo. Breaking it up also gives you a week of posts. Helps get you get through dry spells. #blogchat

9:45 pm **CASUDI:** Good Night #blogchat THX @amyafrika @MackCollier @dannybrown @wilsonellis @bobbyrettew and many others. This was the best exchange.....

9:45 pm **dannybrown:** @amyafrika Problem with some left hand sidebars is that it can hit you on Google for your main content #blogchat

9:45 pm **Mandy_Vavrinak:** RT @MackCollier: If you enjoyed tonite's #blogchat, you can thank me by making sure you follow @amyafrika! (done!)

9:45 pm **dannybrown:** @CASUDI Good night, great views and catch you next time if not before :) #blogchat

9:45 pm **kellymullaney:** @wiseleo Oh, got it! :-)) Yes, great idea. Some browsers may not support the code (like jQuery), but it would work in most cases #blogchat

9:45 pm **JDEbberly:** RT @MackCollier: If you enjoyed tonite's #blogchat, you can thank me by making sure you follow @amyafrika! #Blogchat

9:45 pm **amyafrika:** @timjahn Organized clutter. Eyepath studies are very misleading because if there's nothing there, you can't map it. #blogchat

9:46 pm **dannybrown:** @HighTalk Right. Pre-load your posts in a series and takes pressure off constant content #blogchat

9:46 pm **michellegolden:** How do you guys feel about long "series" posting (1 of 10, etc). Not sure I'm a fan. is waiting tedious/annoying for readers? #blogchat

9:47 pm **hacool:** @dannybrown Interesting point, though a right sidebar using CSS to float right may also appear first in code. depends on structure #blogchat

9:47 pm **rickwhittington:** RT @amyafrika: Eyepath studies are very misleading because if there's nothing there, you can't map it. #blogchat

9:47 pm **JoLynneValerie:** @sherasaid @TransitionalTee Unless you're writing to an audience/genre wherein drama is beneficial; tasteful theatrical flair. #blogchat

9:47 pm **dannybrown:** @hacool Yep, it's why I tend to not hit up CSS sidebars :) #blogchat

9:47 pm **wilsonellis:** How much money do you lose by designing your website/blog to please yourself instead of your target market? #blogchat

9:47 pm **loisgeller:** RT @redshoes: @amyafrika: We look to the left when we need help. We look to the right when we are going to leave. #blogchat

9:47 pm **hacool:** @michellegolden I think posts as a series can work well as long as each post can also stand on its own. #blogchat

9:47 pm **amyafrika:** @HighTalk Breaking up posts ESPECIALLY with good teasers is such a great idea. Thanks for adding it in. #blogchat

9:48 pm **JDEbberly:** RT @amyafrika: We look to the left when we need help. We look to the right when we are going to leave. Puts things in perspective. #Blogchat

9:48 pm **trainingfactor:** going to dig in to updating how I use blogs tomorrow #blogchat

9:48 pm **HighTalk:** Most important part of a blog post? The headline. #blogchat

9:48 pm **HeidiRichards:** RT @ [michellegolden](#) I think posts as a series can work well as long as each post can also stand on its own. #blogchat

9:48 pm **amyafrika:** RT @ [wilsonellis](#): How much money do you lose by designing your website/blog to please yourself instead of your target market? #blogchat

9:48 pm **dannybrown:** @ [wilsonellis](#) I think design-wise, always think of your audience. The content is yours, though :) #blogchat

9:48 pm **wiseleo:** Hi @ [michellegolden](#) Writing complex research articles can take so long that they never get published. Switching to multi-part. :) #blogchat

9:48 pm **michellegolden:** RT @ [CASUDI](#) Good Night #blogchat THX @ [amyafrika](#) @ [MackCollier](#) @ [dannybrown](#) @ [wilsonellis](#) @ [bobbyrettew](#) and many others!!

9:49 pm **anetah:** RT @ [kdpaine](#): RT @ [amyafrika](#): When U look at getting actions on blog, think BUTTONS, not just links. Buttons R graphical links R not #blogchat

9:49 pm **robinanderson:** RT @ [kdpaine](#): Another point from a user perspective. Users see things in pictures, not in text. You need visuals on your blog. #blogchat

9:49 pm **bobbyrettew:** @ [CASUDI](#) thanks and it was nice meeting you! #blogchat

9:49 pm **HeidiRichards:** RT @ [HighTalk](#) Most important part of a blog post? The headline. #blogchat

9:49 pm **MackCollier:** @ [michellegolden](#) Thank you Michelle for joining #blogchat I followed you ;)

9:49 pm **HighTalk:** Not a fan of archives divided by month. Impossible to search. Tag clouds/categories much better than sorting by date. #blogchat

9:49 pm **rickwhittington:** Lots of ad agencies do this: RT @ [wilsonellis](#): Do you design your website to please yourself instead of your target market? #blogchat

9:49 pm **timjahn:** @ [amyafrika](#) I think clutter of any type is annoying. If it's not needed, why use it? #blogchat

9:49 pm **bobbyrettew:** @ [michellegolden](#) it was great chatting...nice to meet you and look forward to chatting again...I am now following! #blogchat

9:50 pm **timjahn:** RT @ [HeidiRichards](#): RT @ [HighTalk](#) Most important part of a blog post? The headline. #blogchat

9:50 pm **JoLynneValerie:** RT @ [HighTalk](#) "Most important part of a blog post? The headline."<--I wouldn't say it's most important, but VITAL. As is CONTENT. #blogchat

9:50 pm **sherisaid:** @ [JoLynneValerie](#) @ [TransitionalTee](#) absolutely...even a cooking show or an interview has a certain level of drama to be compelling #blogchat

9:50 pm **timjahn:** RT @ [dannybrown](#): @ [wilsonellis](#) I think design-wise, always think of your audience. The content is yours, though :) #blogchat

9:50 pm **klandwehr:** Are tag clouds worth while on a blog? #blogchat

9:50 pm **HighTalk:** Bad headline? No one reads it & terrible RTs. Great headline gets you readers and repeat business. #blogchat

9:51 pm **sherisaid:** #blogchat I think I must sleep, tomorrow's a BUSY day. Night all!

9:51 pm **tabsharani:** RT @ [HighTalk](#): Most important part of a blog post? The headline. #blogchat

9:51 pm **dannybrown:** @ [klandwehr](#) Tag clouds can help with extra SEO points so worth having #blogchat

9:51 pm **hacool:** @ [Wecai](#) thanks for the tip. I like being able to offer an ebook in both HTML and pdf #blogchat

9:51 pm **HeidiRichards:** Got here late, was on a chat with @ [SkeeterHansen](#) from Twitterwatchdog! He's a great host! Looking forward to next #blogchat

9:51 pm **NancyMarmolejo:** @ [MackCollier](#) 1st time visit to this chat, happy 2 b here! :-) #blogchat

9:51 pm **unmarketing:** A killer post headline is only good if the content backs it up #blogchat

9:51 pm **JeremiahDaly:** wondering this myself. RT @ [klandwehr](#): Are tag clouds worth while on a blog? #blogchat

9:51 pm **amyafrika:** @ [timjahn](#) The limbic system & neocortex fight when you're online. Literally, you do it to distract the user's brain from leaving. #blogchat

9:51 pm **JoLynneValerie:** @sharisaid @TransitionalTee Very true, my dears. But there again - in moderation. Too much drama is contrived, too damned sugary. #blogchat

9:52 pm **timjahn:** @JoLynneValerie You can have best content ever. But if readers don't like headline enough to click through, you've failed. #blogchat

9:52 pm **_djh:** @HighTalk Agree, I see no point in those monthly archives - no help at all in finding anything #blogchat

9:52 pm **MackCollier:** @NancyMarmolejo Hi Nancy ;) #blogchat

9:52 pm **wilsonellis:** @dannybrown Your content is yours, but if it doesn't have value for your readers, you're talking to yourself. #blogchat

9:52 pm **hacool:** @timjahn I hate clutter too, we need to give readers options, but not so many choices that they can't make a choice. #blogchat

9:52 pm **klandwehr:** Headlines are important especially for people who use rss reader, if its a poor headline, it will get skipped. #blogchat

9:52 pm **JeremiahDaly:** Answer: RT @dannybrown: @klandwehr Tag clouds can help with extra SEO points so worth having #blogchat

9:52 pm **JoLynneValerie:** @unmarketing Someone just said something very similar. Hmm... who could that have been... #blogchat

9:52 pm **WriterChanelle:** This guy has a really cool tag cloud on his #12for12k site @dannybrown #blogchat

9:52 pm **dannybrown:** @unmarketing @HighTalk I think if you get a great headline first, that can guide content #blogchat

9:52 pm **timjahn:** @amyafrika Haha, that's definitely new info to me! Interesting #blogchat

9:52 pm **HighTalk:** @unmarketing Disagree. Great to have awesome content, but if you can't a good headline can make the difference #blogchat

9:53 pm **HeidiRichards:** RT@dannybrown: @wilsonellis I think design-wise, always think of your audience. The content is yours, though :) #blogchat

9:53 pm **JDEbberly:** RT @dannybrown: @klandwehr Tag clouds can help with extra SEO points so worth having #Blogchat

9:53 pm **amyafrika:** Look at the blogs that are making money. Are they the most aesthetically pleasing? No, but they engage the user in the right way. #blogchat

9:53 pm **dannybrown:** @wilsonellis Unless you believe in it, you're talking to no-one. :) Value can be determined by authenticity #blogchat

9:53 pm **HeidiRichards:** RT @trainingfactor: going to dig in to updating how I use blogs tomorrow #blogchat (ME TOO!)

9:53 pm **dannybrown:** @WriterChanelle ha, thank you, glad you like it :) #blogchat

9:53 pm **WriterChanelle:** And i'm out...Starving....blog posts to finish and e-mail's to check....great #blogchat tonight!

9:53 pm **wilsonellis:** @rickwhittington They're the worst. Ads fail if you remember the ad, but not the product. #blogchat

9:53 pm **JoLynneValerie:** @hacool Content rich is one thing; cluttered is another. If a site is cluttered, my brain navigates me away. Want to be inviting. #blogchat

9:53 pm **NancyMarmolejo:** Who else considers the Tweetworthiness of ur blog post titles? #blogchat

9:54 pm **HighTalk:** @dannybrown @unmarketing Good point. I usually write the lede first - it all flows from the start. #blogchat

9:54 pm **unmarketing:** @HighTalk so it's ok to have a good headline and mediocre content? #blogchat

9:54 pm **amyafrika:** @timjahn It's a complete game of mental manipulation. #blogchat

9:54 pm **MackCollier:** RT @amyafrika: Look at blogs that r making money. Are they the most aesthetically pleasing? No, but they engage user in right way. #blogchat

9:54 pm **HighTalk:** @NancyMarmolejo That's why headlines are the most important part of your post. Sets tone, expectation #blogchat

9:54 pm **3keyscoach:** @amyafrika Find it surprising that people don't necessarily respond to aesthetics. So short posts,

buttons make difference? #blogchat

- 9:55 pm **wilsonellis:** @dannybrown Agreed. If you aren't enthusiastic about your subject, no one else will be. #blogchat
- 9:55 pm **zkellyq:** Which ones? RT @amyafrika: Look at the blogs that are making money. Are they the most aesthetically pleasing? No, but they engage. #blogchat
- 9:55 pm **loisgeller:** @NancyMarmolejo Following you now. Nice to meet you tonight at #blogchat
- 9:55 pm **dannybrown:** @unmarketing I don't think @HighTalk was saying that mate, but headline can help lead into killer content - all synergy #blogchat
- 9:55 pm **JoLynneValerie:** @timjahn Agreed. But grab them with a headline and fizzle in content, and you've lost them too. Balance. In all things writing. #blogchat
- 9:55 pm **michellegolden:** Whew, I stumbled on #blogchat tonight and got sucked right in. It was AWESOME. Thanks everyone. Transcript here: <http://is.gd/1OcxQ>
- 9:55 pm **timjahn:** @MackCollier @amyafrika examples? #blogchat
- 9:55 pm **HighTalk:** @unmarketing I didn't say that. I said you should always strive for great content. But ALWAYS shoot for an excellent headline. #blogchat
- 9:55 pm **amyafrika:** Everyone has a different definition of clutter. However, the important thing to focus on is what the user sees. #blogchat
- 9:55 pm **vedo:** Does anybody else ever get bogged down on choosing just the right image/graphic for a blog post, that it hampers your writing? #blogchat
- 9:55 pm **hacool:** @JoLynneValerie exactly, if I can't easily see where to focus, I'll focus somewhere else. #blogchat
- 9:55 pm **NancyMarmolejo:** @HighTalk I agree on that- it's the hook that needs to work on Google as well as Twitter w/ killer content #blogchat
- 9:55 pm **3keyscoach:** @NancyMarmolejo When I think of headlines, I think of what makes people curious enough to click. #blogchat
- 9:55 pm **dannybrown:** @WriterChanelle ha, so THAT's who you are :) #blogchat
- 9:56 pm **tabsharani:** @unmarketing Absolutely. Headlines 4 blogposts are similar to subject lines in email..#blogchat
- 9:56 pm **JoLynneValerie:** @timjahn For my magazines, we finalized title only *after* the piece was finished. That is industry standard. As an aside. :) #blogchat
- 9:56 pm **unmarketing:** @NancyMarmolejo not only tweetworthiness, but short enough to be retweeted without editing #blogchat
- 9:56 pm **MackCollier:** @timjahn ProBlogger? Looks 'too busy', but makes big \$\$\$ #blogchat
- 9:56 pm **JDEbberly:** RT @amyafrika: Look at blogs that r making money. Are they the most aesthetically pleasing? No, but they engage user in right way #Blogchat
- 9:56 pm **dannybrown:** @vedo No, I use PhotoDropper plugin, uses Creative Commons and pretty good at selecting images for you :) #blogchat
- 9:56 pm **HighTalk:** @amyafrika My pleasure. #blogchat
- 9:56 pm **hacool:** @vedo sometimes. I try to force myself to wait until writing is done, then find/make right graphics. #blogchat
- 9:57 pm **klandwehr:** Headlines are like the marquee on a store, it makes you want to go in, the content will get you to return #blogchat
- 9:57 pm **JoLynneValerie:** @hacool High five! We agree. #blogchat
- 9:57 pm **HighTalk:** @dannybrown That reminds me. I have yet to sign up to Creative Commons for HighTalk blog. Have it on my other one. Good reminder #blogchat
- 9:57 pm **HeidiRichards:** RT @michellegolden: Whew, I stumbled on #blogchat tonight and got sucked right in. It was AWESOME. Transcript here: <http://is.gd/1OcxQ>
- 9:57 pm **amyafrika:** @timjahn @copyblogger has one of the best tracked blogs I have seen in usability. Is it ugly? It's almost perfect for the eye. #blogchat

9:57 pm **NancyMarmolejo:** @vedo i find images to be really inspiring, the feel of the image can inspire my writing in new directions #blogchat

9:57 pm **dannybrown:** Tend to find, money-making blogs look like pig's breakfast. Other style blogs are more aesthetic #blogchat

9:57 pm **hacool:** @vedo I also often use bitstrips.com to make a cartoon to illustrate my point. #blogchat

9:58 pm **HighTalk:** RT @klandwehr Headlines are like the marquee on a store, it makes you want to go in, the content will get you to return #blogchat

9:58 pm **JoLynneValerie:** @hacool I never illustrate/choose complementary photos until after the writing is finished and edited; allows greater perspective. #blogchat

9:58 pm **dannybrown:** @HighTalk One of first things I did when started my new domain :) #blogchat

9:58 pm **mattchevy:** @vedo I spend way too much time choosing images. But it's the last thing I do before publishing, so it doesn't effect my writing. #blogchat

9:58 pm **timjahn:** @amyafrika I think it's on the better side of design. Probblogger on the other hand seems a mess #blogchat

9:59 pm **hacool:** @JoLynneValerie absolutely. I'm all about the white space. ;-) #blogchat

9:59 pm **HeidiRichards:** RT @HighTalk RT @klandwehr Headlines R like the marquee on a store, it makes you want to go in, the content will get you to return #blogchat

9:59 pm **christammiller:** I missed much of #blogchat because of the stupid thunderstorm that never quite got around to forming. :(Transcript on my to-do list!

9:59 pm **_djh:** Why is that? RT @dannybrown: Tend to find, money-making blogs look like pig's breakfast. Other style blogs are more aesthetic #blogchat

9:59 pm **HeidiRichards:** RT @hacool: @vedo I also often use bitstrips.com to make a cartoon to illustrate my point. #blogchat GREAT TIP!

9:59 pm **kellymullaney:** @MackCollier Content is king for a blog, but depending on subject, you still need to be at least estetically decent #blogchat

10:00 pm **hacool:** RT @JoLynneValerie: I never illustrate/choose photos until the writing is finished; allows greater perspective. #blogchat

10:00 pm **WriterChanelle:** Holy crap!! #blogchat got me over 50 views tonight. And I didn't even put up a link to my blog. Lol

10:00 pm **loisgeller:** @ copyblogger we needed you at #blogchat tonight...because we all like your blog.

10:00 pm **JoLynneValerie:** @mattchevy Check the thread; I just said the same thing. Great minds... #blogchat

10:00 pm **HighTalk:** @unmarketing Disagreed that a headline is only good if you have killer content. You can have great headlines & bad content. #blogchat

10:00 pm **dannybrown:** @_djh Chock full of ads, affiliate badges, etc. Ugh... #blogchat

10:01 pm **MackCollier:** @KellyMullaney Community/interactions are more imp for my blog than content, but to each his/her own ;) #blogchat

10:01 pm **amyafrika:** @timjahn That's because @probblogger's format engages your limbic brain. It'd be like reading a newspaper with 23 columns. #blogchat

10:01 pm **HighTalk:** @unmarketing Although that's not what I'm recommending. Just that one doesn't necessarily reflect the other. #blogchat

10:01 pm **JDEbberly:** @WriterChanelle You also just gained another follower! :) #Blogchat

10:01 pm **timjahn:** @MackCollier Does your content create that community though? #blogchat

10:01 pm **markwschaefer:** Thanks for all the feedback this week on my blog. I see many familiar faces here! #blogchat

10:02 pm **timjahn:** @amyafrika Is the limbic brain the one that says "this looks like shit!?" ;) #blogchat

10:02 pm **dannybrown:** @HighTalk @unmarketing Think it's also slightly unrelaistic to think every single blog post is going to kill it every time #blogchat

10:02 pm **amyafrika:** Purpose of limbic system is to protect you from danger. It keeps telling you : "run, run, run, exit,

leave, run fast, run far." #blogchat

- 10:02 pm **JDEbberly:** @loisgeller Seconded! I LOVE reading Copyblogger!! #Blogchat
- 10:02 pm **WriterChanelle:** :-D WooHoo! RT @JDEbberly: @WriterChanelle You also just gained another follower! :) #Blogchat
- 10:02 pm **unmarketing:** @HighTalk "You can have great headlines & bad content" but why would you want that? #blogchat
- 10:02 pm **JoLynneValerie:** @MackCollier @KellyMullaney Not to each his/her own; it depends wholly on the purpose of the blog, the audience one is writing to. #blogchat
- 10:02 pm **hacool:** RT @dannybrown: Tend to find, money-making blogs look like pig's breakfast. Other style blogs are more aesthetic #blogchat
- 10:02 pm **HighTalk:** @DannyBrown Nag, nag! I'll get to it. Soon. #blogchat
- 10:02 pm **dannybrown:** @amyafrika @timjahn Have to admit, I don't visit ProBlogger too often as it's so sore on the eyes :) #blogchat
- 10:03 pm **dannybrown:** @HighTalk haha, wasn;t nagging fella :) #blogchat
- 10:03 pm **timjahn:** @dannybrown @HighTalk @unmarketing Agreed but I find it helps to think that when writing a post. #blogchat
- 10:03 pm **unmarketing:** @DannyBrown if ur post is n't gonna make ur readers think or learn on a "killer" level, why write it? Fill space? #blogchat
- 10:03 pm **igdesign:** Uh desgnrs aren't that bad! RT @unmarketing: Making blog my website, I regain control of it, vs designer to change/update content #blogchat
- 10:03 pm **ValerieSimon:** Great tips on how 2 engage visitors /boost sales & leads 4 biz blogs from @amyafrika & the #blogchat group. <http://bit.ly/Xk72O> #marketing
- 10:03 pm **_djh:** @dannybrown I wonder if they would work better if more stylish? The typical selling blog is turn off for me #blogchat
- 10:03 pm **hacool:** @dannybrown the question is are the pigs breakfast blogs really making money or just trying hard to do so. #blogchat
- 10:03 pm **MackCollier:** @JoLynneValerie No it matters to the blogger as well, if not more. The more I interact, the better my content, one helps the other #blogchat
- 10:03 pm **HighTalk:** @dannybrown I know. Nagging myself. #blogchat
- 10:03 pm **WriterChanelle:** Funny..before #blogchat I announced I needed 48 more views to get to 1000. (on my feed not the chat feed)
- 10:03 pm **jpstephens:** Twitter is now the new blog commenting system... #blogchat (via @DannyBrown)
- 10:03 pm **timjahn:** @dannybrown Me either. #blogchat
- 10:04 pm **JDEbberly:** RT @jpstephens: Twitter is now the new blog commenting system... #blogchat (via @DannyBrown) #Blogchat
- 10:04 pm **amyafrika:** If you're not interested in appealing to the user, go the SEO route. (More traffic.) There's always a choice online. #blogchat
- 10:04 pm **JoLynneValerie:** @MackCollier I get it. But that's not always the case for instructional/inspirational blogging. Some folks want to simply READ. #blogchat
- 10:04 pm **MackCollier:** @timjahn It does now, but wasn't always the case. At first before I was 'known', I built exposure for content via interacting #blogchat
- 10:04 pm **dannybrown:** @unmarketing There's a difference between readers learning and writing a killer post. Even "mediocre" can teach #blogchat
- 10:04 pm **HighTalk:** Blog design is better Spartan style. Crisp, lots of white, every feature, widget, plugin adds a new dimension. #blogchat
- 10:05 pm **vedo:** @DannyBrown I use zemanta and it does a pretty good job for me at finding appropriate images. Other times, I want more control. #blogchat
- 10:05 pm **dannybrown:** @timjahn Right, always write the best you can but there are times "it" just doesn't happen #blogchat

10:05 pm **HighTalk:** I'm a big fan of Thesis for Wordpress. Great theme, which I hope to roll out on my own soon. #blogchat

10:05 pm **dannybrown:** @_djh I think they'd lose whatever works for them if they changed style? #blogchat

10:05 pm **timjahn:** @MackCollier gotcha, makes sense #blogchat

10:06 pm **WriterChanelle:** Being able to get value from Twitter through hashchats like #blogchat is "Why I Changed My Twitter Handle" <http://bit.ly/amVpS>

10:06 pm **unmarketing:** @DannyBrown but if people learn from us, they leave better off than when they arrived, that's killer. That's what to strive for #blogchat

10:06 pm **timjahn:** @DannyBrown Most definitely. Like all last week for me ;) #blogchat

10:06 pm **JoLynneValerie:** @MackCollier Just looked at your page - for you, that would be key. I write for more of a niche market, you may have guessed. :) #blogchat

10:06 pm **dannybrown:** @vedo I used Zemanta for a while, just didn't like how much real estate it took up inside dashboard? #blogchat

10:06 pm **vedo:** @hacool @mattChevy Yes, I should really wait on the image at the end of my writing. I guess it's just the graphic designer in me #blogchat

10:06 pm **HeidiRichards:** RT @DannyBrown I use zemanta & it does a pretty good job for me to find appropriate images. Other times I want more control. #blogchat

10:07 pm **dannybrown:** @unmarketing Right, but that doesn't mean the actual content is killer - there can be a difference #blogchat

10:07 pm **mattchevy:** @HighTalk Strongly recommend - I recently moved to Thesis and it is outstanding. #blogchat

10:07 pm **unmarketing:** @DannyBrown "mediocre" should never describe ur own blog post. that should never be published. It's ur brand #blogchat

10:07 pm **HighTalk:** @unmarketing You're really stuck here. No one is advocating for bad content. Only that headlines and content aren't one & the same #blogchat

10:08 pm **dannybrown:** @disqus @giannii Speaking of Disqus, how goes the Social Media Reactions "issue"? :) #blogchat

10:08 pm **hacool:** @vedo understandable, esp. if you get an image idea mid-sentence - easy to go open Illustrator or whatever and jump to it. #blogchat

10:08 pm **MackCollier:** @JoLynneValerie Right, diff strokes, for me, I need more interactions to improve content I create on my blog #blogchat

10:08 pm **JoLynneValerie:** RT @unmarketing If people learn from us, they leave better off than when they arrived. That's killer. #blogchat (sorry for editing; habit)

10:08 pm **ValerieSimon:** RT @unmarketing: @DannyBrown "mediocre" should never describe ur own blog post. that should never be published. Its ur brand #blogchat

10:08 pm **mattchevy:** @JoLynneValerie Awesome! Following you now - looking forward to connecting! #blogchat

10:08 pm **MackCollier:** @JoLynneValerie For example, post I write tomorrow will be a recap of what I learned from @amyafrika tonite, so it will be good ;) #blogchat

10:08 pm **dannybrown:** @unmarketing You don't deliberately write mediocre posts, but some are better than others - that's natural. #blogchat

10:08 pm **timjahn:** Do you ever find yourself wishing some blogs used images regularly in their posts? Why or why not? #blogchat

10:09 pm **JoLynneValerie:** @MackCollier Oh, yessir... I noticed you've got quite the little enterprise going for yourself. Right on, man. #blogchat

10:09 pm **HeidiRichards:** RT @timjahn: Do you ever find yourself wishing some blogs used images regularly in their posts? Why or why not? #blogchat

10:09 pm **markwschaefer:** I'm new to blogging and just looked at zemanta based on conversation on #blogchat dumb question -- is it free?

10:09 pm **dannybrown:** @unmarketing As long as you've given 100% to be best post for you and your readers, that's most important. #blogchat

10:09 pm **hacool:** @unmarketing agreed, if you've educated readers through a well written post, that rocks, and will bring more readers over time. #blogchat

10:09 pm **JoLynneValerie:** RT @mattChevy Awesome! Following you now - looking forward to connecting! <-- Back atcha! #blogchat

10:09 pm **HeidiRichards:** @timjahn I find the posts I write with images get more comments! #blogchat

10:10 pm **MackCollier:** @JoLynneValerie I excel at finding smart ppl like you and @amyafrika and soaking up the smartitude ;) #blogchat

10:10 pm **HighTalk:** RT @dannyybrown @unmarketing You don't deliberately write mediocre posts, but some are better than others - that's natural. #blogchat Indeed!

10:10 pm **loisgeller:** RT @amyafrika: Purpose of limbic system is to protect you from danger. It keeps telling you : "run, exit, leave, run far." #blogchat

10:10 pm **hacool:** @timjahn I long for images when posts contain uber long prose. Sometimes one just needs that visual change of pace on the page #blogchat

10:10 pm **JoLynneValerie:** @MackCollier Mhmm, I get it. And I did notice that @amyafrika has plenty of good ideas tonight! #blogchat

10:10 pm **klandwehr:** @timjahn I do like images on a blog, but there not always appropriate for the post. #blogchat

10:11 pm **amyafrika:** @timjahn It says "Am I safe?" Are the colors safe? Are the visuals safe? Do they have contact info? Have other people been here? #blogchat

10:11 pm **timjahn:** @hacool Agreed #blogchat

10:11 pm **loisgeller:** @amyafrika What good is SEO if you don't have great headlines, content and all the buttons we need? #blogchat

10:11 pm **amyafrika:** @kstraw So sweet. I didn't even know you were here. (Or maybe I just blew up your Tweetdeck!) #blogchat.

10:12 pm **timjahn:** @klandwehr True. Effective when used relevantly #blogchat

10:12 pm **ZnaTrainer:** RT @JoLynneValerie: @MackCollier Oh, yessir... I noticed you've got quite the little enterprise going for yourself. Right on, man. #blogchat

10:12 pm **JoLynneValerie:** @MackCollier And there you have it. Surrounding oneself with good folks, smart folks, eagle-types, is KEY. For every one of us. #blogchat

10:12 pm **vedo:** @NancyMarmolejo I'm with you on images/graphics taking my writing in different/challenging directions. #blogchat

10:12 pm **HighTalk:** I use my images to lighten things up w/ humor. A good headline w/ a funny image & caption will draw in readers #blogchat

10:13 pm **JoLynneValerie:** @MackCollier As in... "You can't soar like an eagle if you surround yourself with turkeys." LOA folks call it the masterminding. #blogchat

10:13 pm **loisgeller:** @MackCollier So tell us your blog address here..so we can read the summary tomorrow. #blogchat

10:13 pm **HeidiRichards:** @txconflictcoach Thanks Patricia! I just found it tonight while participating in #blogchat! So cool! Glad you like it, ME TOO!

10:13 pm **unmarketing:** @joshcarlson if the content doesn't back it up, it can be viewed as deceiving. Just like an email subject line #blogchat

10:13 pm **amyafrika:** @loisgeller And you, Ms. Geller, are a perfect example. You added a newsletter button last week & got sign-ups in minutes! #blogchat

10:13 pm **hacool:** @HighTalk That's a great strategy, humor makes reading more fun and accessible. #blogchat

10:14 pm **kellymullaney:** @wiseleo Great that it works for you. I can't see the day when I don't have to think of IE6 at all! #blogchat

10:14 pm **MackCollier:** @JoLynneValerie See? You get it babe ;) #blogchat

10:14 pm **ValerieSimon:** @HighTalk: @dannyybrown @unmarketing key point is not 2 simply post for the sake of adding content. Each post represents the brand #blogchat

10:14 pm **loisgeller:** @amyafrika How'd you get to be so smart? #blogchat

10:14 pm **NancyMarmolejo:** @jeffreyftang join us on #blogchat

10:14 pm **HighTalk:** @unmarketing But you're kind of saying if content isn't good make sure it has a bad headline so readers will know. #blogchat

10:14 pm **loisgeller:** RT @JDEbberly: @loisgeller Seconded! I LOVE reading @Copyblogger!! #Blogchat

10:14 pm **unmarketing:** @DannyBrown why can't we hit it out the park each post? Why not sacrifice frequency and instead just post great content? #blogchat

10:14 pm **MackCollier:** @loisgeller Thank you Lois, it will be on The Viral Garden tomorrow - <http://www.theviralgarden.com> #blogchat

10:15 pm **HeidiRichards:** RT @dannybrown @unmarketing key point is not 2 simply post for the sake of adding content. Each post represents the brand #blogchat

10:15 pm **JoLynneValerie:** @hacool @HighTalk Absolutely. Though my blog topics are often serious (mind, body, spirit) I'm naturally goofy, so humor leaks in. #blogchat

10:15 pm **amyafrika:** @timjahn You'll have to tell me what you think of @bbgeeks. @sugarrae is a genius. Period. #blogchat

10:15 pm **JoLynneValerie:** @MackCollier Ha! I know I get it. And sometimes I'm too smart for my own good. Which usually helps me. Wow - confusing. #blogchat

10:16 pm **wiseleo:** @kellymullaney "Security courtesy notice: We detect you are using obsolete software. Please go to <http://microsoft.com/ie> today. #blogchat

10:16 pm **HighTalk:** @unmarketing @DannyBrown Cuz writers don't always know beforehand what post is good & which is mediocre. No one is that talented. #blogchat

10:16 pm **JoLynneValerie:** @StephTreasure You must begin by choosing to be selective about those you allow into your life. #blogchat

10:16 pm **hacool:** @JoLynneValerie Same here, I write seriously about the Web but use quirky metaphors that let my silly side peek through. #blogchat

10:16 pm **MackCollier:** @amyafrika I found a lot of good Thesis info on @sugarrae's site #blogchat

10:16 pm **hacool:** @JoLynneValerie humor shows our human side. #blogchat

10:16 pm **amyafrika:** @3keyscoach Buttons make a difference for the eye. Bigger buttons work better than smaller. Red works better than yellow. #blogchat

10:16 pm **MackCollier:** @StephTreasure Meet more people ;) BTW Twitter is GREAT for networking! #blogchat

10:17 pm **HighTalk:** @unmarketing @DannyBrown You strive for excellence but not even an NYTimes columnist knocks it out the park every time. #blogchat

10:17 pm **JDEbberly:** RT @MackCollier: @amyafrika I found a lot of good Thesis info on @sugarrae's site #blogchat #Blogchat

10:17 pm **sillysillyson:** @JoLynneValerie Same here, I write seriously about the Web but use quirky metaphors that let my silly side peek through. #blogchat

10:17 pm **kellymullaney:** RT @JoLynneValerie: @MackCollier there u have it. Surrounding oneself w/good, smart folks, eagle-types, is KEY. 4 every one of us. #blogchat

10:17 pm **kstraw:** @amyafrika not on #blogchat but now wish I was. You blew up my twitterberry. Actually walking thru Palo Alto and reading as I burn some cals

10:18 pm **hacool:** @wiseleo @kelleymullaney - has, me thinks such as security notice should go to <http://www.mozilla.com> rather than MS ;-) #blogchat

10:18 pm **amyafrika:** @bobbyrettew You are completely right. Interestingly enough, usability in other cultures is more similar online than in print. #blogchat

10:19 pm **JDEbberly:** @sugarrae has a great blog about Thesis: <http://www.sugarrae.com/> (via @MackCollier) #Blogchat

10:19 pm **HighTalk:** @unmarketing Glad you finally caught up :) #blogchat

10:19 pm **JDEbberly:** RT @unmarketing @DannyBrown U need to write at least 2-3 times a wk to keep readers. If u post 1/mth - good luck retaining readers #Blogchat

10:19 pm **JoLynneValerie:** @StephTreasure My latest Facebook Note is on the topic of cmaintaining positive energy, "Raising The Bar" --> <http://bit.ly/2FQ0g> #blogchat

10:20 pm **unmarketing:** @HighTalk I don't believe that for a second, many read blogs that post daily, or weekly. No rule of frequency #blogchat

10:20 pm **jeffreytang:** @unmarketing You write the best you can each post, but (unfortunately) you can't always control the results. #blogchat

10:20 pm **_djh:** @amyafrika @MackCollier Really good #blogchat tonight guys!!

10:20 pm **wiseleo:** @hacool I just want them off IE6. It's easier to push an MS upgrade than to also clutter their mind with alternatives. #blogchat

10:20 pm **HighTalk:** @ValerieSimon But you need to post consistently. That's important to keep readers. #blogchat

10:20 pm **unmarketing:** @jeffreytang I'm not talking about results, I'm talking about ur effort and not mailing it in #blogchat

10:20 pm **JoLynneValerie:** @StephTreasure My latest Facebook Note is on the topic of maintaining positive energy. "Raising The Bar" --> <http://bit.ly/2FQ0g> #blogchat

10:20 pm **zkellyq:** RT @loisgeller: @amyafrika What good is SEO if you don't have great headlines, content and all the buttons we need? #blogchat

10:20 pm **NancyMarmolejo:** RT @JoLynneValerie: @MackCollier And there u have it. Surrnding 1self w/ gd folks, smrt folks, eagle-types, is KEY. For every 1. #blogchat

10:20 pm **kellymullaney:** @wiseleo LOL! I wish. Sometimes I can just sight, depends on target audience 4 client, otherwise get calls saying it doesn't work #blogchat

10:21 pm **JeffreySummers:** RT @unmarketing: @DannyBrown Y can't we hit it out the park each post? Y not sacrifice frequency & instead just post gr8 content? #blogchat

10:21 pm **trainingfactor:** RT @_djh: @amyafrika @MackCollier Really good #blogchat tonight guys!!

10:21 pm **amyafrika:** @rickwhittington Absolutely! The righthand sidebar can vary because the user doesn't consider it part of their safety net. #blogchat

10:21 pm **hacool:** @wiseleo Yes, better they move up from IE6 than do nothing at all. #blogchat

10:21 pm **JoLynneValerie:** @hacool Humor keeps things real. And, I think, makes us accessible as writers. If we're being honest, it makes us likable, too. #blogchat

10:22 pm **JeffreySummers:** RT @unmarketing: @DannyBrown if ur post is n't gonna make ur readers think or learn on a "killer" level, why write it? Fill space? #blogchat

10:22 pm **djwaldow:** Great #blogchat @MackCollier @amyafrika et al. Had to bail a bit early, but wow wow wow. Great convo! Thanks

10:22 pm **JoLynneValerie:** @StephTreasure I am a big believer in starting something if it does not already exist. Why not form your own mastermind group? #blogchat

10:22 pm **mattchevy:** Thanks for the excellent conversation tonight. Looking forward to connecting with many of you in the future. Cheers! #blogchat

10:22 pm **ValerieSimon:** @HighTalk Absolutely. That's what distinguishes the great blogs. Consistent AND quality content. Not easy to do! #blogchat

10:22 pm **HeidiRichards:** RT @MackCollier: @StephTreasure Meet more people ;) BTW Twitter is GREAT for networking! YES & participating in #blogchat

10:23 pm **timjahn:** Trying to edit next week's BeyondThePedway.com video and getting distracted by great content happening here. Great chat tonight! #blogchat

10:24 pm **timjahn:** RT @ValerieSimon: @HighTalk Absolutely. Thats what distinguishes the great blogs. Consistent AND quality content. Not easy to do! #blogchat

10:24 pm **JeffreySummers:** RT @unmarketing: A killer post headline is only good if the content backs it up #blogchat

10:24 pm **rickwhittington:** @amyafrika When designing a client site/blog, I usually keep the sidebar contextual to content and always include contact first. #blogchat

10:24 pm **JoLynneValerie:** @StephTreasure www.Facebook.com/JoLynneValerie - befriend me? Thanks for the idea; I'll transfer the info to my blog tomorrow! :) #blogchat

10:24 pm **jeffreiftang:** @ValerieSimon Do you include frequency when considering consistency? #blogchat

10:24 pm **markwschaefer:** RT @JeffreySummers @DannyBrown Y can't we hit it out the park each post? Y not sacrifice frequency & instead post gr8 content? #blogchat

10:24 pm **Mandy_Vavrinak:** To all non-#blogchat tweeps... It's only once a week, Sunday nights. Sorry if I overtweeted your stream for a bit!!

10:25 pm **kellymullaney:** @hacool Ditto! Believe me, I push that update as strong as I can! #blogchat

10:25 pm **NancyMarmolejo:** @markwschaefer @jeffreysummers @dannybrown define hitting it out of park? Fulfilling what goal? traffic, \$\$, fame? #blogchat

10:25 pm **3keyscoach:** @amyafrika May I catch up w/ you tomorrow? Small one having trouble sleeping. #blogchat

10:25 pm **woodycoates:** RT @rickwhittington: RT @klandwehr: People often share content on social sites, then people comment there, instead of on the site #blogchat

10:25 pm **JoLynneValerie:** @StephTreasure No, I mean as in... make notes, brainstorm with yourself, then make and post fliers around your town. Your OWN! :) #blogchat

10:26 pm **MackCollier:** @JoLynneValerie I cant get your site to load, is it down? #blogchat

10:26 pm **DonnaSciarra:** Thank you, @MackCollier @amyafrika and everyone else - very informative - Great #blogchat

10:26 pm **_djh:** @timjahn Same here Tim. At least I just finished editing yesterday's engagement session. P'Shop running in b/g to batch process #blogchat

10:26 pm **JDEbberly:** This is a dazzlingly fantastic Blogchat! Thanks to @MackCollier @amyafrika and everyone else tonight! LOVED IT IMMENSELY! #Blogchat

10:26 pm **JoLynneValerie:** @MackCollier The server for my personal site is down for maintenance. Tonight - can you believe it? *grits teeth* #blogchat

10:27 pm **amyafrika:** @rickwhittington Good! Make sure the stuff that's important has graphics. A newsletter sign-up with a visual gets 8x+ sign-ups. #blogchat

10:27 pm **JoLynneValerie:** @StephTreasure My daughter's school had no girl scouts troop, so... I started one. My city, no holistic magazine... I started one. #blogchat

10:27 pm **NancyMarmolejo:** @JoLynneValerie i just went 2 see ur site and saw that too. Ur Twitter bio is 1 of my new alltime faves! :-) #blogchat

10:28 pm **amyafrika:** @donnasciarra How was your first #blogchat? Thankfully it didn't kill you!

10:28 pm **JoLynneValerie:** @StephTreasure I think you might love the experience - and you can blog about the entire journey. The inception, the genesis... #blogchat

10:28 pm **3keyscoach:** Good night, everyone! Loved #blogchat ! Constantly learning!

10:28 pm **hacool:** @JeffreySummers Exactly, there's no point in posting unless we think it will impact readers. If post seems weak, wait & rewrite. #blogchat

10:29 pm **rickwhittington:** RT @amyafrika: Make sure the stuff that's important has graphics. A newsletter sign-up with a visual gets 8x+ sign-ups. #blogchat

10:29 pm **hacool:** RT @Mandy_Vavrinak: To all non-#blogchat tweeps... It's only once a week, Sundays. Sorry if I overtweeted your stream for a bit!!

10:29 pm **HighTalk:** @unmarketing No one here is arguing in favor of mediocrity so who are you debating with? #blogchat

10:29 pm **_djh:** I'm heading home too. G'Night #blogchat folks!

10:29 pm **JoLynneValerie:** @NancyMarmolejo @StephTreasure No, it's www.JoLynneValerie.com. And the server down. Yes, tonight. And I'm mortified. *sighs* #blogchat

10:30 pm **jeffreiftang:** RT @hacool: @JeffreySummers Exactly, there's no point in posting unless we think it will impact readers. #blogchat

10:31 pm **JDEbberly:** Transcript will be on The Viral Garden tomorrow - <http://www.theviralgarden.com> (via @MackCollier)

#Blogchat

- 10:31 pm **zkellyq:** Off to dream about buttons. Thank you for sharing your time and knowledge @amyafrika and @MackCollier on #blogchat.
- 10:31 pm **unmarketing:** @HighTalk it was to do with this tweet <http://twitter.com/DannyBrown/status/2863659844> keep up son! #blogchat
- 10:31 pm **hacool:** @MackCollier Thanks for another great #blogchat time now to run off and follow all the cool new Tweeps I've discovered. G'nite all!
- 10:32 pm **rjleaman:** RT @hacool ... no point in posting unless we think it will impact readers. If post seems weak, wait & rewrite. < yes! #blogchat
- 10:32 pm **JoLynneValerie:** @NancyMarmolejo @StephTreasure @MackCollier Holy RELIEF. Web girl just emailed to inform me the server will be rebooted soon. YES. #blogchat
- 10:32 pm **rickwhittington:** @amyafrika Thank you for sharing your knowledge on #blogchat tonight!
- 10:33 pm **JoLynneValerie:** @StephTreasure See! I KNEW IT about you! Girl, you need to start that group. I bet your brain is racing... *grins* #blogchat
- 10:33 pm **ValerieSimon:** @HighTalk @timjahn Have noticed many blogs using guest bloggers 2 keep high level/ consistent content. Thoughts on guest bloggers? #blogchat
- 10:33 pm **amyafrika:** @wilsonellis This screams for a new #wec-tip and you'd be so much sweeter! #blogchat
- 10:33 pm **MackCollier:** @JoLynneValerie Cool I'll check it tomorrow ;) #blogchat
- 10:33 pm **zkellyq:** @amyafrika Will do. So glad to have this #blogchat info before next new web site project.
- 10:34 pm **JoLynneValerie:** @StephTreasure Choose a public venue. In time the flakes will... well, flake off. The genuine will stay and there's your group. #blogchat
- 10:34 pm **Mandy_Vavrinak:** RT @unmarketing: @DannyBrown y can't we hit it out the park each post? Y not sacrifice freq & instead just post great content? #blogchat
- 10:35 pm **NancyMarmolejo:** night all, thanks for the great #blogchat. Wow, it's a fast paced chat and loving every minute of it!
- 10:35 pm **kellymullaney:** @amyafrika @MackCollier @wiseleo @JoLynneValery @hacool & others, it's been a great chat. Unplugging. Lookng forward 2 transcript #blogchat
- 10:35 pm **MackCollier:** Ok guys biggest #blogchat before tonite had 820 tweets, looks like tonite's has about 500 more than that now! @amyafrika did a GREAT job!
- 10:35 pm **JoLynneValerie:** What an incredible hour. I have immensely enjoyed chatting tonight. Signing off for what they call "rest" - goodnight, all! #blogchat
- 10:36 pm **GeoffLiving:** @MackCollier Congrats on #blogchat success!
- 10:36 pm **JDEbberly:** This blogchat has absolutely gone off the scale! I've learned so much and I arrived 45 minutes late! WOOT! :) :) #Blogchat
- 10:37 pm **NancyMarmolejo:** @amyafrika @MackCollier u both rock, thanks for this gr8 #blogchat
- 10:37 pm **MackCollier:** @amyafrika No just trying to keep up you writing notes for tomorrow's #blogchat recap!
- 10:37 pm **amyafrika:** @mackcollier Thanks Mack. Must have been all that pinging @wilsonellis and @kdpaine did! #blogchat
- 10:37 pm **HighTalk:** Good night all. Great #blogchat tonight.
- 10:38 pm **amyafrika:** @JDEbberly No worries. For the first time ever @mackcollier will be SELLING the transcript. #blogchat (Yes folks, I am kidding. It's free.)
- 10:39 pm **JDEbberly:** @amyafrika LOL good one lol #Blogchat
- 10:39 pm **wilsonellis:** @amyafrika I'm working on the #wec-etip now. #blogchat
- 10:40 pm **klandwehr:** #blogchat Time for sleep here see you next week, you can find me at <http://is.gd/1OieD> and under KLMuse on Geeknews Central
- 10:40 pm **amyafrika:** A BIG thanks to everyone who attended #blogchat tonight & to @mackcollier for daring to have me. #blogchat

10:40 pm **MackCollier:** Direct link to tonight's #blogchat transcript w @amyafrika - <http://is.gd/1Oihf>

10:40 pm **digitalvision:** After reviewing something for a prospect, I realized a blog can hurt you as much as help you - so many companies clueless. #blogchat

10:41 pm **ValerieSimon:** @HighTalk Really like Q&A's . W/ the right guest you gain new perspective (and new readers), as well as quality content. #blogchat

10:41 pm **walshmuse:** Lesson learned, invite @amyafrika as a guest on ur next blog post! Thank you all for ur input tonight. #blogchat

10:41 pm **JDEbberly:** RT @MackCollier: Direct link to tonight's #blogchat transcript w @amyafrika - <http://is.gd/1Oihf> #Blogchat

10:41 pm **MackCollier:** @GeoffLiving Thanks Geoff! #blogchat

10:42 pm **rjleaman:** @digitalvision "a blog can hurt you as much as help you" - you mean poor quality blog is worse than none? If so, agreed. #blogchat

10:43 pm **MackCollier:** RT @walshmuse: Lesson learned, invite @amyafrika as a guest on ur next blog post! Thank you all for ur input tonight. #blogchat

10:43 pm **ellenweber:** RT @ValerieSimon: @HighTalk Really like Q&A's . W/ the right guest you gain new perspective, new readers, & quality content. #blogchat

10:43 pm **digitalvision:** @rjleaman That is EXACTLY what I mean #blogchat

10:46 pm **jeffreftang:** Thanks for the transcript. RT @MackCollier: Direct link to tonight's #blogchat transcript w @amyafrika - <http://is.gd/1Oihf>

10:47 pm **rjleaman:** @digitalvision right on - do it right or not at all - and many companies do blogs oh-so-badly, sadly. #blogchat

10:48 pm **rjleaman:** RT @MackCollier: Direct link to tonight's #blogchat transcript w @amyafrika - <http://is.gd/1Oihf> < great, thanks! #blogchat

10:48 pm **thebrandbuilder:** RT @MackCollier: Direct link to tonight's #blogchat transcript w @amyafrika - <http://is.gd/1Oihf>

10:49 pm **ValerieSimon:** RT @JDEbberly: RT @MackCollier: Direct link to tonight's #blogchat transcript w @amyafrika - <http://is.gd/1Oihf> #Blogchat

10:50 pm **ad_web:** RT @MackCollier: Direct link to tonight's #blogchat transcript w @amyafrika - <http://is.gd/1Oihf>

10:50 pm **digitalvision:** Amazes me. Co's spend thousands writing & distributing press releases, but interns write posts that prospects actually see. #blogchat

10:52 pm **MackCollier:** Ok guys I am calling it a nite, @amyafrika's #blogchat smartitude wore me out, thanks again to Amy and everyone that joined us! THANK YOU!

10:54 pm **ColorificEd:** RT @MackCollier: If you are leaving #blogchat (First question, WHY?!?), then don't forget to get your TRANSCRIPT here - <http://is.gd/1OcxQ>

10:54 pm **artrox:** RT @MackCollier: If you are leaving #blogchat (First question, WHY?!?), then don't forget to get your TRANSCRIPT here - <http://is.gd/1OcxQ>

10:55 pm **jeffreftang:** @digitalvision Something like a PR generation gap going on I suppose. #blogchat

11:01 pm **ginakay:** @MackCollier Couldn't make it to #blogchat - but I'm going to search #blogchat and review all the tweets!

11:03 pm **drjfpmd:** gr8 chat on #blogging, gr8 ideas! TY RT @JDEbberly Link associated with Blogchat transcript: <http://is.gd/1OcxQ> #Blogchat

11:04 pm **ENBd Davies:** RT @unmarketing: Threaded discussions in the comments increase the shelf life of a post, make sure u reply as the author #blogchat @soma__

11:04 pm **hacool:** @JeffreySummers indeed, we can't rehash the same old story, instead find a new angle, insight, depth, detail, etc. #blogchat

11:05 pm **ENBd Davies:** RT @unmarketing: Before focusing on method of subscription, remember compelling content gets read & spread. #blogchat @soma__

11:05 pm **InnsihtNovatus:** #pr RT @MackCollier: many of us are good at building community/interactions, but not at co nverting

interaction into sales/leads [#blogchat](#)

- 11:08 pm **dannybrown:** Looks like it :) Some gr8 points raised at [#blogchat](#) 2nite, my API got chewed up so thinking blog post 2moro to discuss
- 11:09 pm **ENBd Davies:** RT [@unmarketing](#): I dont have a blog on my website. My blog is my website [#blogchat](#) (ok 4 individuals or/and cowboys, not corps [@soma__](#))
- 11:09 pm **dannybrown:** [@TransitionalTee](#) Think so. Normally doesn't happen - I blame [#blogchat](#) :)
- 11:11 pm **TransitionalTee:** [@DannyBrown](#) Haha, you were on fire during [#blogchat](#), so good explanation. I'd love to see a follow-up post from ya.
- 11:21 pm **Sue_Anne:** [@amyafrika](#) Great job running [#blogchat](#) tonight. I don't run a business blog / site yet, so I mostly just browsed.
- 11:21 pm **jeffreyftang:** This entrepreneur blogger is going to bed. Gotta be up bright and early tomorrow. Looking forward to next week's [#blogchat](#)
- 11:35 pm **akihito:** RT [@hacool](#): [@DannyBrown](#) excellent point - [#hashtag](#) is super way to keep the discussion moving both on blog and in Twitterverse. [#blogchat](#)

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- 12:47 am **stefanomaggi:** True. Disqus aggregates tweets in comments, too RT [@DannyBrown](#) Twitter is now the new blog commenting system... [#blogchat](#)
- 1:06 am **CASUDI:** [@stefanomaggi](#) [#blogchat](#) was amazing sun nite check out the transcript, so much going on and lots of VG info. <http://bit.ly/IYglg>
- 1:13 am **stefanomaggi:** [@CASUDI](#) yes, I saw. Reading [#blogchat](#) right now -thx