

BLOGGING CHEATSHEET

Finding a Topic

1. reach out to your social network to see what posts they want to see
2. Write down ideas when you have them
3. Look at the questions people are posting on forums like Reddit and Quora
4. Share your unique story
5. Come up with a series of posts, sometimes creativity can come from having a theme to work within
6. Write the blog post that would have helped you the last time you were struggling with something.

Pre-posting Checklist

1. Make sure your technical content is accurate
2. Make sure your content is understandable and geared toward your target audience
3. Break up large walls of text with visuals, images, or subheaders
4. Proofread your posts – have a friend read them or use a tool like Grammarly
5. Create visuals for your posts, like diagrams, lists, or cheatsheets

Common Concerns and how to overcome them

Nobody's going to read my post: So what. I've already put all the effort into writing it, worst case scenario I benefit from writing the post but nobody else does.

I'm not experienced enough to write about this: If you have a blog post that contains mostly correct information, or at least your interpretation of the topic, then you're experienced enough. There are lots of excellent posts out there from the perspective of newbies, and they're really important!

What if my code is wrong? Or I got a detail wrong?: It happens! I've had bugs in my articles before! So have lots of people. Sure, somebody might be rude about it, but in my experience, most people just want to help. Plus, then you learned something new from writing the post, and you can edit easily enough!

What if people are mean on the internet?: this is my new problem -- it has been really cool to see my blog grow a little bit, but with that rise comes a downside. There are now a lot more rude comments towards me on social media and inappropriate advances. I'm definitely not perfect at dealing with this, but I try to remember that there are so many more positive comments than negative ones, and hopefully my posts are helping some people out there. I try to ignore them, and I've stopped looking at threads when my posts show up on sites like Reddit or HackerNews that can have more toxicity along with the anonymity. Yeah, people can be rude, but way more people are friendly and benefit from what you're doing.

Gaining Readers

1. Social Media! Focus on one site at first. Engage a lot – remember the "social" part! You can definitely use a platform to schedule some posts, but make sure to also post more personalized content too.
2. Follow SEO best practices – this will take 6 months to a year to really kick in though.
3. Build an email list – unlike social media, you own this list and these are the people who are usually the most loyal. Use MailChimp or TinyLetter to start out since they are free.
4. Add links to your other posts in your articles.
5. Post to aggregators like Reddit, HackerNews, etc. Be warned though – these can get nasty, and don't spam them – they won't respond well.
6. Crosspost to sites like Medium and dev.to. On Medium, reach out to publications like Women Who Code to repost your content!
7. Tag the social media accounts of the technology you wrote about in your posts, they may publish the article to their accounts as well!
8. Monitor readership and your audience using your blogging platform or Google analytics
9. Use the tagging system your blogging platform gives you. It will help push your blog towards people interested in your topic.
10. Post regularly to keep people coming back.- having a routine is really helpful here
11. Have a footer at the bottom of each post with links to other similar articles you've written and a call to action for them to follow your blog.

More Resources

zen-of-programming.com/blogging-links

zen-of-programming.com/blog-post-workflow

Women Who Code Slack - #blogging

medium.com/women-who-code-community

dev.to

alispit.tel/blogging-workshop