

---

---

# Prepare Your Blog for 2022

— Matt Campbell - Las Vegas Bloggers Meetup —  
December 15, 2021

---

---

# Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- [lasvegasbloggers.com](http://lasvegasbloggers.com)

- **Facebook Group:**

- [www.facebook.com/groups/lasvegasbloggersmeetup/](https://www.facebook.com/groups/lasvegasbloggersmeetup/)

# Future Presentations

- **December 15, 2021**
  - **Prepare Blog for 2022**
- **January 11, 2022**
  - **TBD**
- **February 8, 2022**
  - **TBD**

**Have topic ideas for future meetups? Submit [LasVegasBloggers.com](https://LasVegasBloggers.com)**

# Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
  - **Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.**
- **Presentations**
  - **Attendee Introductions**
  - **Slide Show Presentation (Organizer or Guest Speaker) with discussion**
  - **Review blogs for recommendations and feedback**

# Who Am I?

- **Organizer: Matt Campbell**
  - **Started my online marketing in 2003**
  - **Owner of MyWeddingSongs.com (4 million annual visitors)**
  - **Worked at Horizon Web Marketing since 2014 as developer, SEO, PPC, etc.**
  - **Working with wedding businesses to improve search visibility through BrianLawrence.com.**
- **Meetup Sponsors**
  - **My Wedding Songs**

# Introductions

# Preparing Your Blog for 2022

## **#1 YOU MUST Write down your goals**

- 1. How much money do you want to make?**
- 2. How many visitors do you want to get?**
- 3. How many articles do you want to write?**

# Preparing Your Blog for 2022

**Want to start a blog?**

- 1. Pick a Niche**
- 2. Have a Domain Name and Hosting**
- 3. Design your Blog**
- 4. Add Plugins and Important Pages**
- 5. Write and Publish Blog Content**
- 6. Launch your Site and Start Promoting**
- 7. Monetize your Blog**

**<https://www.lovesofie.com/7-steps-on-how-to-start-a-successful-blog-in-2022/>**



# Preparing Your Blog for 2022

**If using a WordPress website, review all of your plugins and verify you need them. If not, deactivate and delete.**

**If using a WordPress website, review your themes. You should have a primary theme, child theme and backup theme only.**

# Preparing Your Blog for 2022

**If using a WordPress website, verify all of your plugins and themes are up to date!**

# Preparing Your Blog for 2022

**Verify you have a daily backup of your website on a 3rd party server.**

**Recommended backup software:**

**ManageWP - <https://managewp.com/>**

**BlogVault - <https://blogvault.net/>**

# Preparing Your Blog for 2022

**Update your copyright date to include 2022.**

**I would suggest that you have a beginning year.**

**Example:**

**© 2003-2022 My Wedding Songs All Rights Reserved.**

# Preparing Your Blog for 2022

**Update your evergreen articles from 2021 to 2022.**

**This includes:**

- **Titles, descriptions, headings, images, image alt text, blog verbiage, etc.**

**Do not create duplicate content by writing about the same topic for 2021 and 2022. Update the old article!**

# Preparing Your Blog for 2022

## **Create a publishing calendar**

- **Conduct Keyword research to determine topics + themes**
- **Prepare a publishing calendar 3 months in advance**

**Wordpress plugin - WordPress Editorial Calendar**

# Preparing Your Blog for 2022

**Verify if you have any internal and external broken links on your website.**

**Tool: Screaming Frog**

**<https://www.screamingfrog.co.uk/seo-spider/>**

# Preparing Your Blog for 2022

**Do you have any content that gets no visitors?**

**Delete them? Update them?**

**Use Screaming Frog and connect to your Google Analytics and Google Search Console accounts. You will get visitor data to all of your web pages for the past 30 days.**

**-See sample screaming frog crawl**



# Preparing Your Blog for 2022

**Running ads?**

**How can you make more money by optimizing the content only?**

<https://www.mediavine.com/how-do-i-improve-my-rpm/>

# Preparing Your Blog for 2022

## What are your competitors doing?



bone health recipes



<https://www.everydayhealth.com> > osteoporosis-pictures

### Recipes for an Osteoporosis Prevention Diet | Everyday Health

May 16, 2018 — **Bone-Healthy** Dishes That Will Broaden Your Horizons · Broccoli, White Bean, and Cheddar Soup · Granola and Berry Yogurt Parfait · Citrus Berry ...

<https://blog.thatcleanlife.com> > meals-for-bone-health

### 20 Meals to Support Your Client's Bone Health - That ...

Packable Mineral-Rich Lunches · White Bean, Spinach & Tomato Salad · Broccoli Almond Protein Salad · Edamame, Cranberry & Feta Salad · Sardine & Avocado Salad.



<https://www.bonehealthandosteoporosis.org> > recipes

### Recipes - Bone Health & Osteoporosis Foundation

To help you work **bone healthy** ingredients into your **meals**, we partnered with some of America's best chefs to create osteoporosis food **recipes** that are good ...

<https://mindovermunch.com> > Blog

### Simple Foods for Bone Health + Recipes - Mind Over Munch

May 18, 2020 — 6 Simple Foods for **Bone Health & Bone Density** · #1 Prunes · #2 Leafy Greens · #3 Colorful Fruits & Veggies (Esp. Green Veggies) · #4 Nuts & #5 ...

★★★★★ Rating: 5 · 2 votes · 5 min



<https://www.algaecal.com> > expert-insights > nourish-b...

### Bone-Building Nourish Bowls - AlgaeCal

Jun 7, 2019 — Discover a super simple, **bone-healthy recipe** for nourish bowls! Plus, experiment with different ingredients and make your own!

★★★★★ Rating: 4.5 · 4 votes · 15 min



<https://www.foodnetwork.com> > ... > 2012 > 11

### Building Strong Bones | Food Network Healthy Eats

Sufficient protein intake is also important for **bone health**. ... Try these simple **recipes** that include many of the ingredients and nutrients listed above.



# Preparing Your Blog for 2022

**In 2021, \$400 billion was spent on content marketing.**

**In 2024, that is expected to grow to \$700 BILLION.**

**What is going to make you stand out? What is your different?**

# Preparing Your Blog for 2022

## Do Not Confuse Strategy With Tactics

- **Strategy = Which direction are you facing (topics you are blogging about)?**
- **Tactics = Once you know which direction you're facing, how are you going to get there (ad network, SEO improvements, email marketing)?**

**What do you do that makes your stand out to your targeted readers that benefits THEM?**

# Preparing Your Blog for 2022

**Create a to-do list of your weekly/monthly tasks to achieve your goals.**

**See my list...**

**Any questions?**

**Review your website?**

**Facebook - @myweddingsongs**

**Twitter - @mywedsongs**