

# FoodBlogger's Digest

FOODBLOGGER'S

APRIL 30TH, 2014

## HIGHLIGHTS

- Learn about what blogging is
- Learn how to create your own blog
- Learn how to make a food blog
- Learn the basic techniques bloggers use

## A Beginners Blog

This issue of **Food-Blogger's Digest** is going to go over all the basics of creating and writing a personal blog. Taking this multimedia composition course taught me a lot about blogging and what it means to be a blogger. I want to teach all of you what blogging meant to me and how use-

ful it can be to know how to blog. I will be going into the specifics of food blogging because I personally created my own food blog for this course. I hope after reading this issue you feel the same way!



**Blogging  
101**

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## What it means to blog

I only began blogging once I started this course, Intro to multimedia composition, this past semester. I always heard about blogging and people having their own blogs but I never saw myself as a person to create their own blog. I wasn't really sure what it meant to write in a blog. As I started this course in January I had no idea what it would be about. I wanted to try something new and I am so glad I tried this class. The first top-

ic we learned about was blogging. In one of the articles we read this past semester, "Why I Blog" by Andrew Sullivan, he stated that the word **Blog** was the combination of **Web+ Log**. I thought it was the most simple yet clever way to describe what the word blog means. Blogging is very informal and can be very personal as well. I treat a blog as if its like I'm writing in a diary, but it really depends on the writer

and how they want the blog to appear. The number one rule I learned about blogging is to engage your readers so that they will follow your blog and want to read more about what you have to say. You want to be able to grab the attention of your reader throughout the **entire** blog and not just the end or beginning.



# How to create a food blog

Creating a blog is a lot easier than it sounds. There are plenty of free online software that you can use to create your very own personal blog. Once you become more advanced you can opt to pay for an account to personalize your blogs more. The website I used to start my personal food blog is known as [www.wordpress.com](http://www.wordpress.com). Once you get to the site just create a username and password for yourself and you are one step closer to creating your own blog!

The trickiest part of using wordpress is the free version only allows you to pick certain website URLs for your blog. I had a hard time picking the title I wanted because everything appeared to be taken already. The website to my personal food blog is the following: [www.melanixmariastastyfood.wordpress.com](http://www.melanixmariastastyfood.wordpress.com). I know it is a long title but it was one of the few that actually worked.

Once you create an account and are on the main page, the title of your blog should be on the upper left hand corner. You will then be able to click on it and click on the option "dashboard." Your dashboard is where you view and monitor the activity going on with your blog. You can view all the posts you created and whoever commented on your posts. You can click "pages" in order to make a new page for your blog such as an introduction page. Then you can click "posts" to add new posts to your blog as often as you would like.

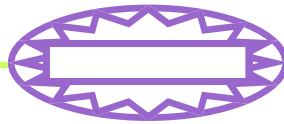


# The Inside Scoop Of A Food Blogger



As I mentioned before, the number **one** rule I learned as a blogger is to target the audience and engage them while they are reading your blog. The appearance of your blog makes a huge difference in whether a reader will read your entire blog, just skim through it, or even just exit out of the blog.

By appearance I am referring to the words font size, color, and if it is **bolded**/*italicized*/ or underlined. A very interesting article titled, "Lazy Eyes" written by Michael Agger gives some very helpful pointers when writing blogs or articles. He discusses the different ways people read things online and how to target specific words you want people to focus on.



As a food blogger, some pointers I would recommend doing for your own food blog:

- Use pictures of the food you are making
- Explain exactly what ingredients you will need and where you can get them from
  - Explain how to make the food step by step
  - Show what the finished product looks like
    - Ask for feedback from your readers
      - Use simple words
- Space out paragraphs into separate sections