



The Devil Flies in Prada's Guide to Fashion Blogging



HELLO all YOU SOON-TO-BE WEB STYLE GURUS!



So you want to be a fashion blogger huh?

Well, honestly as a fashion blogger myself, I **could not** pick a better hobby. It allows you to be as creative as you want and if you are anything like me, creativity is something that runs through your body.

F a s h i o n [b l o g g i n g] is definitely not as easy as you may think. It takes time for you to develop an internet presence and you have to be willing to always be improving and revamping

your site.

Fashion or style as I like to call it, is one's own perception of what pieces of clothing look good together. When you start a fashion blog first thing you need to know is what your focus of your blog will be.

Personal style?

Celebrity style?

High fashion reporting?

Your choices are endless, and whatever you choose make sure you it's what YOU are interested in.

My blog, for example, is targeted towards personal style and fashion reporting.

So, once you think of a focus, then comes the harder part:

Naming your Blog.

Picking a Platform.

& Establishing an Internet Presence.

How to Name Your Fashion Blog



Naming your blog is the **M O S T** important step in

establishing your site. It is the first thing your audience will pay attention to. The name of your blog will help identify everything about your blog.

Here are a few tips you can follow to help you think of a name:

1. Make it memorable
2. Keep it short
3. Represent yourself well
4. Use inspiration from other blogs

Remember: **Coming up with the right title for your blog is crucial. So, let your creativity shine.**



The next part of creating your blog is picking a platform. I use WORDPRESS.

WHAT ARE THE BENEFITS?

- Free
- Easy to set up and customize without knowing HTML or CSS coding
- Tracks your stats including: top posts, top authors, and how many visitors you have a day/month/year.

Using Wordpress gives you access to an easy to use Dashboard where you can view and monitor the activity going on in your blog. As well as you can easily see who has commented on certain posts and it displays the navigation

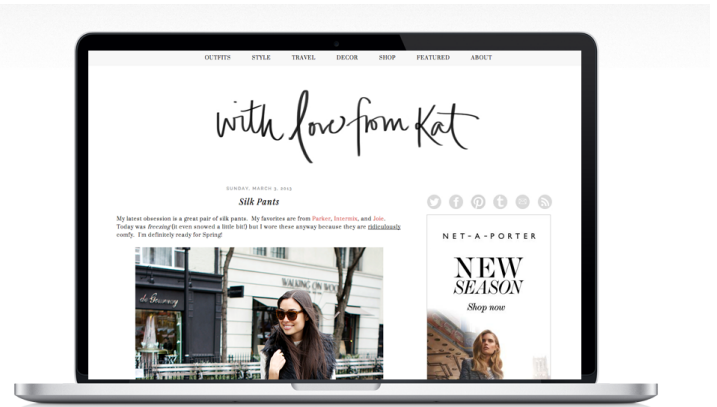
tool bar that has all your settings, themes, blogs you follow and more applications.

Establishing an Online Presence

We have learned so much about establishing an online presence. The number one suggestion you all need to know is, making your blog attractive will not only engage readers but it will help you get more visitors. This is evident in the article we read titled, "How we Read Online."

No one ever wants to stay on a boring, unattractive site. In fact, any time we come across a dull site, we move on to the next one. You, as a fashion blogger, need to keep your blog modern and as "*stylish*" as possible.

By this I am referring to choosing a simple theme and creating fun easy - to - read posts. You can do this by *switching up fonts*, as I did throughout my Ebook, *changing the color*, or using **bolded**, *italicized* or underlined text. These are just



a few ways to keep your reader engaged as we learned in class.

Another way to establishing an online presence is by putting your blog on social media, creating YouTube videos and interacting with your followers.

It's important to remember that your readers are reading your blog for a

reason and sometimes you have to show them your

appreciation, wether it be by creating giveaways, or posting their style savvy

photos on your site. Either way, this will help keep your readership up.

