

# ESTABLISHING AN INTERNET PRESENCE

Tennessee Mountain Writers  
Kory Wells  
April 2017

# Introductions

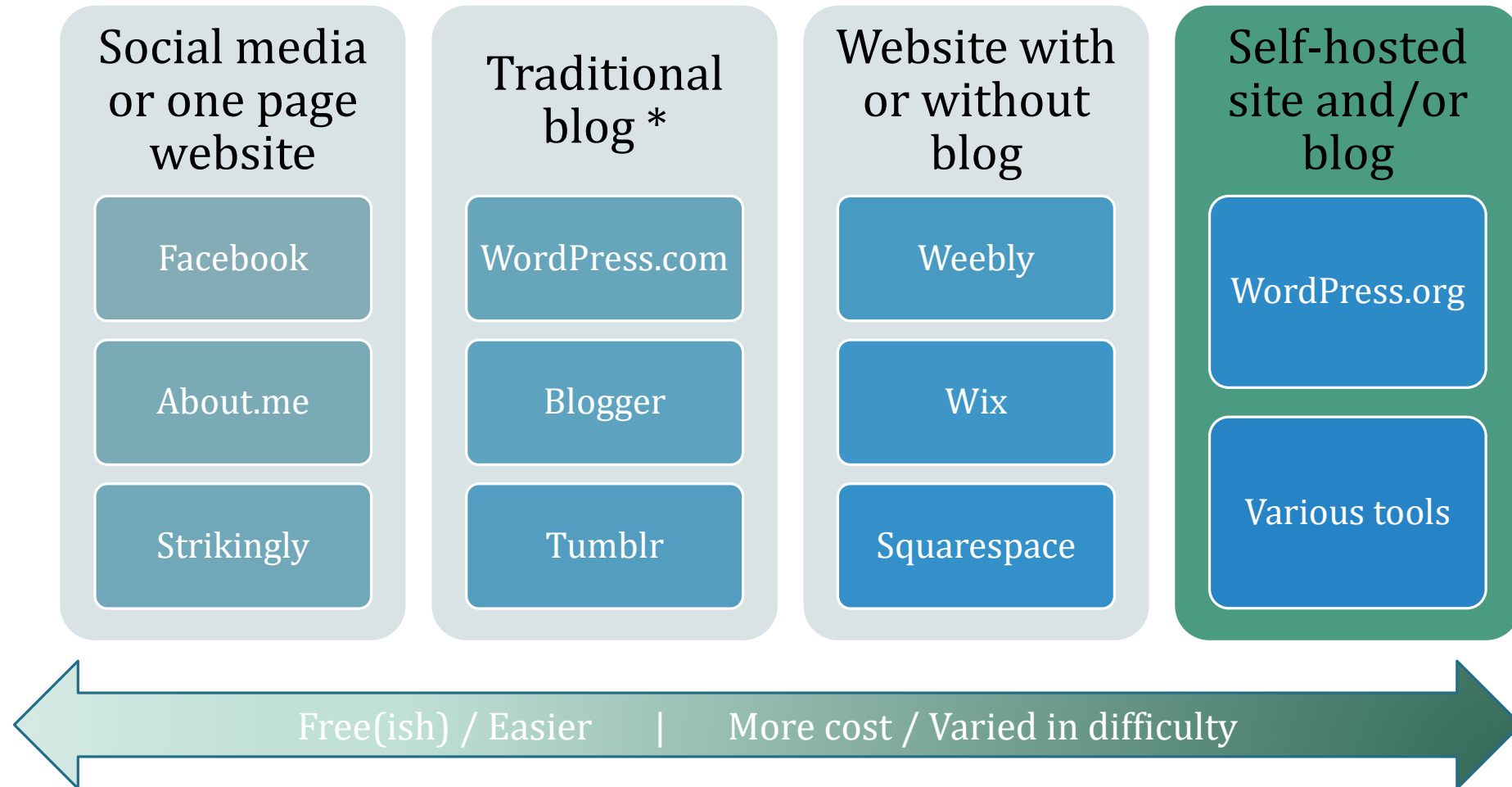
- Poet & writer
- Career in software/technology
- Blogging, website and social media experience
  - Niche business
  - Volunteer causes/non-profits
  - Personal blogging on my own site and in a creative group
- Social media “success” in business niche
  - Twitter
  - Linked In

# Caveat

There are so many options:

- There's no way this presentation can be complete!
- Do what works for you!

# Ways To Have A Web Presence



# What Is A Blog?

- Derived from the words “web log”
- As a noun, it is a website that consists of discrete entries called “posts”
  - Often displayed in reverse chronological order
  - Often allows comments, other interaction
  - May include links, ads, shopping, and all manner of features through “widgets”
  - Typically created using web-based publishing tools
- Also used as verb, “to write a blog (post)”

# Hosting Vs. Domain Registration

- Imagine renting the space where you live. That's hosting – the space that your page(s) physically occupy on a server somewhere.
- Imagine that in order to tell someone where you live, you could only use latitude and longitude. That's inconvenient, right?
- A domain registration gives you an easy-to-remember “address” for your web page(s). THIS IS OFTEN (and preferably) SOMETHING YOU SET UP AND PAY FOR SEPARATE FROM YOUR HOSTING.

# If You Use Free Hosting...

Your domain name will likely reflect that

johndoewriter.wordpress.com

johndoewriter.blogspot.com

johndoewriter.tumblr.com

johndoewriter.weebly.com

- **But wouldn't you like to be johndoewriter.com?**

# Beware Registering Your Domain Through Your Hosting Company

(Pause for a cautionary tale.)





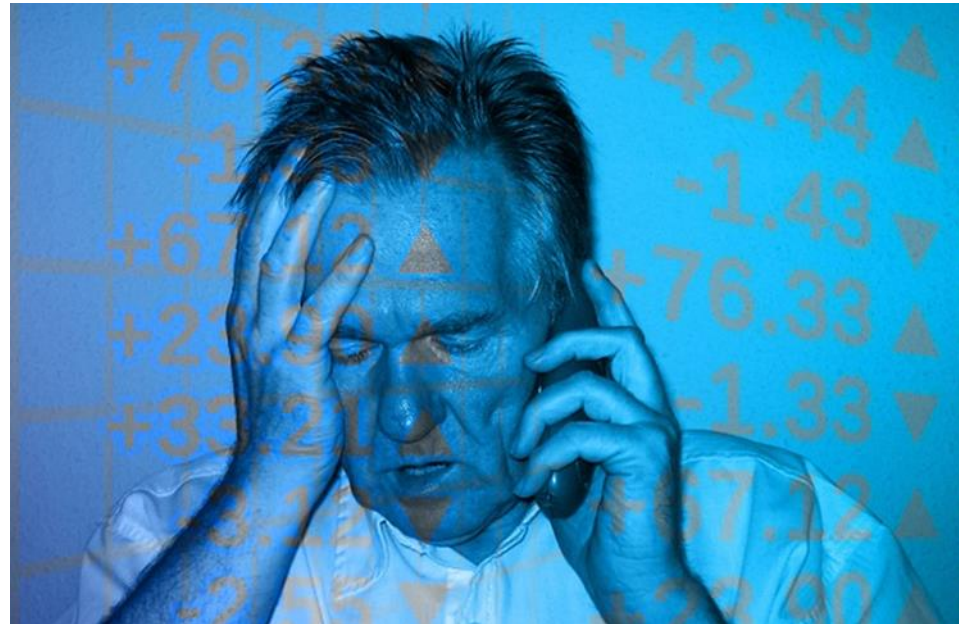
# When You Register Your Domain...

- Be aware you can specify several different contacts:
  - **Organization Contact** - the registrant, or legal owner of the domain name. An individual or an organization.
  - **Admin Contact** – receives notifications regarding the domain name expiration and must approve any transfers for the domain name. This is also the contact listed with the Whois database unless Direct Privacy is enacted.
  - **Technical Contact** - responsible for maintaining and updating the DNS name servers associated with the domain name. This is info you get from your hosting company.
  - **Billing Contact** - responsible for accounting issues associated with the domain name, including payment for the domain name's license and renewals.

# When You Register Your Domain...

- Know when your domain registration expires, and renew before that date!

(Pause for another cautionary tale.)




# Field Studies





**KORY WELLS**

**Poet & Writer, Tech Advisor, Advocate in Tennessee**

 [Visit my website](#)

"When I was young I wanted to go to the moon / but I've only made it to Milwaukee," begins my poem [So Long to the Good Old Moon](#). The poem reflects much of my life's philosophy about love and finding contentment in life - even when things don't work out quite like you planned.

As my poem suggests, I wanted to be an astronaut when I was young. Unfortunately, that dream died due to my remarkable nearsightedness. But I also wanted to be a teacher, a country music singer, an architect, and... well, something different each day of the week.

# Field Study: about.me

## Creative Work

[HEAVEN WAS THE MOON](#) - Poetry from March Street Press

[DECENT PAN OF CORNBREAD](#) - Spoken word and roots music CD with Kelsey Wells

"Really Good for a Girl" - Lead essay in [SHE'S SUCH A GEEK](#)

Winner of the 2016 HeartWood Broadside Series and twice a finalist for the Rash Award for Poetry, my work appears in print and online publications including ASCENT, CHRISTIAN SCIENCE MONITOR, DEEP SOUTH MAGAZINE, LITERARY MAMA, POEM, THE SOUTHERN POETRY ANTHOLOGY, UNSPLENDID, and many others.

[Read more of my work online.](#)

[#poetry](#) [#reading](#) [#writing](#) [#genealogy](#)

### WORK

Mentor, MTSU Write

### EDUCATION

Middle Tennessee State University - B.S., M.S.



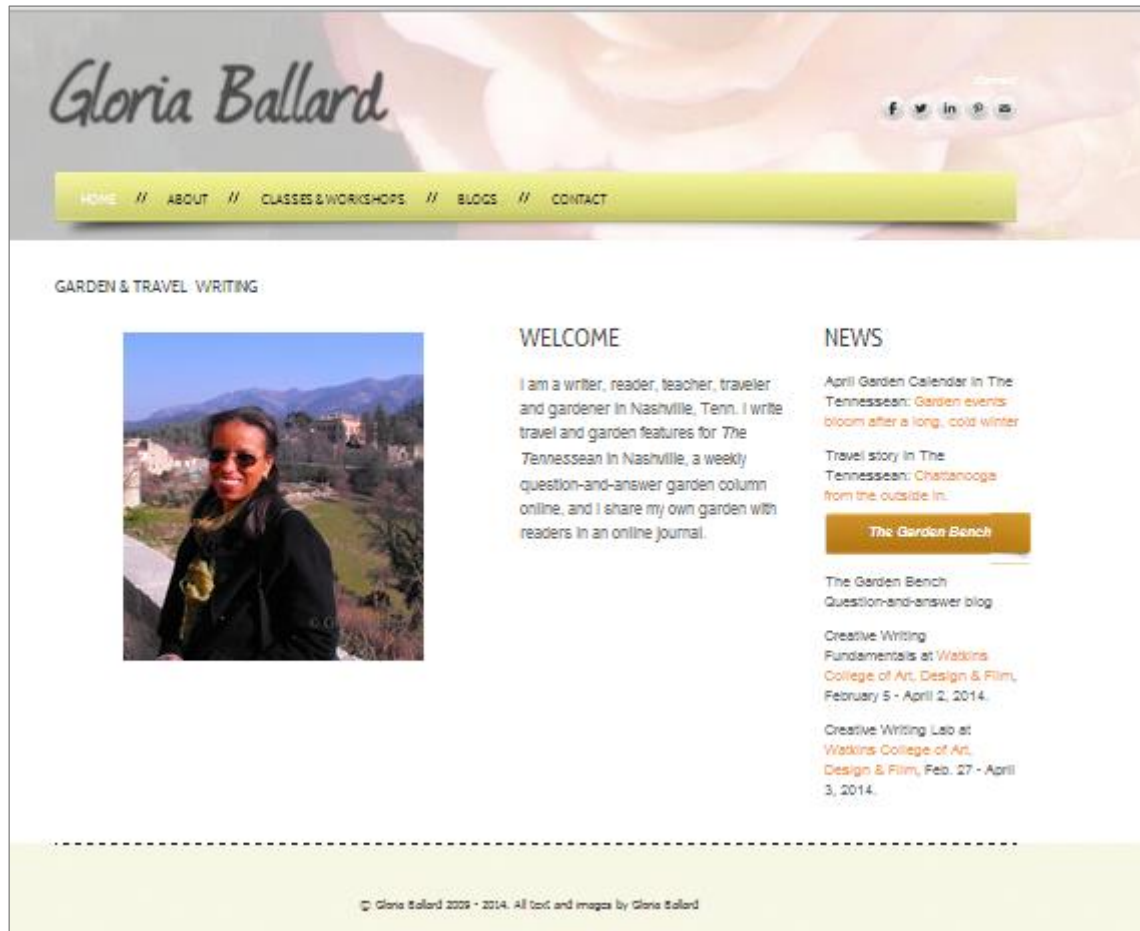
# Field Study: WordPress by a Pro

The screenshot shows the homepage of the Jennie Fields website. At the top, the name "JENNIE FIELDS" is displayed in a serif font, flanked by decorative arrows and social media icons for YouTube, Facebook, Twitter, and RSS. Below this is a navigation menu with links for Home, About the Author, The Age of Desire, Jennie's Blog, Tour Dates, and Book Groups. The main content area features a large banner for "The Age of Desire" with a background image of a handwritten letter and the book cover. The text on the banner reads: "The Age of Desire brings to life one of our most beloved writers, Edith Wharton, whose own story was as complex and nuanced as that of any of the heroines she created." Below the banner are three columns of text: "Jennie Fields" (author bio), "The Age of Desire" (book description), and "Find Out More" (links to photos and more information). At the bottom, there is a "Buy the Book" section with a list of retailers: Amazon, Amazon Kindle, Apple iTunes, Barnes and Noble, Beekman-Miller, IndieBound, and Kobo.

The screenshot shows a blog post titled "The Age of Desire Paperback Tour!" dated May 11, 2012, by Jennie. The post includes social media sharing buttons for Twitter, LinkedIn, and Google+. The main text of the post reads: "Coming right up and coming to a city near you! If you live nearby these cities, or know people who do, I hope you'll let them know about my readings. I'd love to meet all of you! TUES MAY 28TH - 7:30-8:30 pm Cleveland, Ohio Cuyahoga Public Library Borus Branch, [...]" followed by a "More →" link. Below the main text is a section titled "My Next Big Thing" dated February 13, 2012, by Jennie. This section also includes social media sharing buttons and text: "My friend Kory Wells, an extraordinarily exquisite poet with her own Southern twang, tagged me to join the 'Next Big Thing Blog Hop' and then I promptly forgot. That's because I was embroiled in figuring out what my next big thing will be. I promised my editor I'd try to write another biographical novel but [...]" followed by a "More →" link. On the right side of the page, there is a sidebar with a book cover for "The Age of Desire" and a "Buy the Book" section listing retailers: Amazon, Amazon Kindle, Apple iTunes, Barnes and Noble, Beekman-Miller, and IndieBound.




# Field Study: WordPress by a Writer



**Gloria Ballard**

HOME // ABOUT // CLASSES & WORKSHOPS // BLOGS // CONTACT

GARDEN & TRAVEL WRITING



**WELCOME**

I am a writer, reader, teacher, traveler and gardener in Nashville, Tenn. I write travel and garden features for *The Tennessean* in Nashville, a weekly question-and-answer garden column online, and I share my own garden with readers in an online journal.

**NEWS**

April Garden Calendar in *The Tennessean*: [Garden events bloom after a long, cold winter](#)

Travel story in *The Tennessean*: [Chattanooga from the outside in](#)

[This Garden Bench](#)

The Garden Bench Question-and-answer blog

Creative Writing Fundamentals at [Watkins College of Art, Design & Film](#), February 5 - April 2, 2014.

Creative Writing Lab at [Watkins College of Art, Design & Film](#), Feb. 27 - April 3, 2014.

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## THE GARDEN BENCH

Entries RSS | Comments RSS

**Daffodils may be too crowded to bloom**

Posted on March 26, 2014 by Gloria Ballard

Our bed of daffodils has been growing for many years and has a lot of thick foliage, but just a few blooms. They should probably be divided. Can I dig them up and replant them now?



Daffodil bulbs divide themselves every year or two, and the clumps begin to compete for food and space. This will affect their blooming – they'll begin to produce fewer and fewer flowers. So, indeed, after bulbs have been growing in the same place for many years, they may need to be dug up and divided. When the foliage turns yellow later this spring (but before it disappears completely), dig the bulbs, separate them, and replant them about 6 inches apart, 6 inches deep.

This is prime-time for daffodils in Middle Tennessee, and a [little extra care and attention](#) this time of year can improve your daffodil planting over time.

April in the garden: This could be the start of an especially satisfying – or challenging – spring. Check out the [April Garden Calendar in \*The Tennessean\*](#) and at [Tennessean.com](#).

A wise gardener once said... In fact, there have been many wise gardeners, and they've said plenty of wise things.

**Calendar**

March 2014

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

[« Feb](#)

**Garden Calendar in *The Tennessean***

[April Garden Calendar](#)

**Gloria's garden Journal**

[Turning Toward the Sun: A Garden Journal](#)

**Learn more**

[Tennessee Exotic Plant Plant Council](#)

[USDA Hardiness Zone map](#)

# Field Study: Weebly

## Jeff Hardin

HOME | BIOGRAPHY | BOOKS | POEMS | PROSE | BLOG | MORE...




I think I was born to live a boisterous life,/in the early hours rejoicing...

Create a free website with [weebly](#)


## Jeff Hardin

HOME | BIOGRAPHY | BOOKS | POEMS | PROSE | **BLOG** | MORE...



### Natasha Trethewey: "Gesture of a Woman-In-Process"

01/18/2014 0 Comments



In her blurb for *Natasha Trethewey's* first collection, *Domestic Work*, *Tol Derrlootte* calls attention to Trethewey's focus on "the hard unpretty background music of our survival." The first poem in this poet's first collection directs its attention to two women in a photograph, taking them out of the "background" of domestic work and, within the book's first three words, places them "[i]n the foreground." Thus, *Trethewey*, from the beginning of her career, frames her readers' attention toward a reversal of perspective, a re-ordering of which "faces" to look upon, and this theme is one to which her poems return again and again in subsequent books. An ordinary prepositional phrase, a unit of grammar that is typically also in the "background," sets so much in motion for this poet and for the central concerns of her work.

Gesture of a Woman-In-Process

from a photograph, 1992

In the foreground, two women,  
their squinting faces  
creased into texture—

Jeff Hardin is professor of English at Columbia State Community College in Columbia, TN. He is the author of two collections of poetry, *Fall Sanctuary* (Nicholas Roerich Prize, 2004) and *Notes for a Praise Book* (Jacar Press, 2013). His third collection, *Restoring the Narrative*, received the Donald Justice Prize and will appear in 2015.

### Archives

- January 2014
- December 2013
- November 2013
- October 2013
- September 2013
- August 2013
- July 2013



# Field Study: Blogger

## THE ALCHEMIST'S KITCHEN

Poetry, Travel, and the Creative Writing Life

Home
Poet At Your Table
Consults
Website
Poets on the Coast



**Susan Rich**  
Follow 127

Susan Rich is the author of four collections of poetry, most recently, *Cloud Pharmacy* and *The Alchemist's Kitchen*, which was a Finalist for the Foreword Prize and the Washington State Book Award. Her other books include *Cures* and *Travel* (2006) and *The Cartographer's*

Thursday, March 27, 2014

### Poetry Lovers Here: Sign-up Now for the Big Poetry Giveaway 2014 X 3



I'm happy to be participating in this year's creative event which sends poetry into the hands of the people (worldwide). Thanks to my friend, Kelli Russell Agodon for curating this year's Big Poetry Giveaway. I was the curator last year and I know how much time it takes to organize this.


Cloud Pharmacy in 2014




MY YOUTUBE MOMENTS

- Nancy Pearl Interview Seattle Channel
- 1000 Poets for Change / Hugo House
- At Middle Life: A Romance


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3 7 SWEET WEEKEND TREAT PROJECTS 28,314




*Poppytalk*

Founded in 2005, Poppytalk is a lifestyle blog dedicated to supporting the beautiful, the decayed and the handmade. More about us [here](#).

**Food Lion**


Save 50¢ on ONE Ziploc® brand containers 2 - 8 ct.



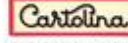
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VICE & VELVET



# Field Study: Tumblr

BUSINESS ART NEW BOOK TV/FILM MOVIE GIFS SPORTS WALL OF TEXT ASK

## JOHN GREEN'S TUMBLR



nyknight  
A good man is hard to find, read by Flannery O'Connor

Cookie policy

theParisreview:  
[Listen to Flannery O'Connor read "A Good Man Is Hard to Find."](#)


FAQ:

1. Why is your tumblr name fishingboatproceeds?
2. What does DFTBA stand for?
3. Do you and Hank consider yourself nerdfighters?
4. So, does the actual John Green run this tumblr, or is it run by an assistant?
5. Would you release a book that isn't YA?
6. Would you ever write a YA book



### Authors of Color

A place to find literature and writing by authors of color



janetmock

My comrades in San Francisco pooled their power to make every March 28th JANET MOCK Day in San Francisco. Deeply honored to be holding this proclamation, and am grateful to Cecilia Chung for presenting this award to me and surely making this happen with Mayor Edwin M. Lee

## HarperCollins

PUBLISHING GREAT AUTHORS SINCE 1817

March 26, 2014



13 notes

### About Us

HarperCollins Publishers is one of the world's leading English-language publishers.

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### Blog Tools

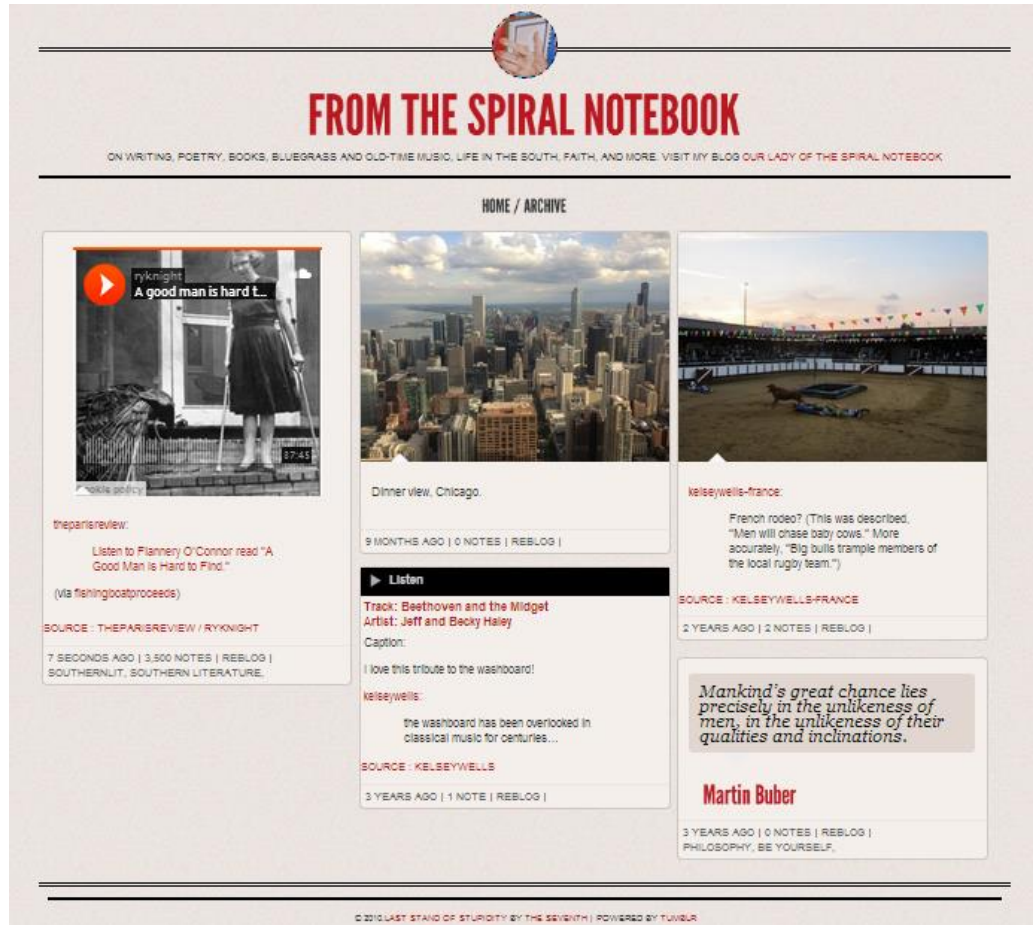
Archive  
RSS

Tennessee Williams was born on this day in 1911. Listen to the great playwright read the opening monologue of his Pulitzer Prize winning play, *The Glass Menagerie*.

From the *Essential Tennessee Williams CD*, available at your favorite bookseller.

Filed under tennessee williams, lit, playwright, play, the glass menagerie, theater

# Field Study: Tumblr



**FROM THE SPIRAL NOTEBOOK**  
ON WRITING, POETRY, BOOKS, BLUEGRASS AND OLD-TIME MUSIC, LIFE IN THE SOUTH, FAITH, AND MORE. VISIT MY BLOG OUR LADY OF THE SPIRAL NOTEBOOK

HOME / ARCHIVE

**ryknight**  
A good man is hard to find...  
\$7.45

**theparisreview**  
Listen to Flannery O'Connor read "A Good Man is Hard to Find."  
(via fishingboatproceeds)  
SOURCE: THEPARISREVIEW / RYKNIIGHT  
7 SECONDS AGO | 3,500 NOTES | REBLOG | SOUTHERNLIT, SOUTHERN LITERATURE,

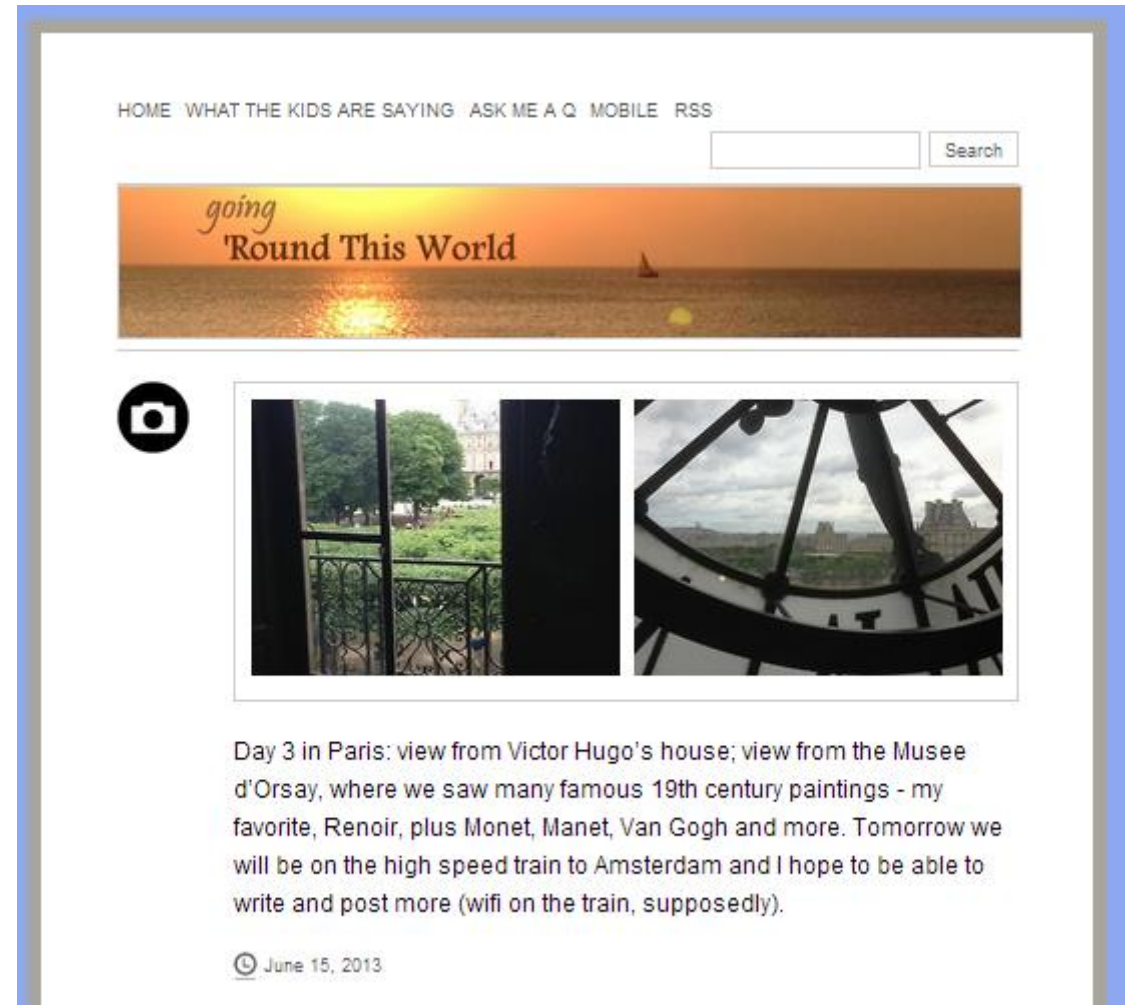
**Dinner view, Chicago.**  
9 MONTHS AGO | 0 NOTES | REBLOG |

**Listen**  
Track: Beethoven and the Midget  
Artist: Jeff and Becky Haley  
Caption:  
I love this tribute to the washboard!  
**kelseywells**  
the washboard has been overlooked in classical music for centuries...  
SOURCE: KELSEYWELLS  
3 YEARS AGO | 1 NOTE | REBLOG |

**French rodeo?** (This was described, "Men will chase baby cows." More accurately, "Big bulls trample members of the local rugby team.")  
SOURCE: KELSEYWELLS-FRANCE  
2 YEARS AGO | 2 NOTES | REBLOG |

*Mankind's great chance lies precisely in the unlikeness of men, in the unlikeness of their qualities and inclinations.*  
**Martin Buber**  
3 YEARS AGO | 0 NOTES | REBLOG | PHILOSOPHY, BE YOURSELF.

© 2010 LAST STAND OF STURDITY BY THE SEVENTH | POWERED BY TUMBLR



HOME WHAT THE KIDS ARE SAYING ASK ME A Q MOBILE RSS

Search

*going*  
**'Round This World**

**View from Victor Hugo's house; view from the Musee d'Orsay.**

Day 3 in Paris: view from Victor Hugo's house; view from the Musee d'Orsay, where we saw many famous 19th century paintings - my favorite, Renoir, plus Monet, Manet, Van Gogh and more. Tomorrow we will be on the high speed train to Amsterdam and I hope to be able to write and post more (wifi on the train, supposedly).

June 15, 2013

# What have we learned?



- Good graphics make a difference
- Good templates make a difference
- What your site looks like on a mobile device is important

# Three Keys



# Why Blog? Maybe You...

- have a publisher who says you need to blog
- have something– a book, an event, a cause, a product or service, etc. – that you want to promote
- want to build an audience or better connect with the one you have
- are a SME \* - \* Subject Matter Expert or Subject Matter Enthusiast
- want a blog to share as a scrapbook or journal of sorts



# Why Blog? Maybe You...

- view a blog as a way to make you a better writer and/or a writing outlet you truly enjoy
- want your blog to serve as your website
- have more to say than what you can say in a Facebook, Twitter, or [insert your favorite social media here] post

# Why Blog? Maybe You...

- have more to say than what you can say in a Facebook, Twitter, or [insert your favorite social media here] post
- want to “control the conversation” about you, or contribute to the conversation about topic(s) you especially care about

## For blogging

Drives site traffic and  
awareness

Makes you the expert

Can generate  
opportunities

Can make you more  
disciplined and/or  
creative

## Against blogging

Can interfere with your  
real writing

Takes time away from  
other things

There's a lot of noise  
out there

You have to promote it





# Blog And Social Media Strategy



# Strategy #1-3

- Have a specific focus or theme(s) \*
- Have an editorial calendar
- Include photos
  - Give your photo captions
  - Consider adding “watermark”
  - Credit your photos
  - Consider other media as well



# Strategy #4

Remember you're writing for the web:

- Give your posts a catchy but not too long title
- 600 words, plus or minus a few hundred
- Shorter paragraphs
- Bullet points
- Link to other blogs, websites in your posts
- Include calls-to-action when appropriate

# Strategy #5

Remember it's a social world:

- Have an email list
- Share your posts on social media
- Invite guests to post
- Encourage comments, reply to comments, make comments yourself on other blogs
- Consider hot topics – take risks
- Have a generous spirit

# Strategy #6

Take full advantage of blogging & social media technology

- “Tag” your posts
- Set your URL naming scheme to reflect post titles and/or keywords
- Schedule your posts ahead of time if that helps you be more productive
- Read and use your blog stats

# Technology Costs



Except...

# Technology Costs

Be aware of ads

- WordPress.com “No ads” option - \$30/yr
- Blogger – AdSense may be an option to display targeted ads

# Technology Costs

Possibly pay for

- Themes
- Priority support
- Extra features



# Technology Tools

## URL with title or keywords:

<http://korywells.com/2013/11/sharing-for-veterans-day-a-poem-by-a-pow//>

The screenshot shows a blog post on the website 'Kory Wells, Our Lady of the Spiral Notebook'. The post is titled 'Sharing for Veteran's Day: A Poem by a POW' and is dated November 11, 2013. The main content is a photograph of a handwritten poem on aged paper, titled 'METAMORPHOSIS'. The poem's text is as follows:

TRUNDLING AND SILENT BEFORE THE THRESHOLD,  
WE STAND ON THE EVE OF OUR REQUIEM LYON.  
HUNDRED PARKED TO BELIEVE THAT WE WANT  
THE YOUNG MAN LEAVE AND WE MUST DEEP  
INTO THE TIP OF AN INFINITELY EXPANDING HOEN,  
TO BE BELONGED INTO THAT CROWDED CARNIVAL,  
AN OLD SONG.

WE STANDS BEFORE ME, SILENT, ACROSS THE WIDE RIVER,  
HER SMILE SEEN DIMMILY THROUGH THE DAMP FOG.  
WATCHING THROUGH THE PEEP HOLE, I CAN ONLY  
WING FOR HER WING — FREEDOM...  
AND I, MYSELF, MY HARDENED SHELL,  
AWAIT REARREN.

Below the poem, there is a small photo of a man in a military uniform and a bio for Kelsey Wells, the author of the poem. The bio mentions she is a poet and a POW. The page also features a search bar, social media sharing icons, and a navigation menu.

## Using tags:

FILED UNDER: POETRY, RECENT NEWS ▪ TAGGED WITH: POEM, POW, VETERANS DAY, VIETNAM

# Technology Tools

- **Backups!**

Google WordPress.com backup or Blogger backup, etc.

- **Email lists**

MailChimp, VerticalResponse have free options

# Technology Tools

- News and keyword monitoring
  - Google Alerts
- Social media dashboards, buffers, etc.
  - HootSuite, Buffer, MediaFunnel, SproutSocial (not all of these have free options, but some do)
- To do lists
  - I like [kanbanflow.com](http://kanbanflow.com)

# YOU CAN DO IT!



- Know your reasons for blogging
- Success is much more about strategy than technology
- Start simple with the tech, learn and add features as you can

# Q&A



<http://korywells.com>

[korywells@gmail.com](mailto:korywells@gmail.com)

<http://facebook.com/KoryWells>

<http://facebook.com/KoryAndKelseyWells>

<http://twitter.com/korywells>

<http://linkedin.com/in/korywells>