



IT'S  
ALIVE!

# BLOGZILLA

## KING OF THE MONSTERS!

**Spawned** by new  
easy-to-use technology...  
It stalks the world wide  
web!

Belching flames that  
blast mighty media  
powers into oblivion!

A gory Goliath that lives  
to shill and shills to live!

Diabolical Demon of  
Destruction...  
Mightiest Monster of  
new media-

**BLOGZILLA!**

**FACT, FICTION, FEAR!**  
Everything you need to  
know to survive an attack!



[www.thenextwave.biz](http://www.thenextwave.biz)

A SPECIAL BRIEFING FOR IACC BY



# THE BLOGZILLA REPORT

## ***FACT, FICTION, FEAR: the monster of the Internet explored***

Everything you know, everything you think you know, and everyone who says he knows, is in fact, wrong, or could be wrong in an instant.

The world, as authoritative books, journals and scholars used to define it, has been turned upside down – it's as if a monster from another planet – or one from our own, emerged and now everything is different.

His name: **Blogzilla**.

He's here to create chaos and change our happy little knowledge base into one big stinkin' mess. But the good news is, although his name is scary, as with all mythical beasts, he has a weak spot – and if you pay attention, you will have nothing to fear.

### **Essentials for understanding Blogzilla:**

His name is a misnomer. Much like a spin term generated to create fear and misunderstanding e.g. renaming the estate tax a "death tax." The word Blog needs to be defined narrowly as a type of content, not by the software application.

While WordPress, Moveable Type, Blogger, Expression Engine etc. are all known as blog software- a better definition would be: a database driven content management system that is characterized by placing content in reverse chronological order.

No one would call a news site a blog – even though they often put the newest content first- yet that is really the only definite characteristic of a blog today.

The word Blog should only be used to describe diary type entries – and even then, online journal would be better suited. The word Blog could disappear from the lexicon tomorrow – and no one would be hurt.

### **What makes Blogzilla so powerful?**

We do – because of our reliance on search. Search is the true monster in the closet. 80% of Internet usage begins with search. 40% of people who actually know where they are headed type the URL into a search engine and end up with search results instead of the site they are trying to reach.

I call this the 80/40 Rule™ and it is the defining factor of the Internet right now.

To paraphrase Descartes:

***"I Google, therefore I am"***



Yoda would say: "Google rank one makes powerful force."

Software like WordPress, when used by people who understand search – can get to the top of Google organically and easily. This is one of the reasons why Blogzilla exists – and why he strikes fear into the minds of many.

### **The dangers of Google:**

- ★ The percentage of the web that is indexed is smaller than most people think- about 3% to 50% with 12% being a common figure.
- ★ Negative content about you may be on your competitor's site, or negative feedback on a site that you don't control, and show up first.

### **Keys to Blogzilla's strength:**

Search engines have to do two things to give you page rank.

- ★ Know what you published
- ★ Know when you published it.

Blogs handle both these functions well by creating clean code – and notifying search engines automatically of an update.

### **Key to Blogzilla's weakness:**

- ★ Unique identifiable key phrases – I will always own the word "EsraTi" but, owning "cheap contact lenses" is much more difficult.
- ★ Large quantities of good content on the key phrase. Make sure you have text alt descriptions for video, audio and pictures.
- ★ Timeliness of the content – by grouping content into categories, new posts make old content seem new.



## Important things to consider:

- ★ You no longer have to market to the masses to be efficient in your messaging.
- ★ You don't want to sell your product to everyone.
- ★ You need to be the center of the community for your product or service. A thought leader, or influencer – these are the people who will have the most success in the near future.

## How to win friends/customers and influence people with a blog:

- ★ It's not about you, it's about your customers and how to solve their problems.
- ★ Your voice online should match your voice in bricks and mortar and other communications – don't be schizophrenic.
- ★ Monitor your key phrases – and respond. Google alerts are a great tool for this.
- ★ Review web stats daily to pick up on trends.
- ★ Content is key to search, tags are key to content, search terms are never set in stone.
- ★ Check what is said about your competition too.
- ★ Don't start what you won't continue – it requires care and feeding.
- ★ Invite your customers to contribute content – it adds to your search relevance.

## Things to do to evaluate your site:

Go to Google type in site:yourdomainname.tld  
example: site:thenextwave.biz

Look at the number of results- and what they say. Are all your page titles descriptive? Is there unique content on every page?

## Six keys to good content:

According to blogging superstar Seth Godin, there are 6 keys to making good posts:

- ★ Candor
- ★ Urgency
- ★ Timeliness
- ★ Pithiness
- ★ Controversy
- ★ Utility

## The 3 ways people find you:

Although this is really basic, it has to be remembered:

- ★ Search: they are looking for something, maybe you, maybe not you, and they go to a search engine.
- ★ Links: They already found something, and it's leading them to you.
- ★ Directly: you've spent millions pushing your name and URL out to get them to come to you. Remember, they could still run into the 80/40 rule™ and end up with search results.

## Google isn't a search engine!

Its results come from cache, from sites it has already visited and analyzed. It changes what it's looking for based on number of requests. So if something big hits the news, Google is looking for the latest, most relevant answers in the places it has already determined to be high value for that term.

## Content never leaves

What you say online – stays online. This ain't Vegas, it's bits and bytes stored all over the place. Once you've posted, it's hard to take it back – really. So always remember to be careful what you say, and don't think that removing or moving it will help. See the [www.waybackmachine.org](http://www.waybackmachine.org) if you want to really freak out. Also, remember – people have linked to your content, so changing URL's is bad.



## The Long Tail is the real market

It's no longer about having a blockbuster product, a big hit. It's about being able to sell the little specialized niche product to everyone who wants it. There is no more limit to the shelf space, or the distribution chain, or the marketing budget. The demand curve has stayed the same, it's just we're not all identical. We can connect with the unique products we want to help us create our uniqueness. We no longer have to worry about finding our size in stock, it's always available now. Anyone can set up shop – and, if you can build your community of users, you'll make money.

# SEARCH=USE=COMMERCE

## The rules changed. Did you pay attention?

Back in April of 1999, three guys wrote the Cluetrain Manifesto, if you haven't read it, it's all online: [www.cluetrain.com](http://www.cluetrain.com)

Personal favorites:

- ★ Markets are conversations.
- ★ Markets consist of human beings, not demographic sectors.
- ★ The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.
- ★ There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.
- ★ Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.
- ★ Companies can now communicate with their markets directly. If they blow it, it could be their last chance.

## RSS is your invitation in – not e-mail



If your site doesn't have RSS, you may as well pack it up and say goodbye. If your marketing director is still trying to get e-mails so that your company can legally spam your customers, your days are numbered. People don't even have to click to your site anymore to read what is there – making stats even more difficult to track. But in the end, stats are only a way of tracking profits so watch the cash instead of the cache.

If you have something worth sharing, or your customers want to congregate on your site, you've done your job. RSS is your secret handshake with your customer that allows you access on their terms – which is the whole point of the Cluetrain Manifesto above.

## Google Alerts... A free clipping service

Companies used to pay lots of money to find out what is being said about them. Now, Google will deliver e-mails to you every time it sees your key phrase, or search term. Real handy for companies like Xerox® and Kodak®. Bad for companies like "The Next Wave."

## How often should we update the site?

Well, that all depends on how interesting your subject is to your customers. If you are selling to the Britney Spears fan club, who want all Britney, all the time, you can't post enough. If you are writing about low price contact lenses, you better have it be as a middle man watching all the different sellers, and not all about yourself. Google will be able to tell if you are trying to game them, and beware their wrath.

In general, your web stats and comments can tell you if you are posting often enough. When your visitor average starts dropping, it typically means you haven't put up enough content.

## The hardest part of this New Economy?

English majors rejoice – and video editors – and musicians (well most of you). The hardest part is finding a voice, and creating consistently good, interesting content. The great part is, you can utilize others' content (as long as you give credit) just make sure to add some value to it.

Just like the bore at the party, you can't talk to hear yourself talk and expect success. Look back to Seth's 6 guides to good content, and then practice.

## Where to go from here?

This is the easy part. Go to Google and start searching. The content that you find is the best place to start building your content and your community. Find the people who already are talking about what you are interested in, introduce yourself, and start a conversation. Before you know it, you'll have your own fan club/community started.

## Need help?

Everyone needs guidance and coaching to keep focused. Soon, it will come from your community– by their comments and participation you'll know when you are doing it right. Also the duration of their visits will increase. Between all this and the rest of what you learn at this seminar doesn't get it– you can always contact us for help.

**The Next Wave**  
100 Bonner Street  
Dayton OH 45410 USA



**Thank you.**