

The SECRET POWER of BLOGGING

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Market Your Business or Web Site — With Little or No Money*



with foreword by Karen Jackie,

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How to Promote and Market Your Business, Organization, or Cause with Free Blogs

Bite of the Best: Blog-Powered Web Site

Purpose: Bite of the Best is a tasty new blog-powered Web site that offers commentary about the “best” products you can find in your grocery stores. A true family affair, Bonnie Tandy Leblang, a nationally recognized food writer —along with her sons — write the content, while the Tandy sisters created the design.

ContentRobot implemented their vision using the WordPress blog platform and related technologies.

Features: Each week, visitors can read a “featured bite” and registered users can get involved in the site by adding their two cents (via comments) and rating products they’ve tried. Especially fun is that these users can enter a variety of contests to win free products, which include food products and kitchen gadgets. Fans can follow the blog along in an RSS reader or a newsletter, which is delivered to their inboxes each Wednesday.

BOTB readers are treated to lively and entertaining writing. However, behind the scenes, ContentRobot customized many WordPress elements to make the site function. Among the enhancements were optimizing the taxonomy so that the Tandys can easily categorize and showcase “bites” and marketplace items. Also, to keep the post’s design consistent, WordPress’s custom fields properly display the “factoids” or details of each product.

This site takes advantage of many external tools, such as:

- **Amazon:** Allows readers to easily purchase products at Amazon with BOTB’s affiliation
- **Feedblitz:** Readers can subscribe to a heavily customized, blog-driven newsletter, which is sent every Wednesday
- **Feedburner:** Provides feed tools and subscriber tracking
- **Google Analytics:** Site tracking tools and analysis
- **WordPress Plugins:** A variety of SEO tools and other updates were installed

- **Wufoo:** Allows BOTB to effortlessly create online forms and allows readers to enter contests

Why It's Successful: Bite of the Best is able to easily publish interesting content for its readers and provide a great place for food manufacturers to promote their products. The number of subscribers continues to rise on this new blog-powered Web site. Building on its success, BOTB will be offering even more for its readers, including recipes.