



# The Science of Blogging

How to engineer contagious ideas.



Dan Zarrella  
Social Media Scientist





#BlogSci



The background is a composite of four distinct images. The top half features a vibrant rainbow arching across a deep purple sky, with colorful autumn leaves in shades of orange, yellow, and red falling from the top right. The bottom half is split: the left side shows a dark, misty forest with a wooden bridge and a faint unicorn silhouette, while the right side is a dense field of various colorful flowers like orange, blue, and pink.

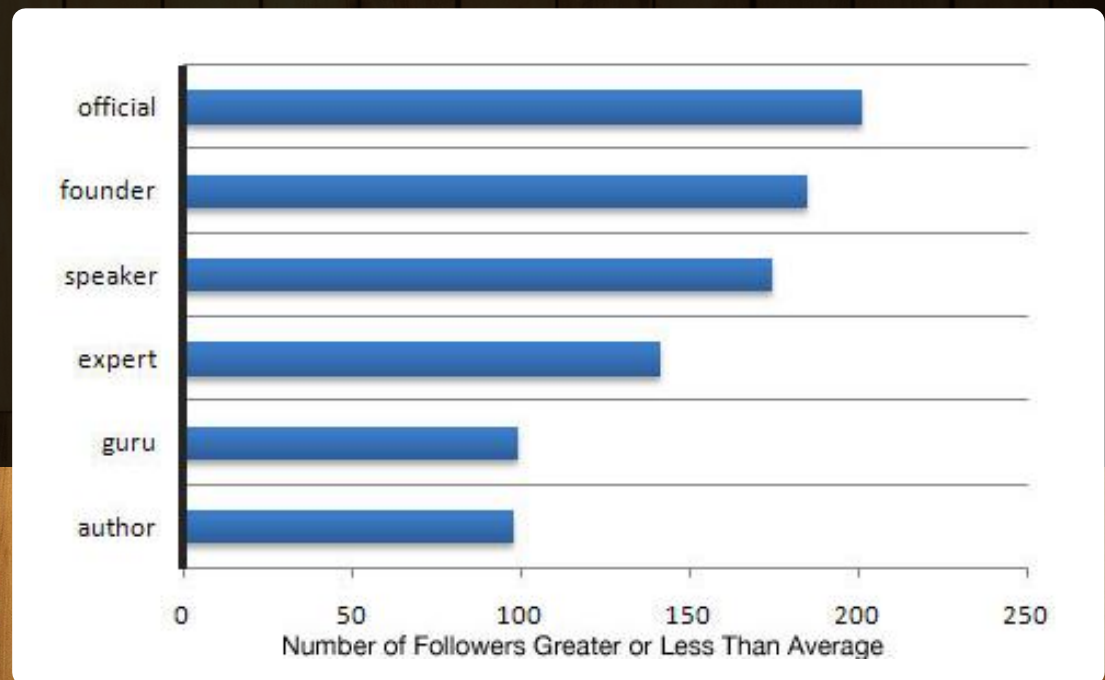
# Unicorns and Rainbows



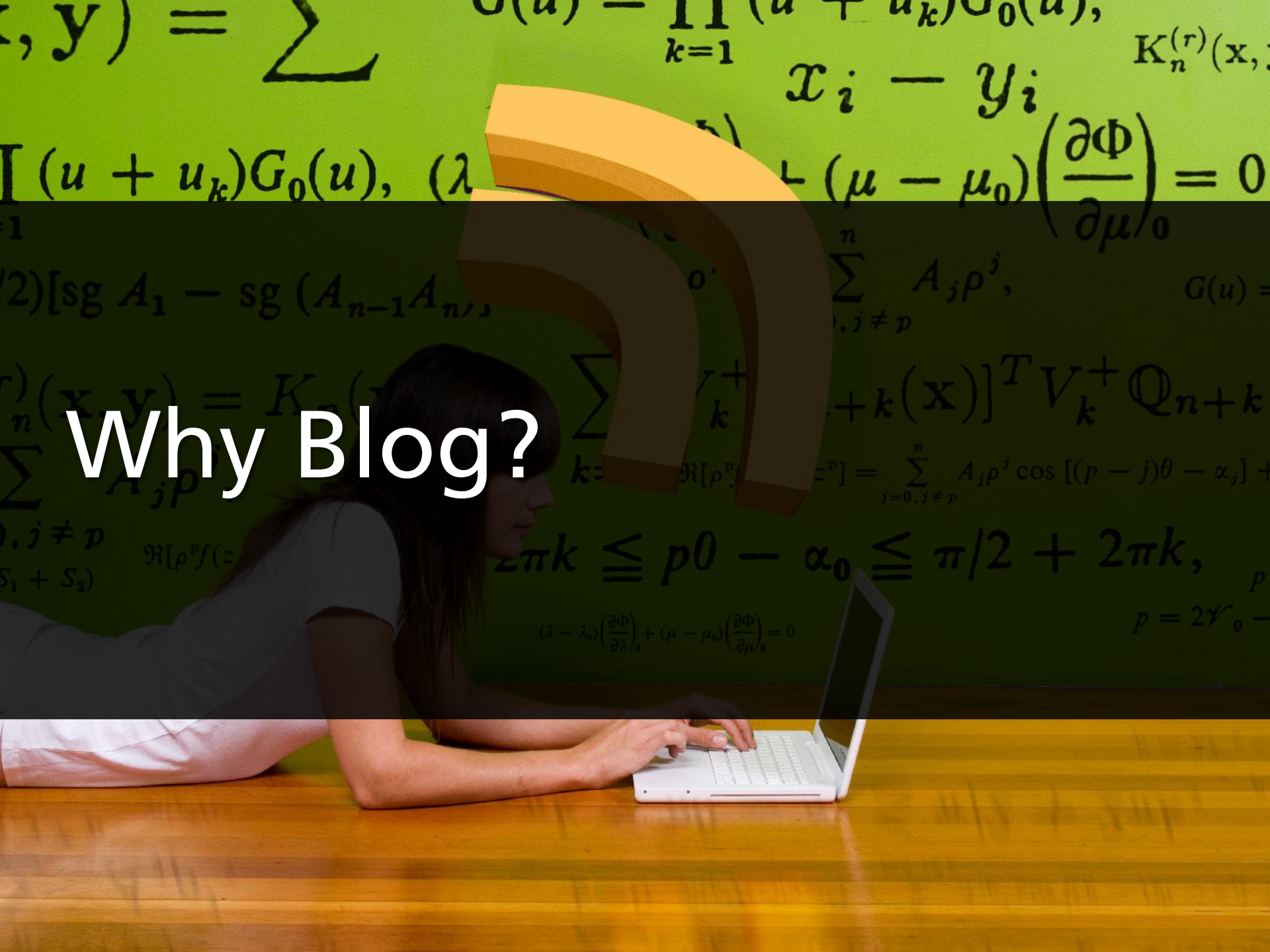
Unicorns & Rainbows Myth:  
Don't call yourself a  
guru.



# Science:

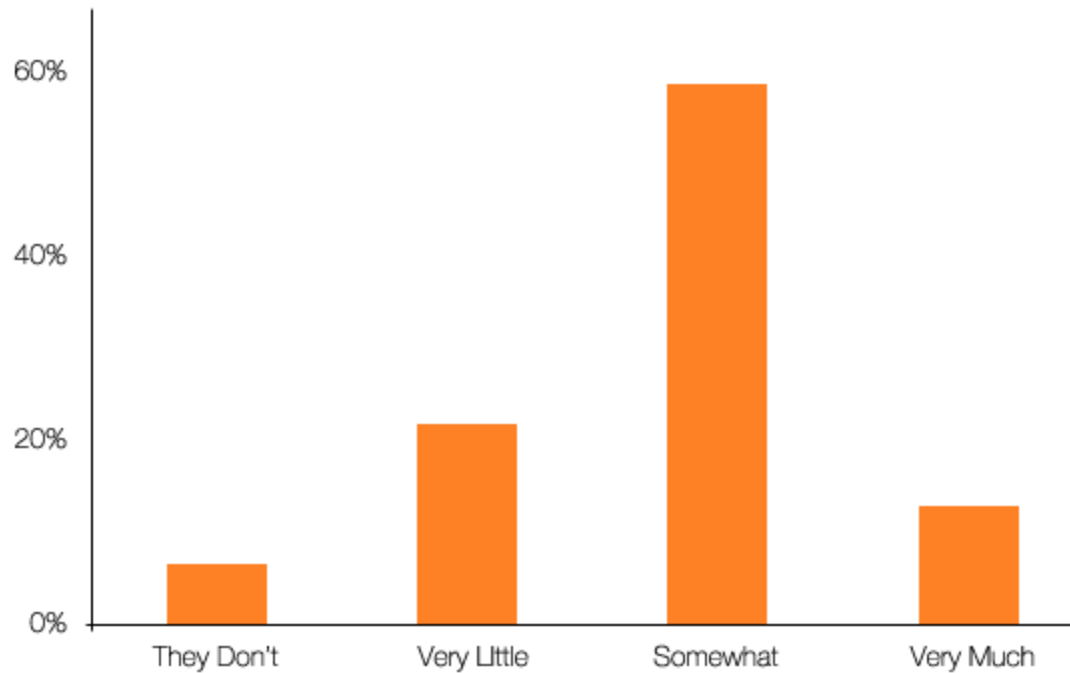


# Why Blog?

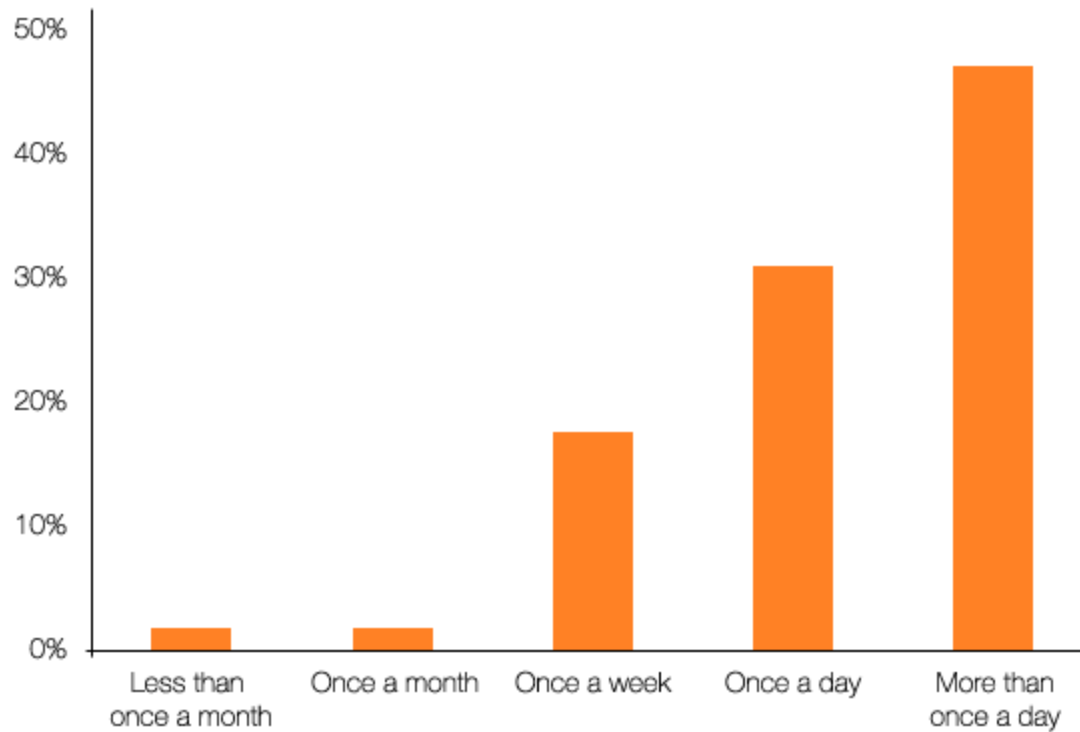




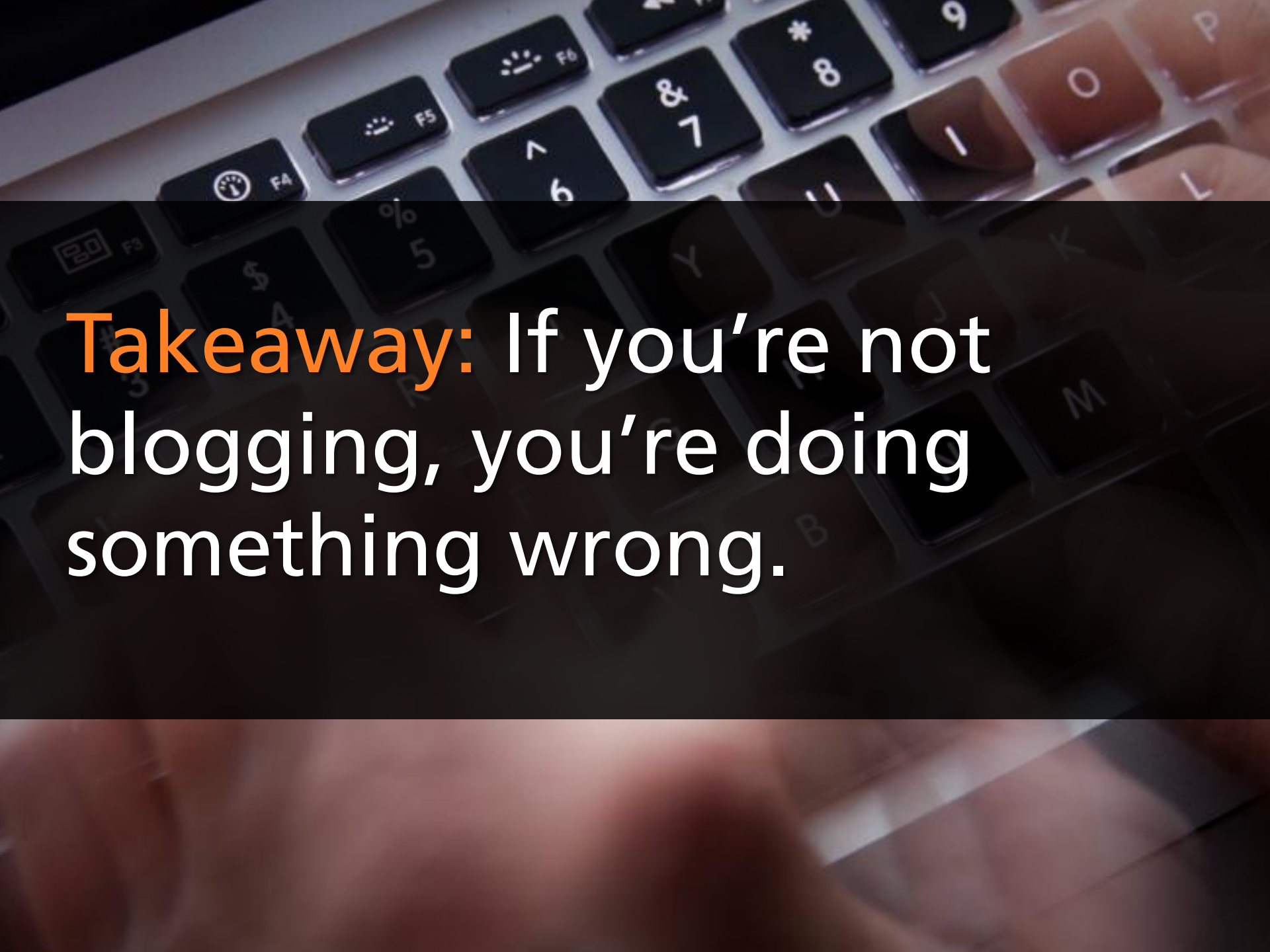
How much do blogs affect your purchasing decisions?



## How often do you read blogs?







**Takeaway:** If you're not  
blogging, you're doing  
something wrong.



# Content







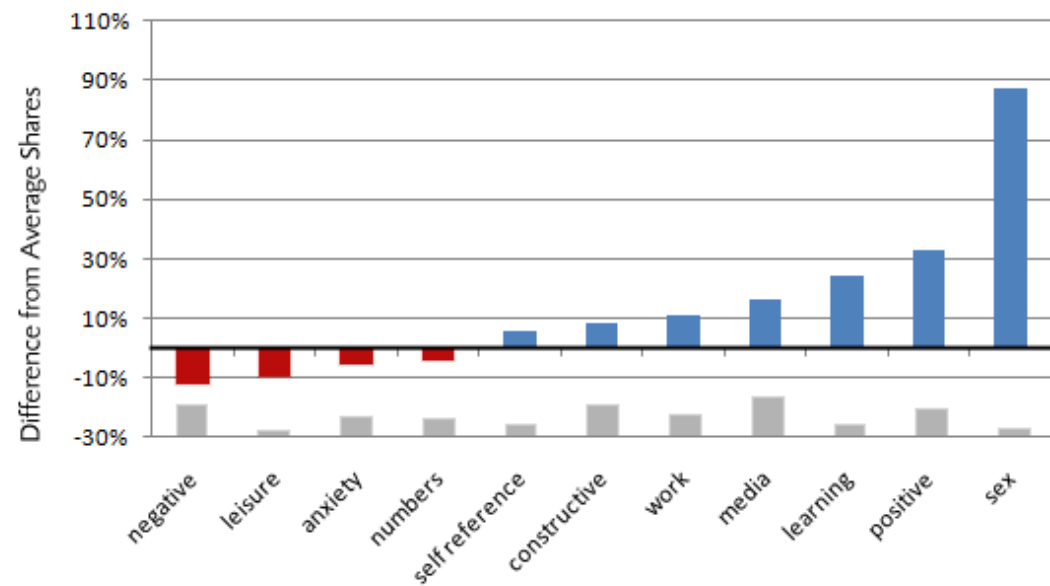
Zombies

Marketing

Me



## Effect of **Linguistic Content** on Facebook Sharing



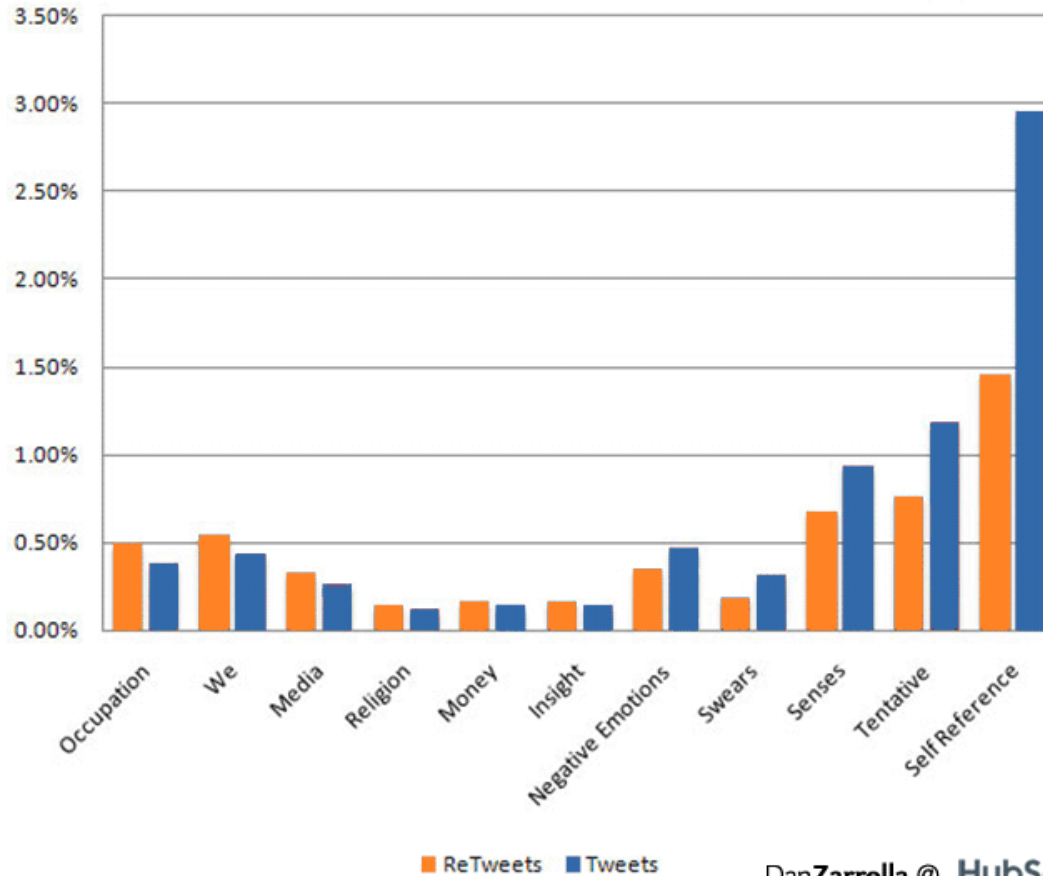




**Takeaway:** Sex and positivity  
sell.

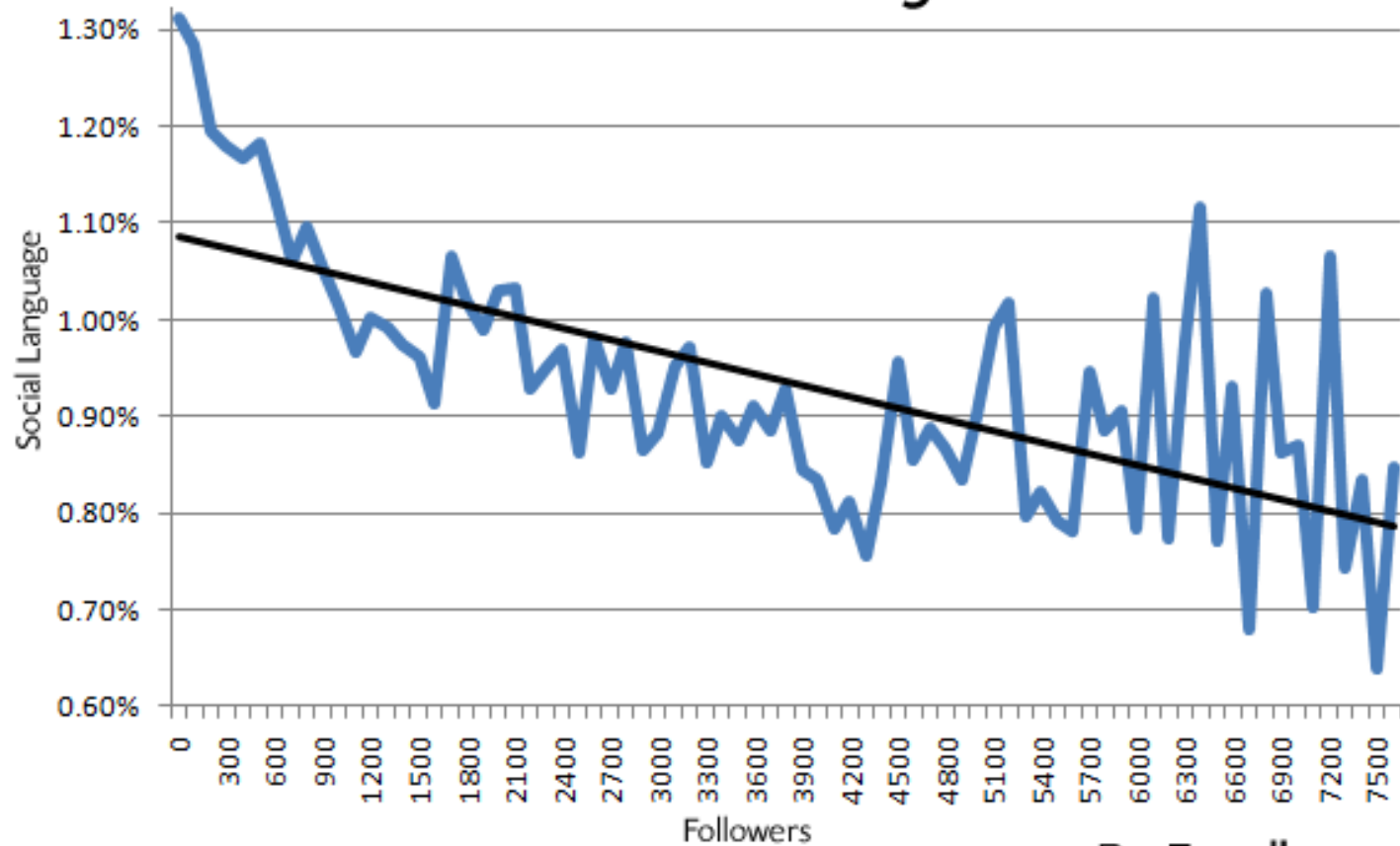


# LIWC Attribute Percentages





# Self-Reference by Followers




DanZarrella.com





# Insights & Opinions

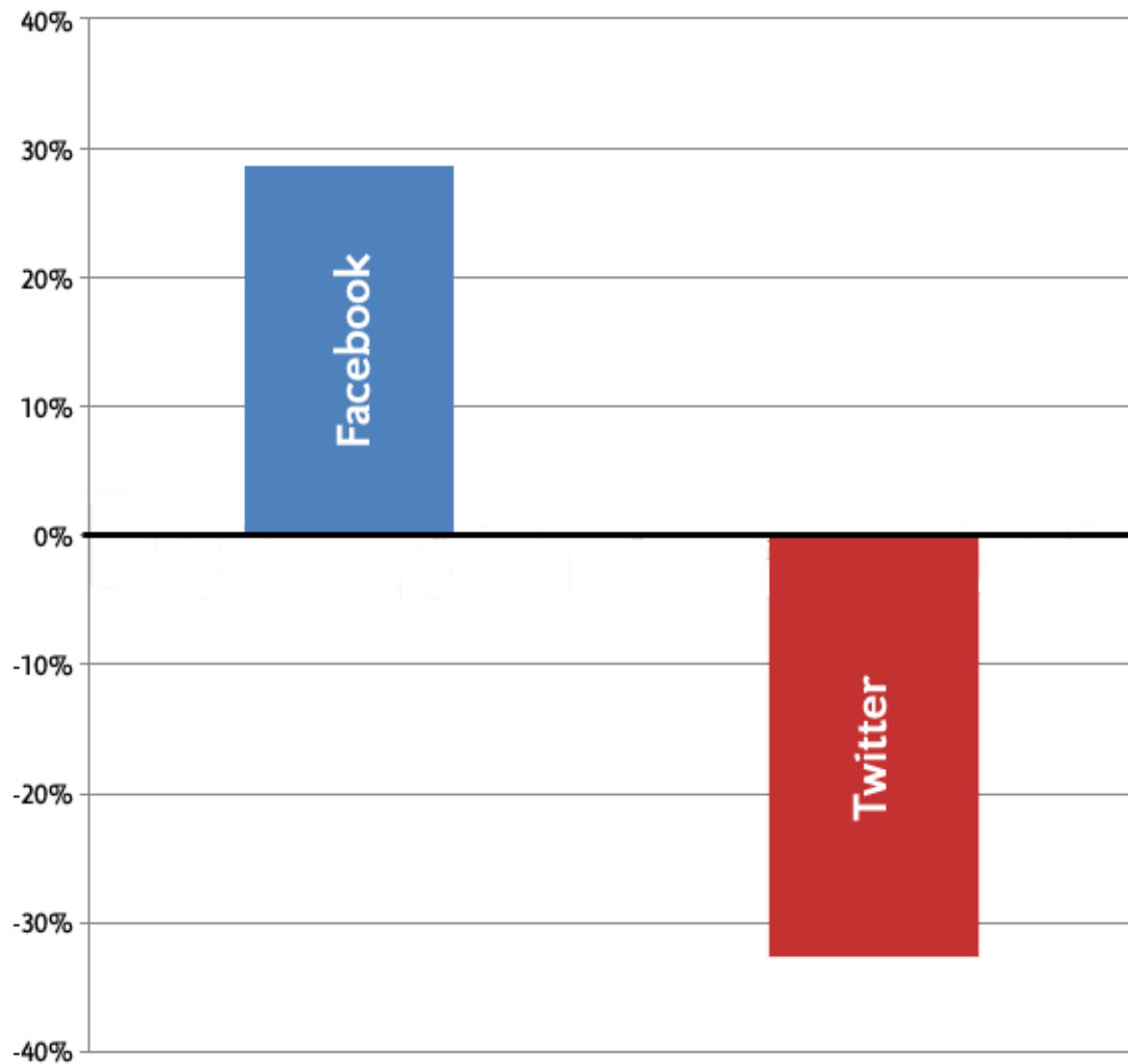




**Takeaway:** Talk as yourself,  
not about yourself.

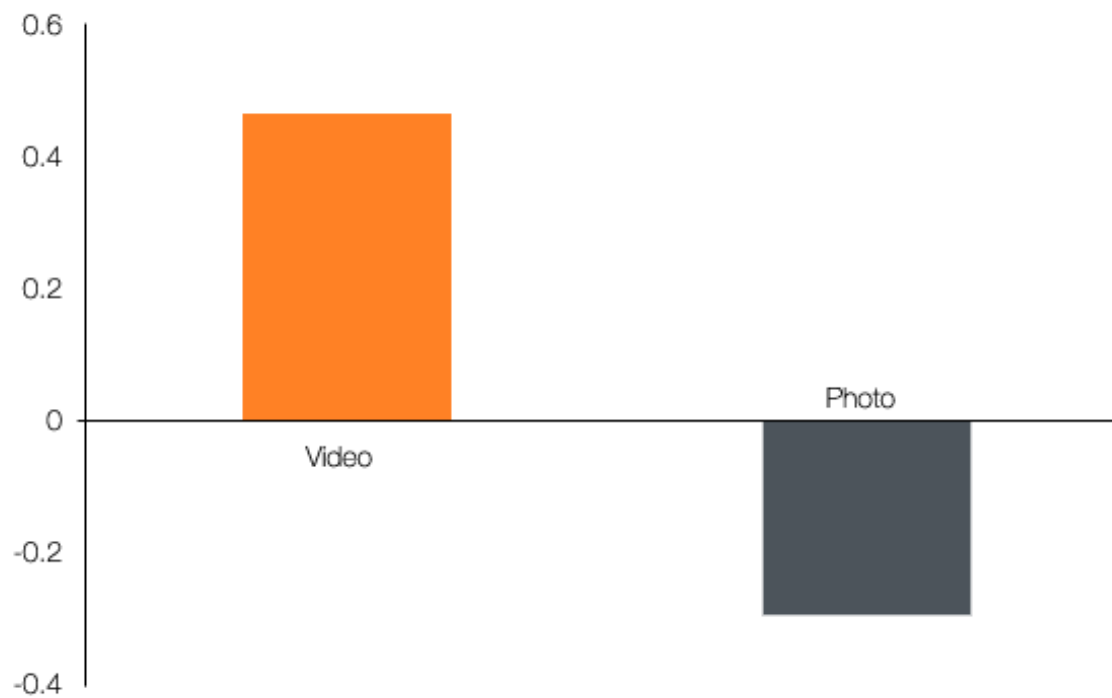


# Effect of the Word **Video** on Sharing



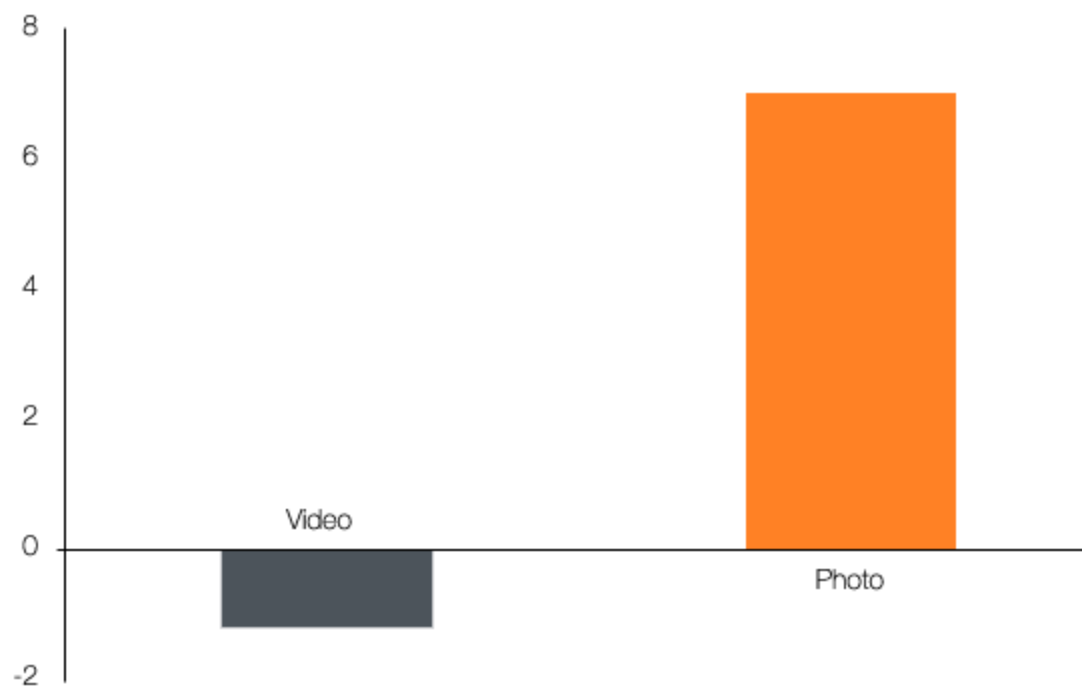


## Links by Media Type





## Comments by Media Type

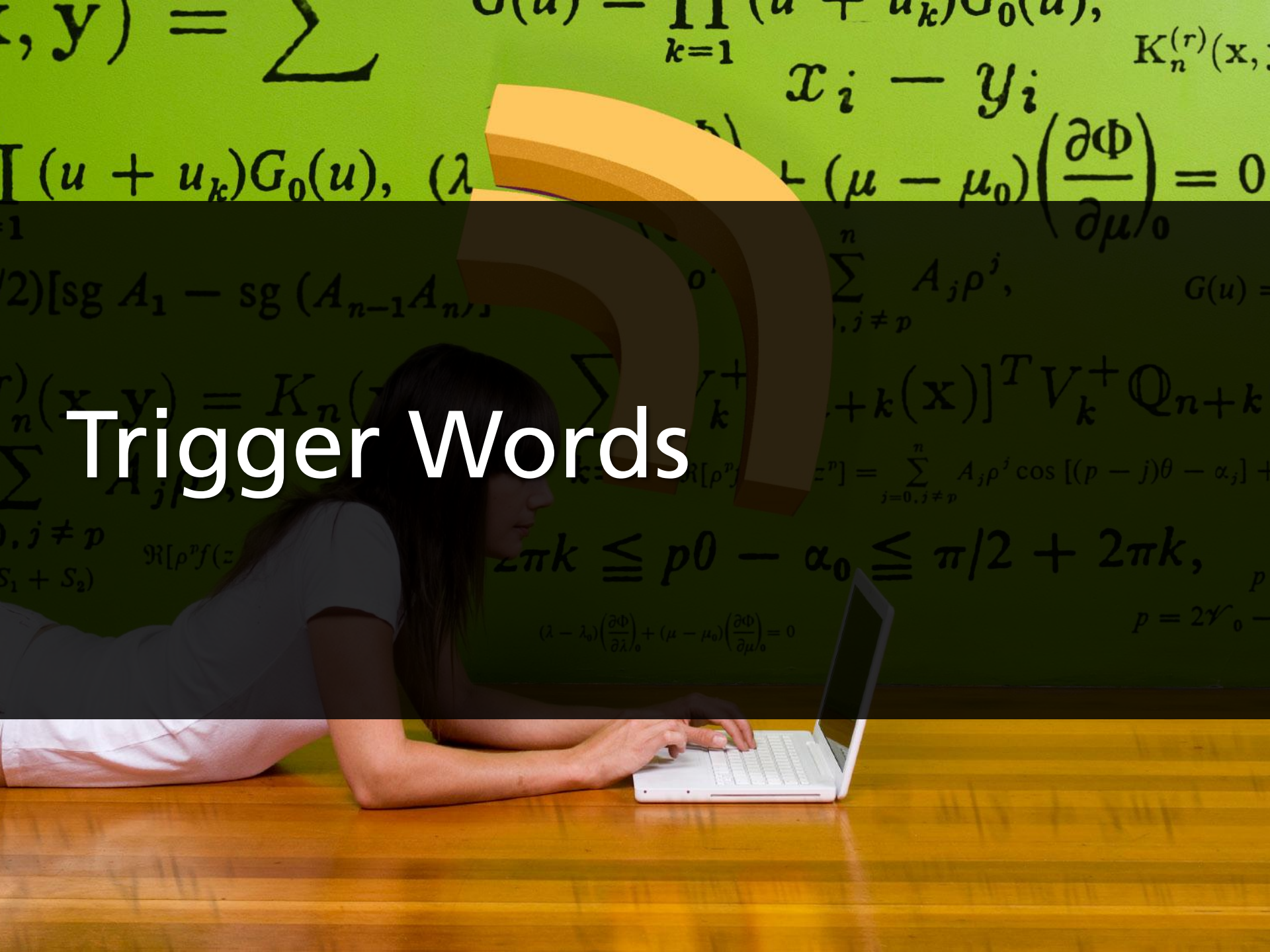




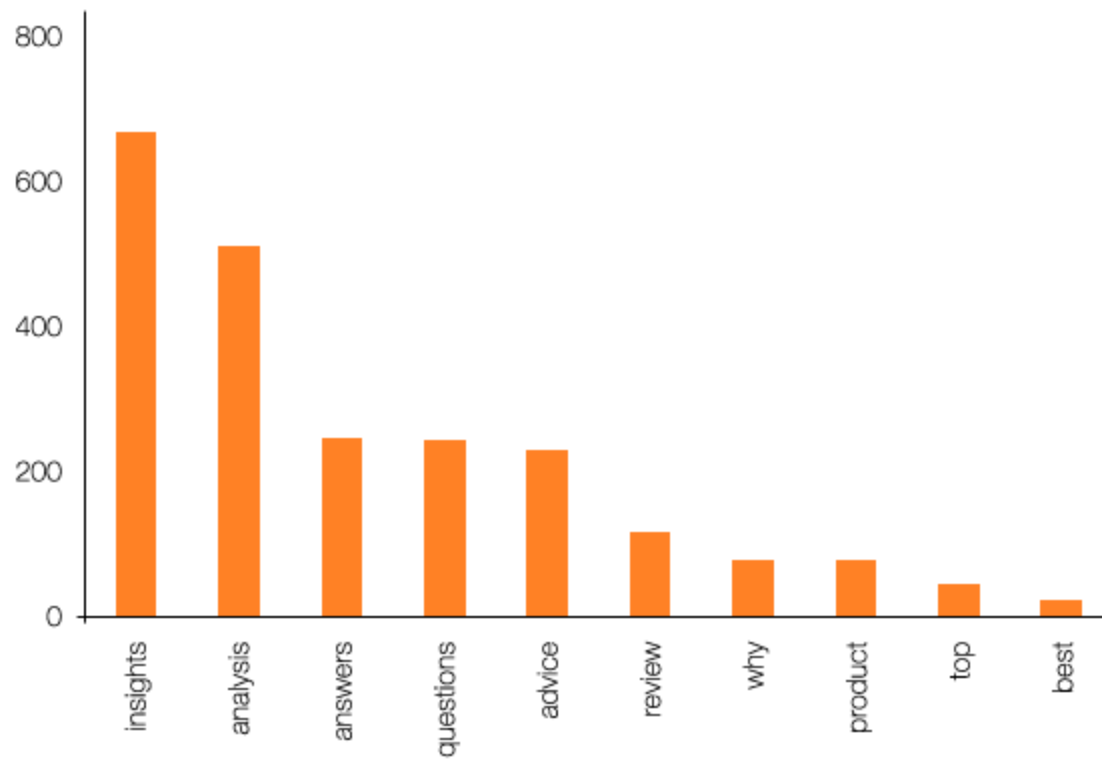
**Takeaway:** Videos get links,  
photos get comments.



# Trigger Words

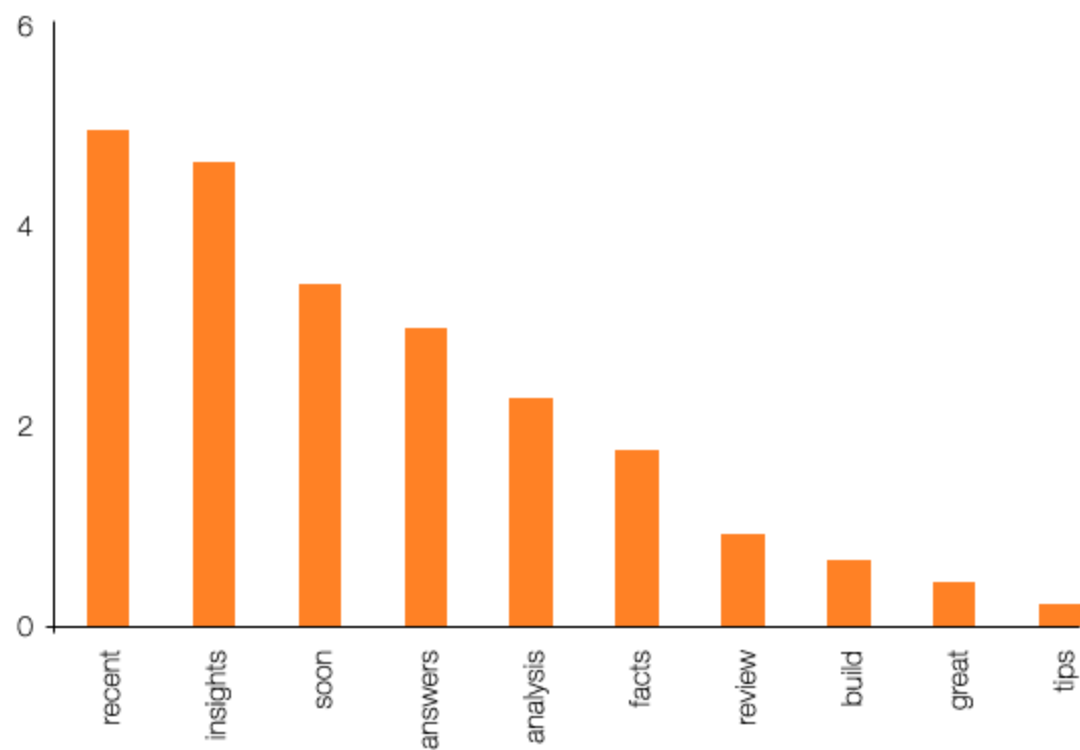


## Most Viewed Words





## Most Linked-To Words

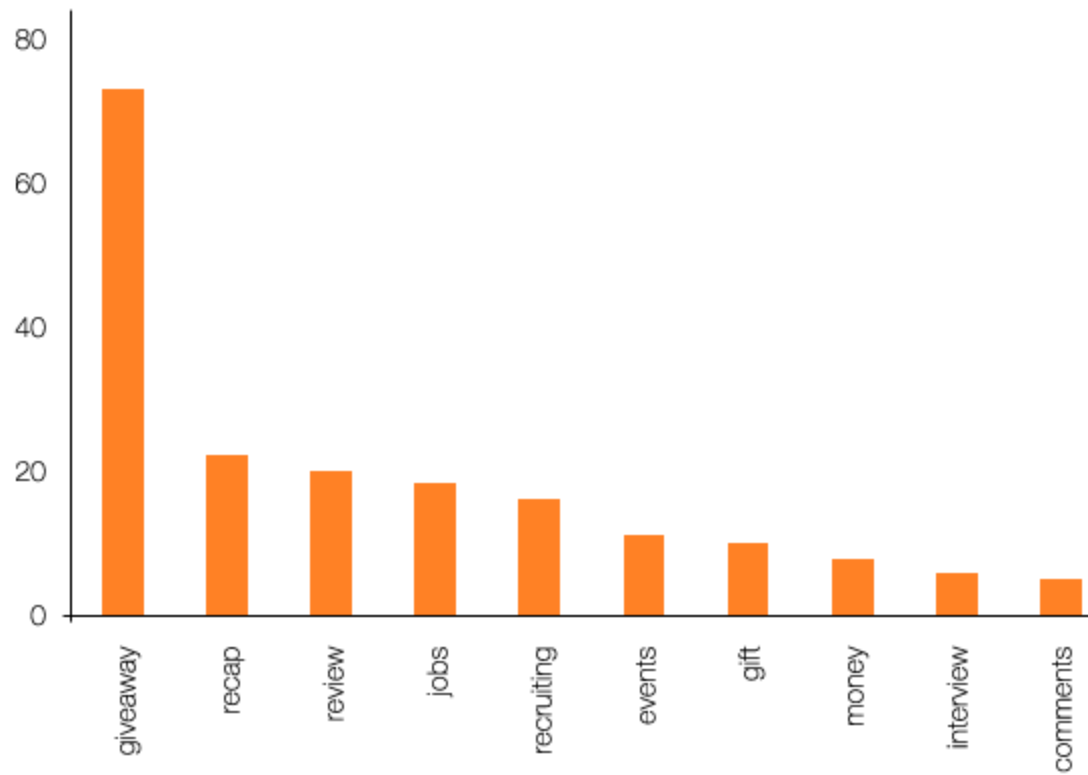





**Takeaway:** People want to read your unique point-of-view.



## Most Commented-On Words





**Takeaway:** Users comment  
when there is something in it  
for them.



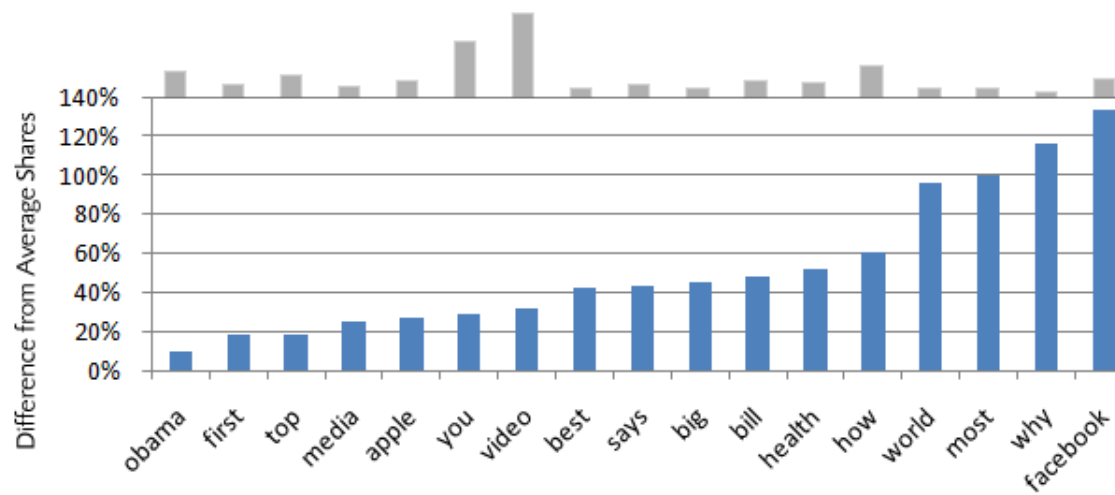
# Most ReTweetable Words

1. you
2. twitter
3. please
4. retweet
5. post
6. blog
7. social
8. free
9. media
10. help

11. please retweet
12. great
13. social media
14. 10
15. follow
16. how to
17. top
18. blog post
19. check out
20. new blog post

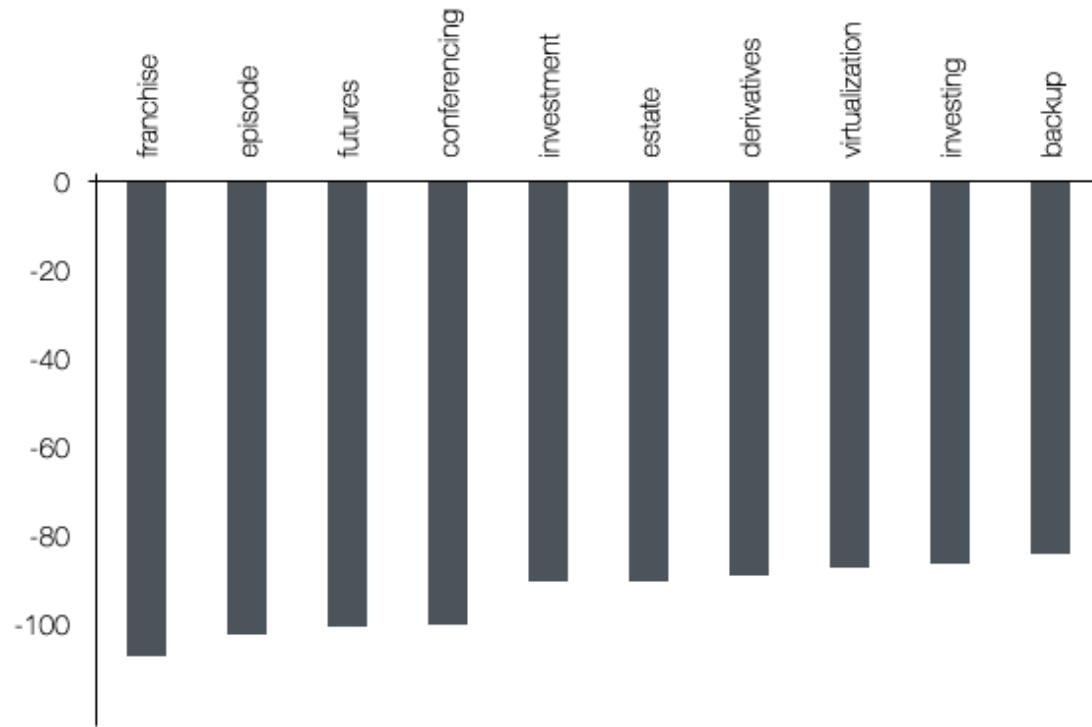


# Most Shareable Words

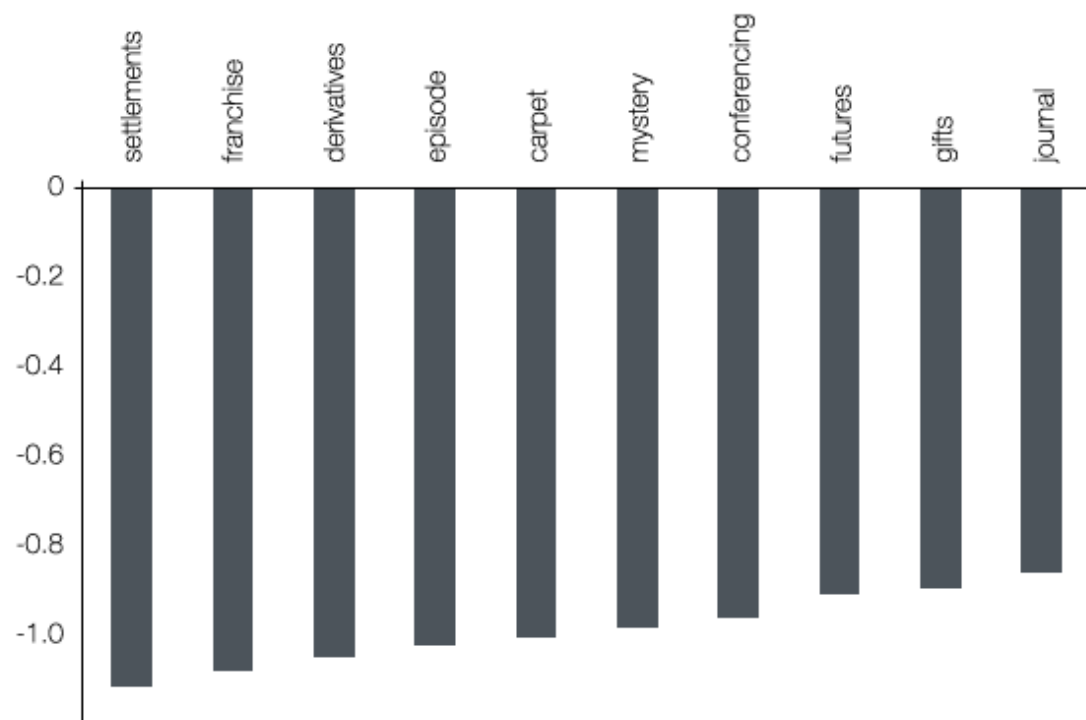




## Least Viewed Words

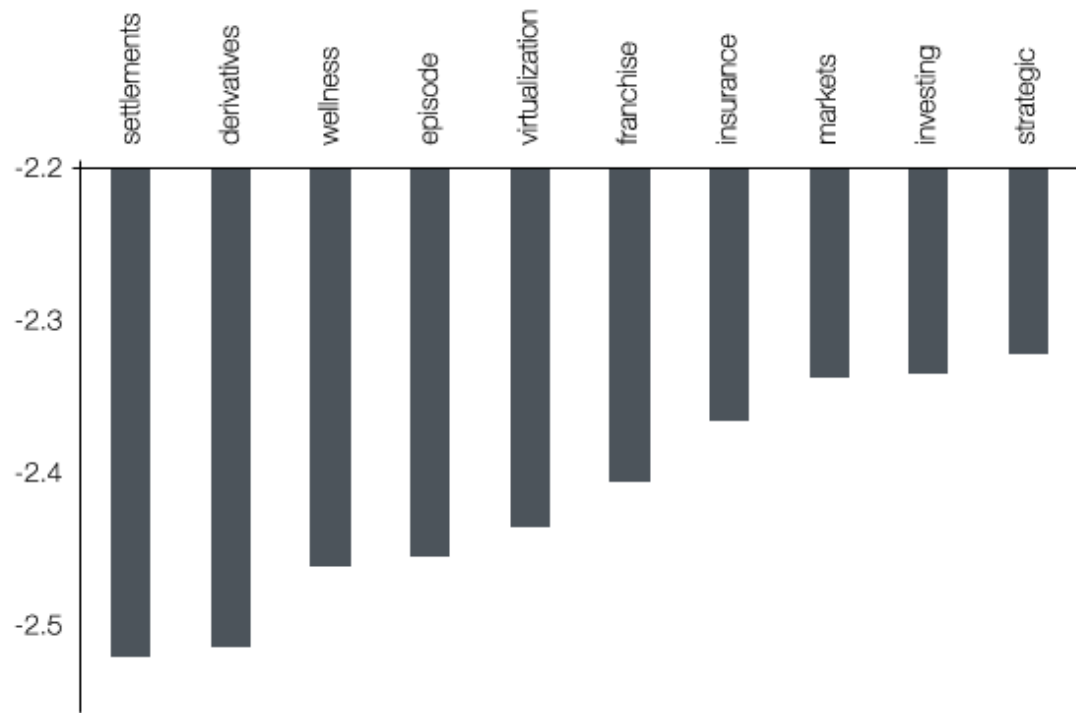


## Least Linked-To Words





## Least Commented-On Words





**Takeaway:** Stay away from  
overly technical jargon.



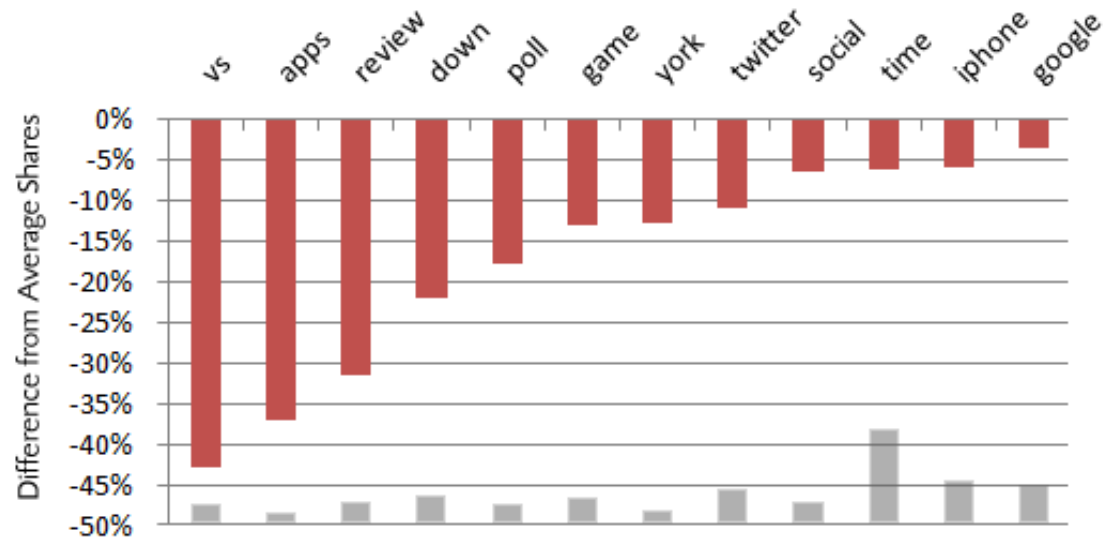
# Least ReTweetable Words

1. game
2. going
3. haha
4. lol
5. but
6. watching
7. work
8. home
9. night
10. bed

11. well
12. sleep
13. gonna
14. hey
15. tomorrow
16. tired
17. some
18. back
19. bored
20. listening



# Least Shareable Words

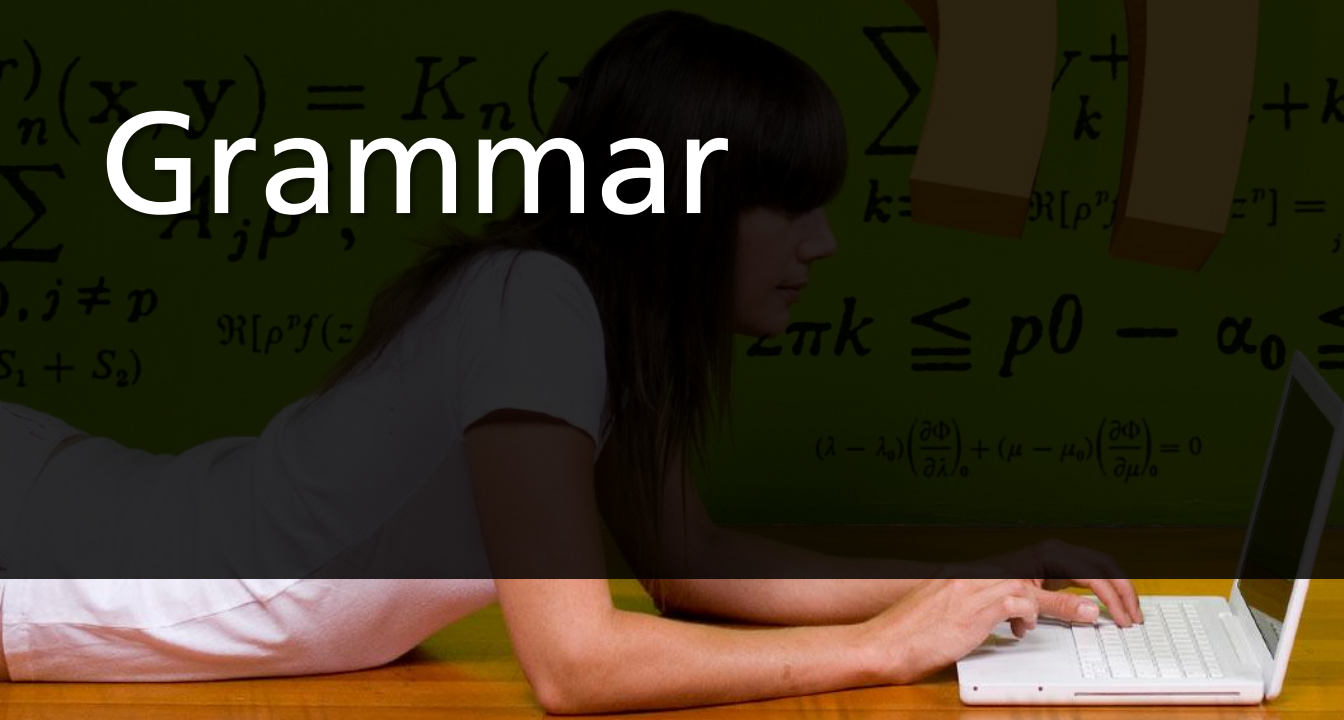






**Takeaway:** Don't be boring.

# Grammar

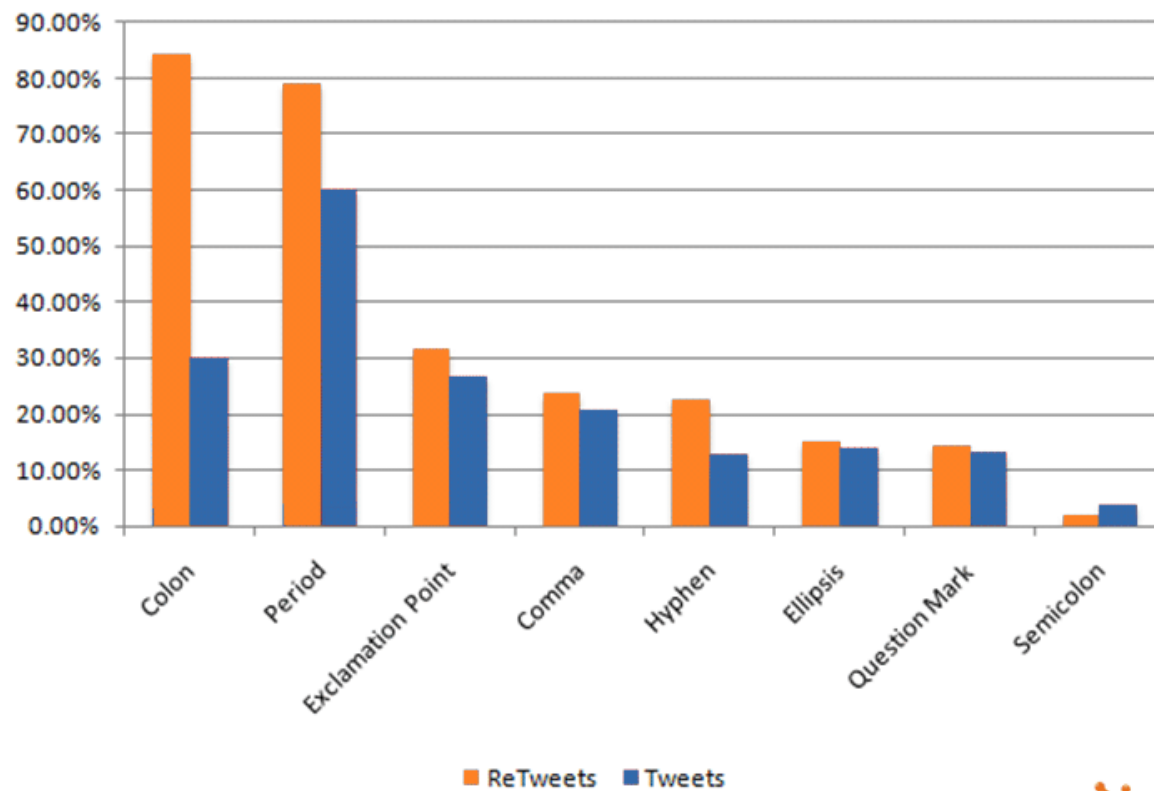




A close-up, slightly blurred photograph of a person's hand writing in a notebook. The person is wearing a dark jacket with a colorful, circular brooch. In the foreground, a white cup of coffee is visible. The text "Content Quality" is overlaid in white on the left side of the image.

# Content Quality

# Punctuation Type

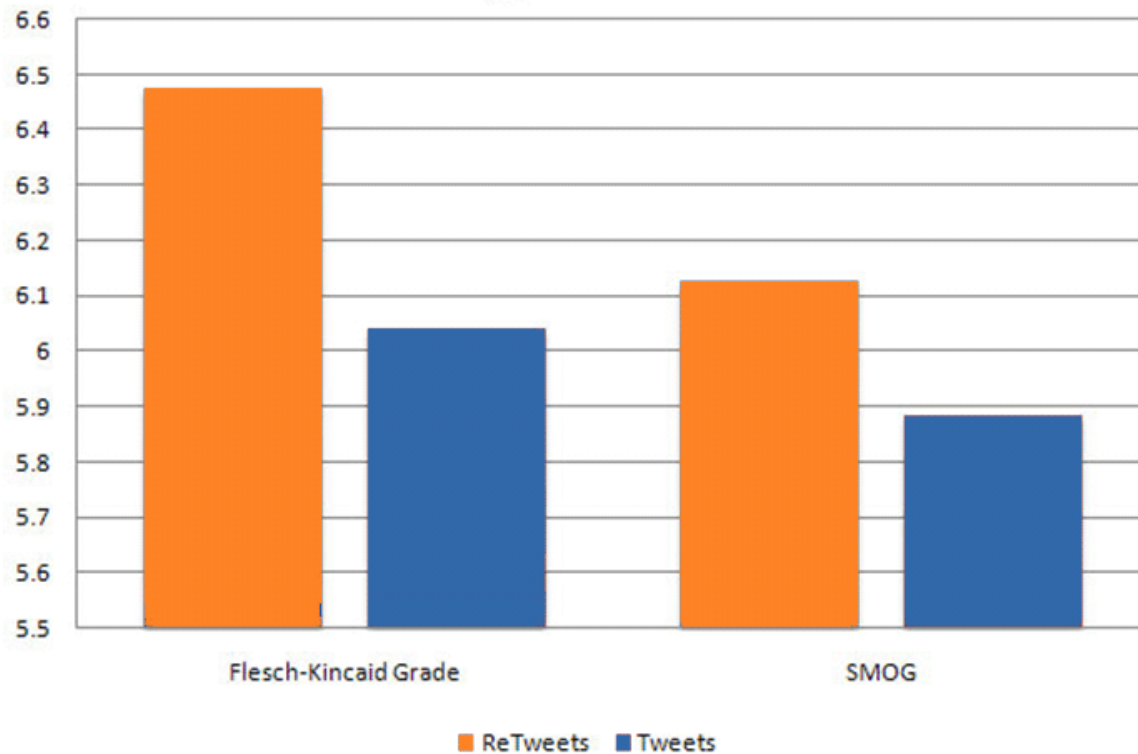






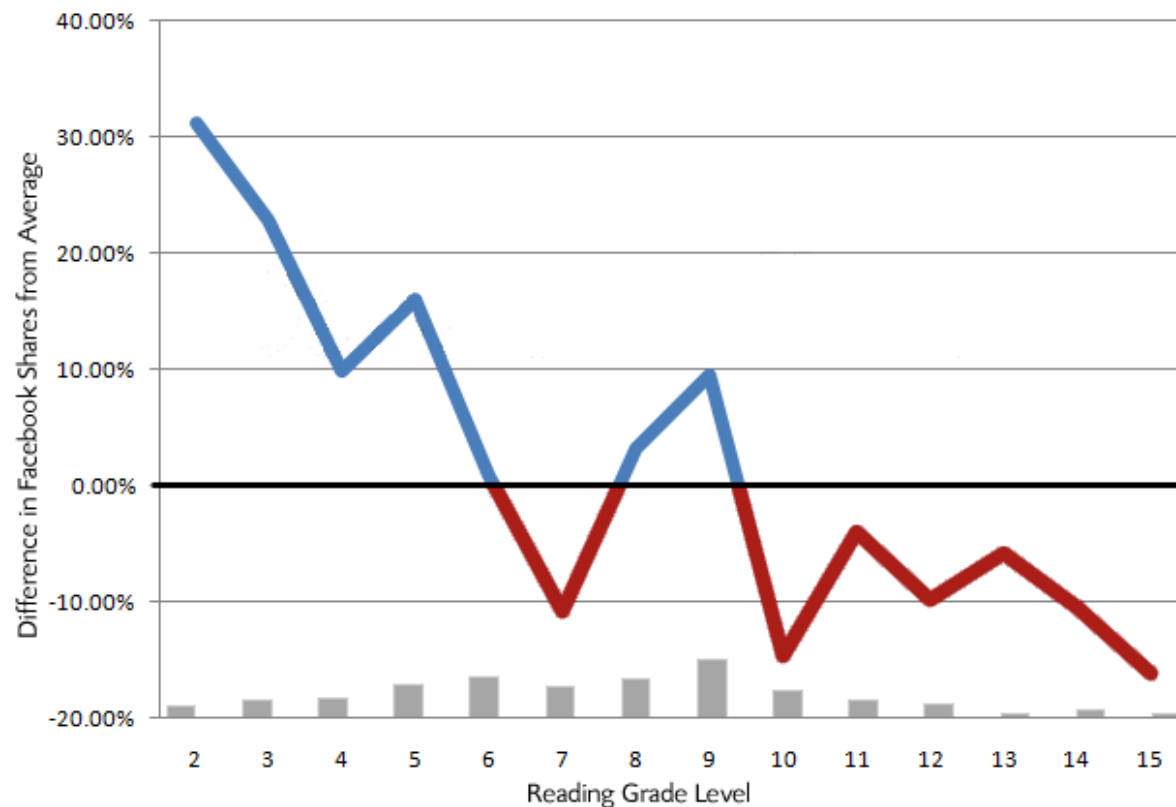
**Takeaway:** Grammar matters.

# Readability Grade Levels

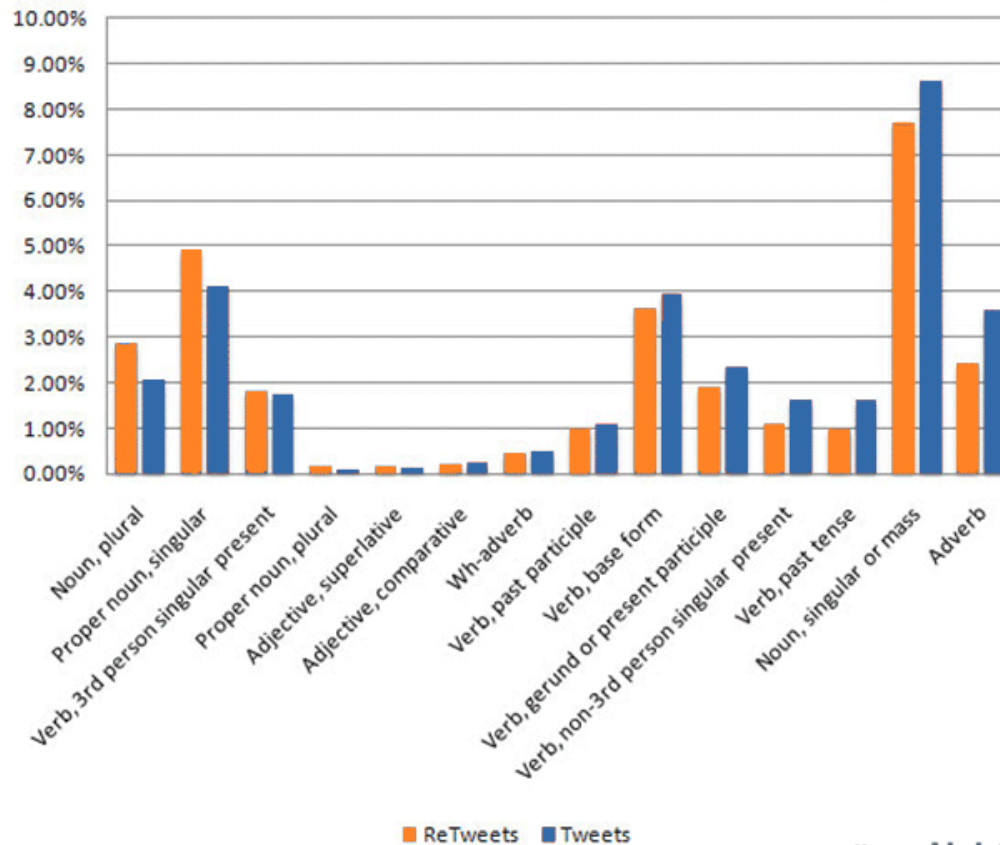




## Effect of **Readability** on Facebook Sharing

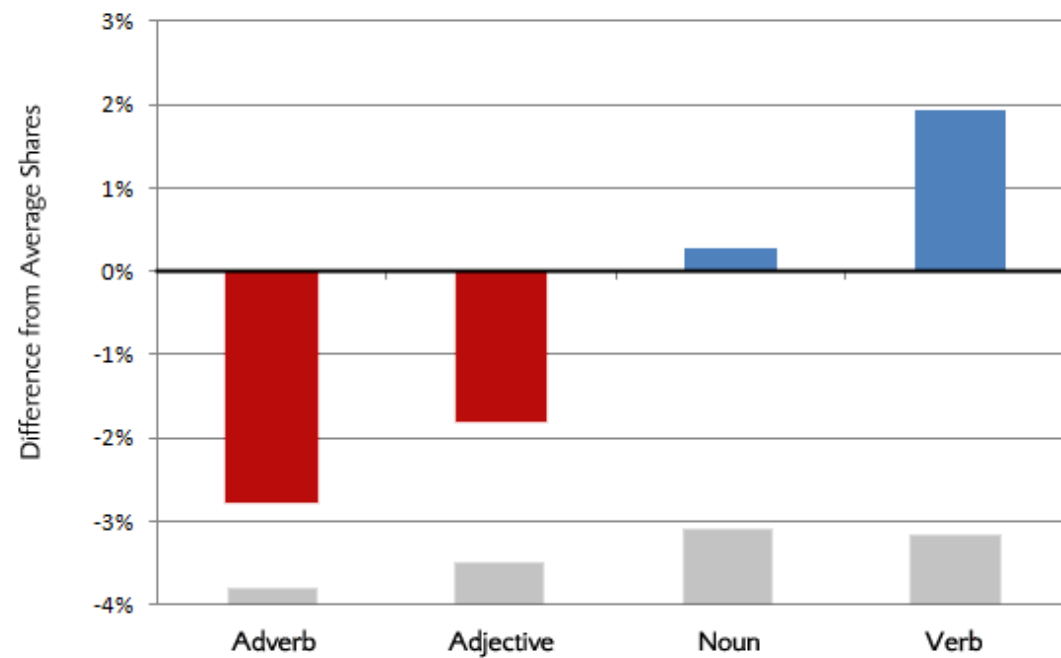


# Part-of-Speech Percentages





## Effect of **Part-of-Speech** on Facebook Sharing

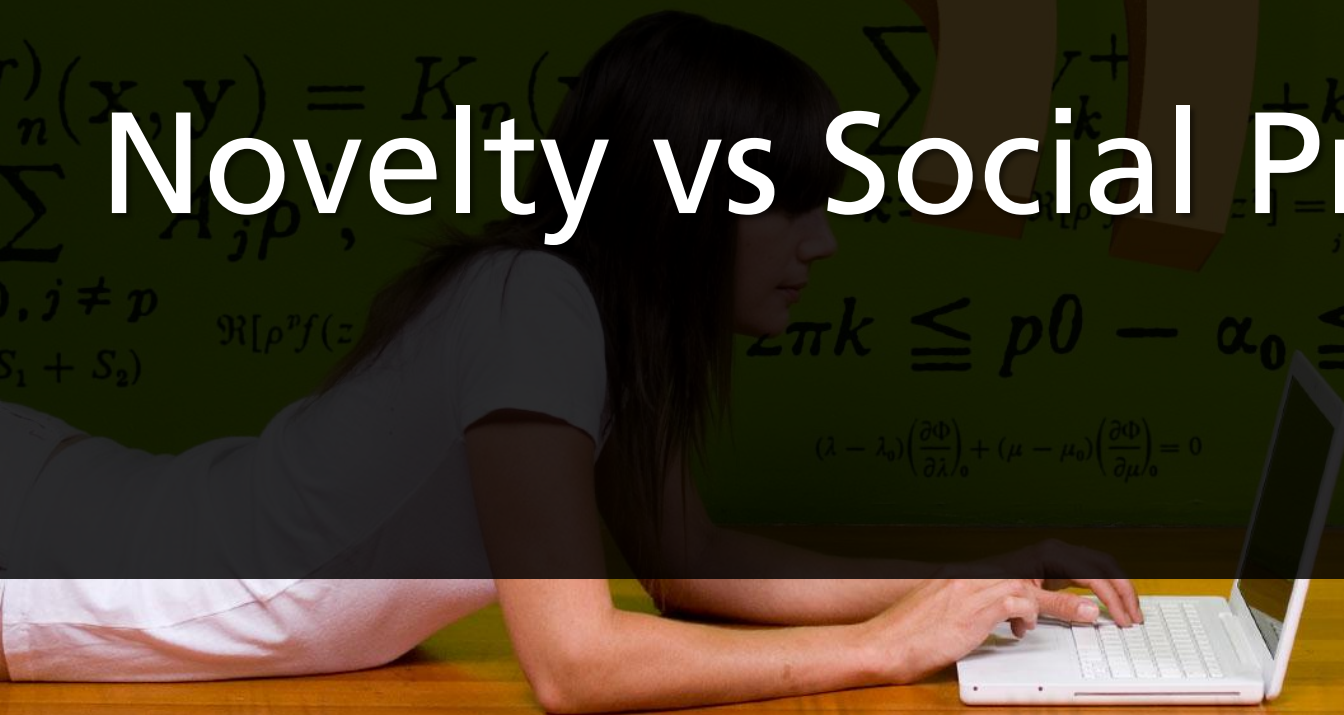




**Takeaway:** Write simply and plainly.



# Novelty vs Social Proof









## iPad Sales Top 3 Million



**APPLE** Apple has announced that it's sold 3 million iPads — less than three months since the device hit stores. In a statement, Apple CEO Steve Jobs said: "People are loving iPad as it becomes a part of their daily lives. We're working hard to get this magical product into the hands of even more people around the world, including those in nine more countries next month."

It would appear that iPad sales aren't slowing down at all since launch — in fact, they might...

55 Comments

910  
tweets

retweet

264

f Share

## iPad Sales Abysmal



**APPLE** Apple has announced that it's sold 3 million iPads — less than three months since the device hit stores. In a statement, Apple CEO Steve Jobs said: "People are loving iPad as it becomes a part of their daily lives. We're working hard to get this magical product into the hands of even more people around the world, including those in nine more countries next month."

It would appear that iPad sales aren't slowing down at all since launch — in fact, they might...


0 Comments

10  
tweets

retweet

2

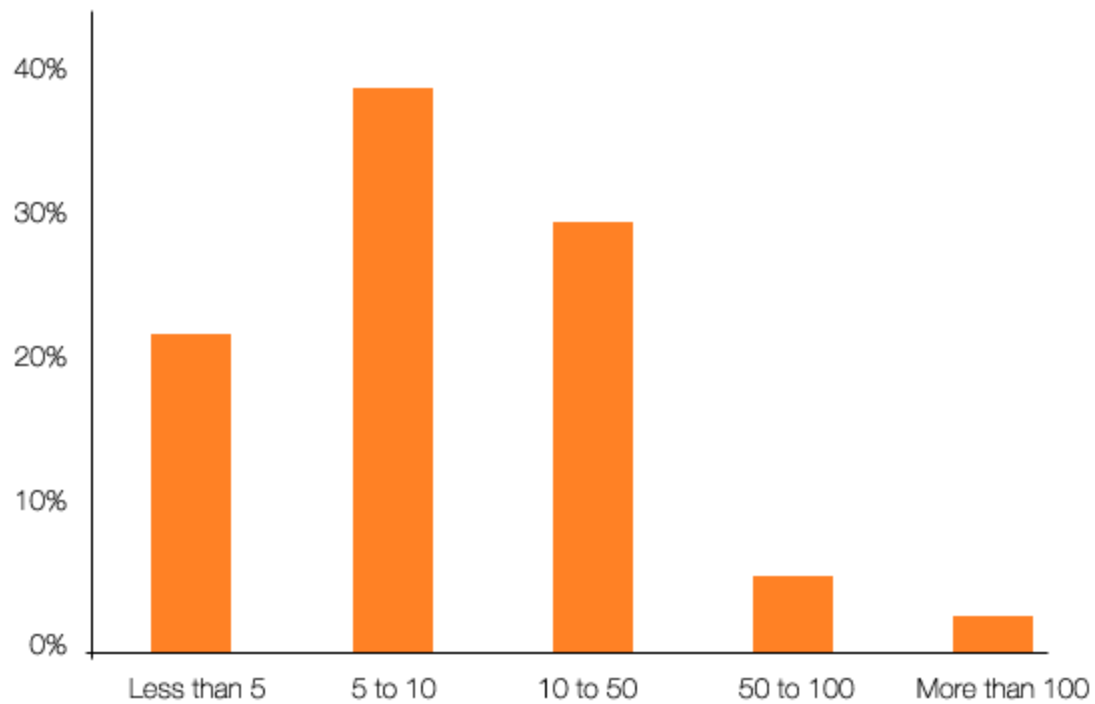
f Share



**Takeaway:** Use social proof  
to establish trust.



## How many blogs do you read?

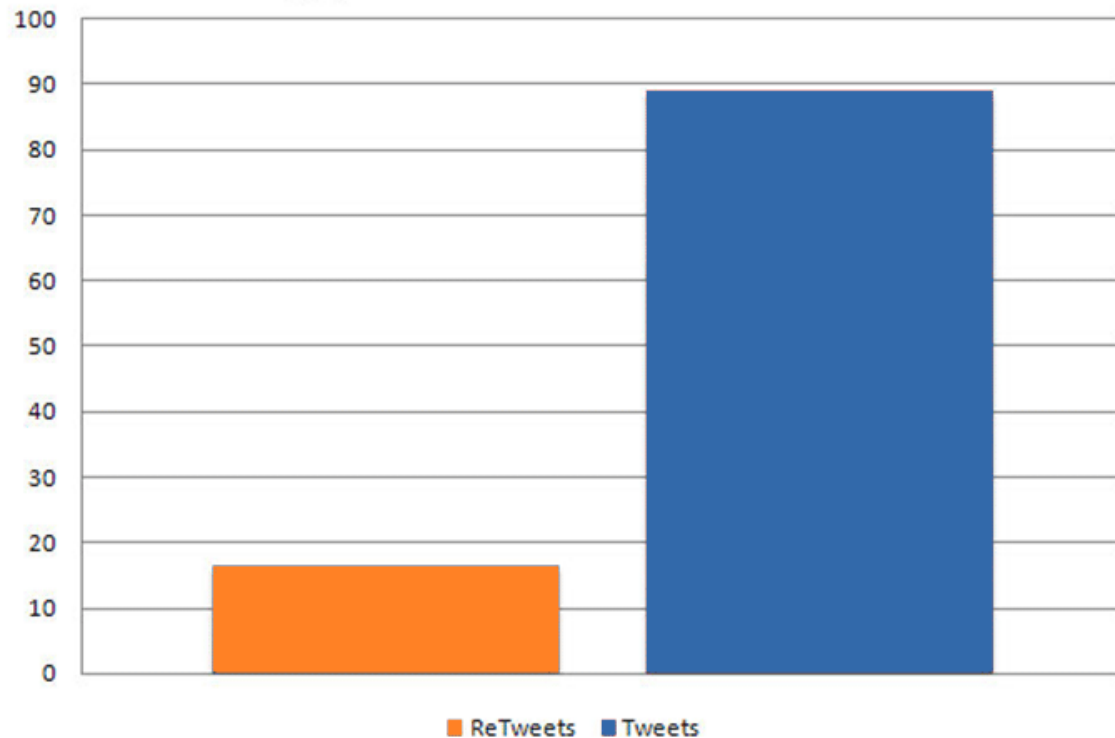





Novelty



# Average Word Occurrence





**Takeaway:** Don't say the same thing everyone else is saying.



Experiment #1: 0 tweets vs. 776 tweets  
tweet retweet

Impressions:	4141	4177
Clicks	18	8
CTR:	.43%	.19%

↑  
97.63% Confidence

Experiment #2: 15 tweets vs. 776 tweets  
retweet retweet

Impressions:	6180	6431
Clicks	23	21
CTR:	.37%	.33%

↑  
66.78% Confidence



### Experiment #3: 12 readers vs. 62172 readers

Impressions:	9808	9719
Clicks	366	375
CTR:	3.73%	3.86%



67.85% Confidence

### Experiment #4: 0 readers vs. 62172 readers

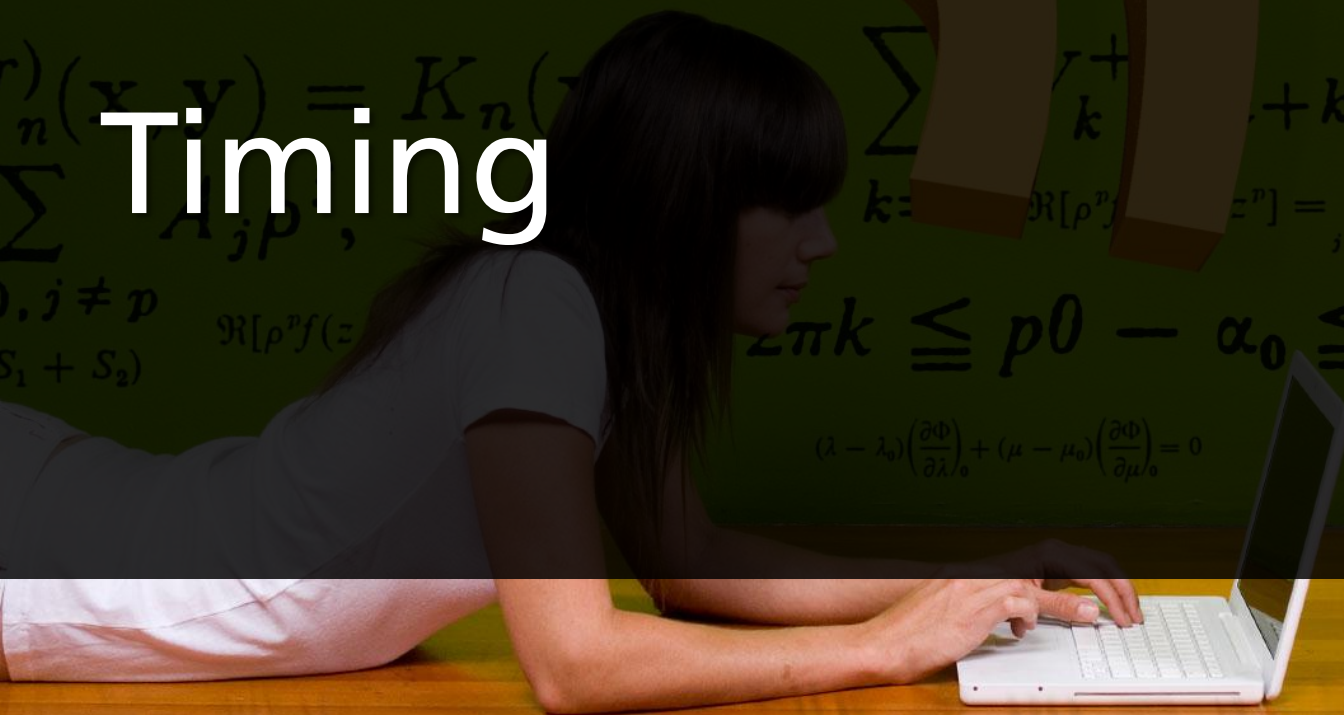
Impressions:	8130	8245
Clicks	355	367
CTR:	4.37%	4.45%



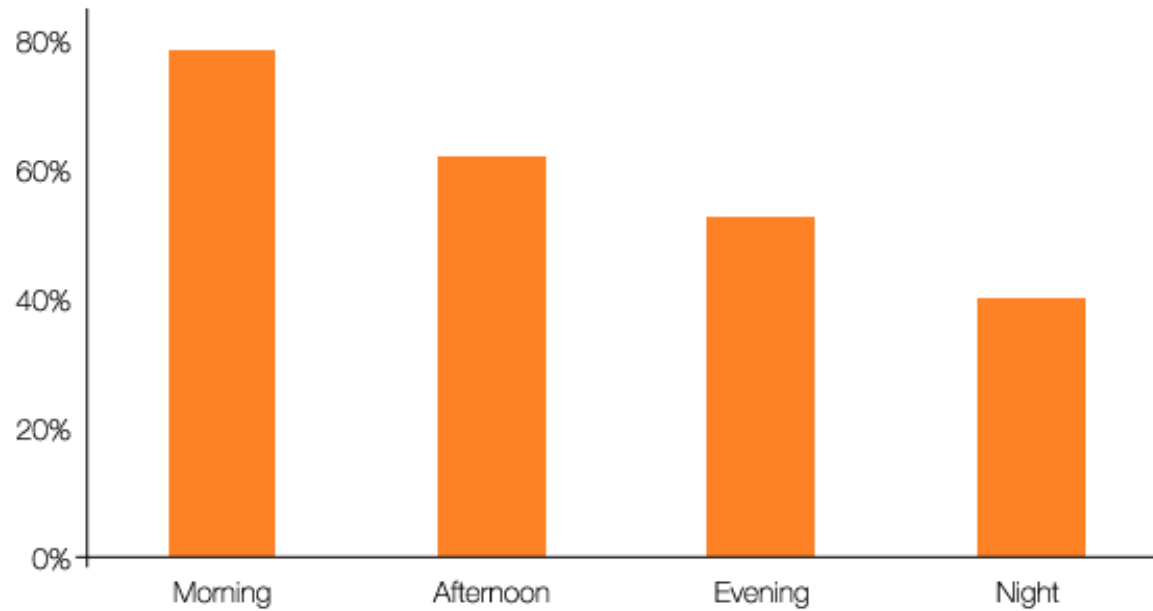
60.40% Confidence



# Timing

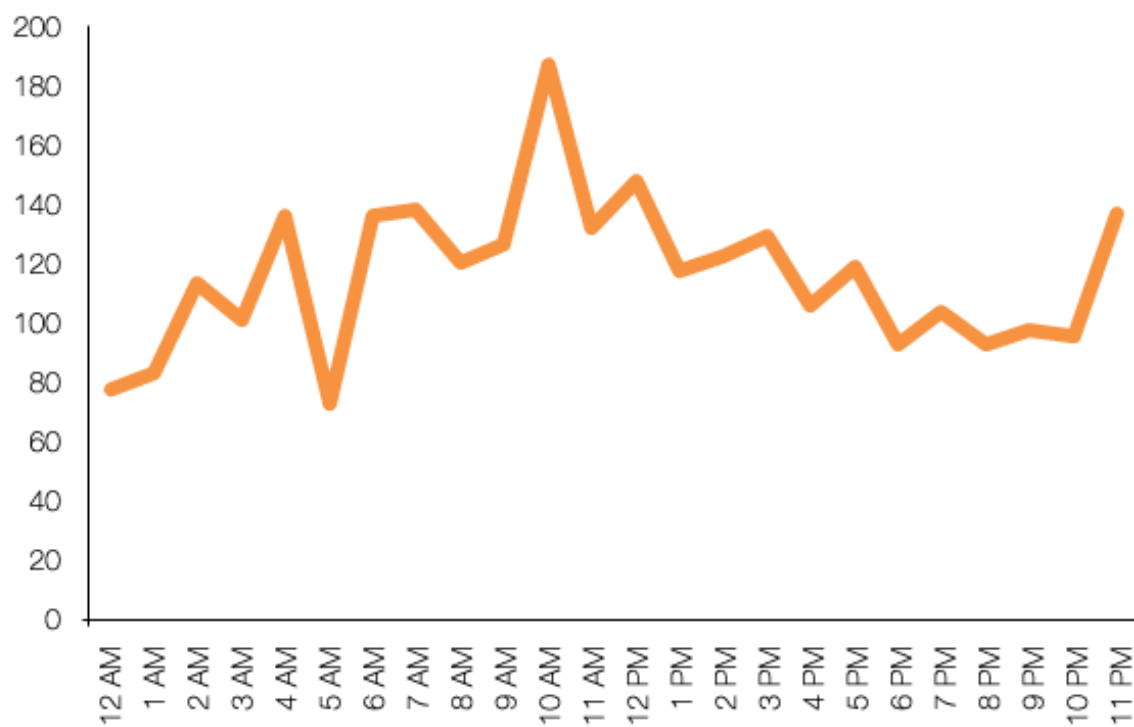


## When do you read blogs?

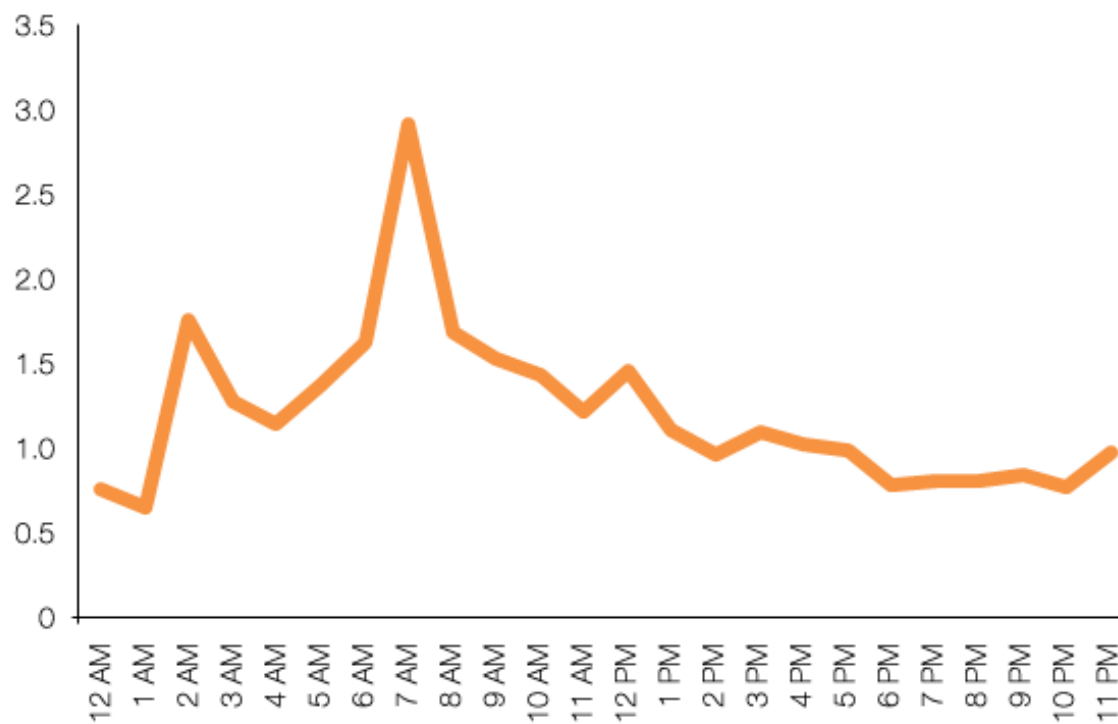




## Views by Hour of Day

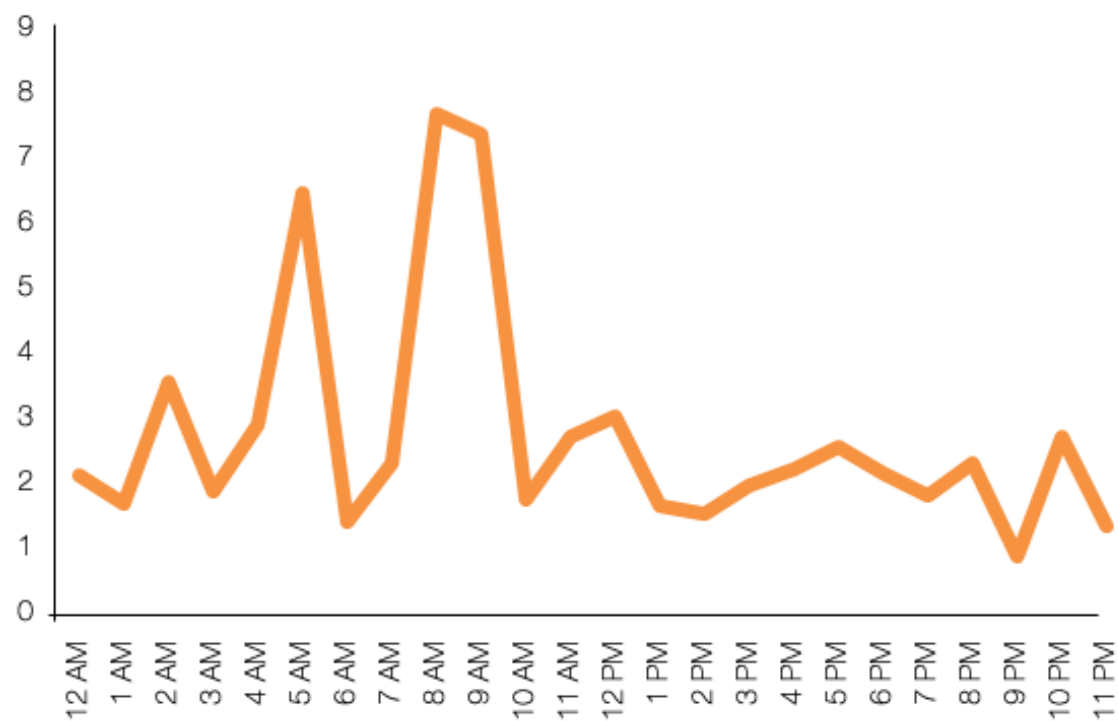


## Links by Hour of Day





## Comments by Hour of Day

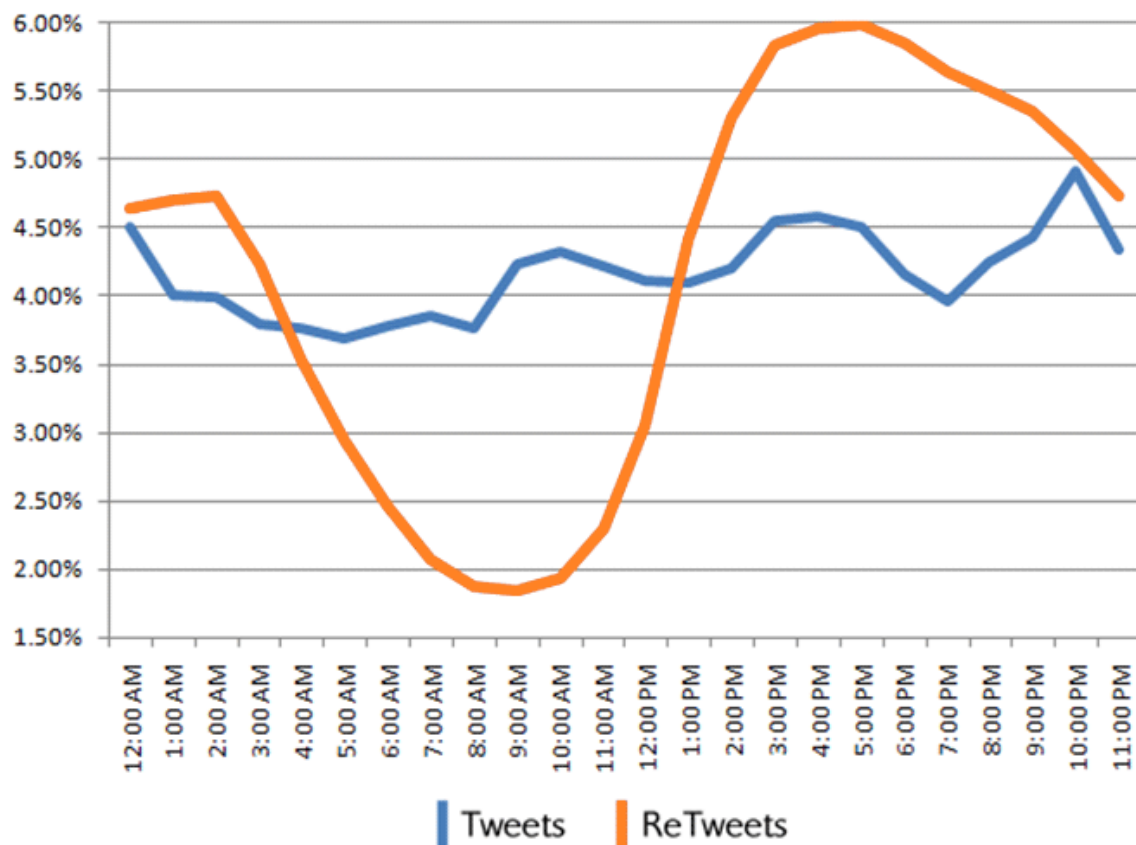




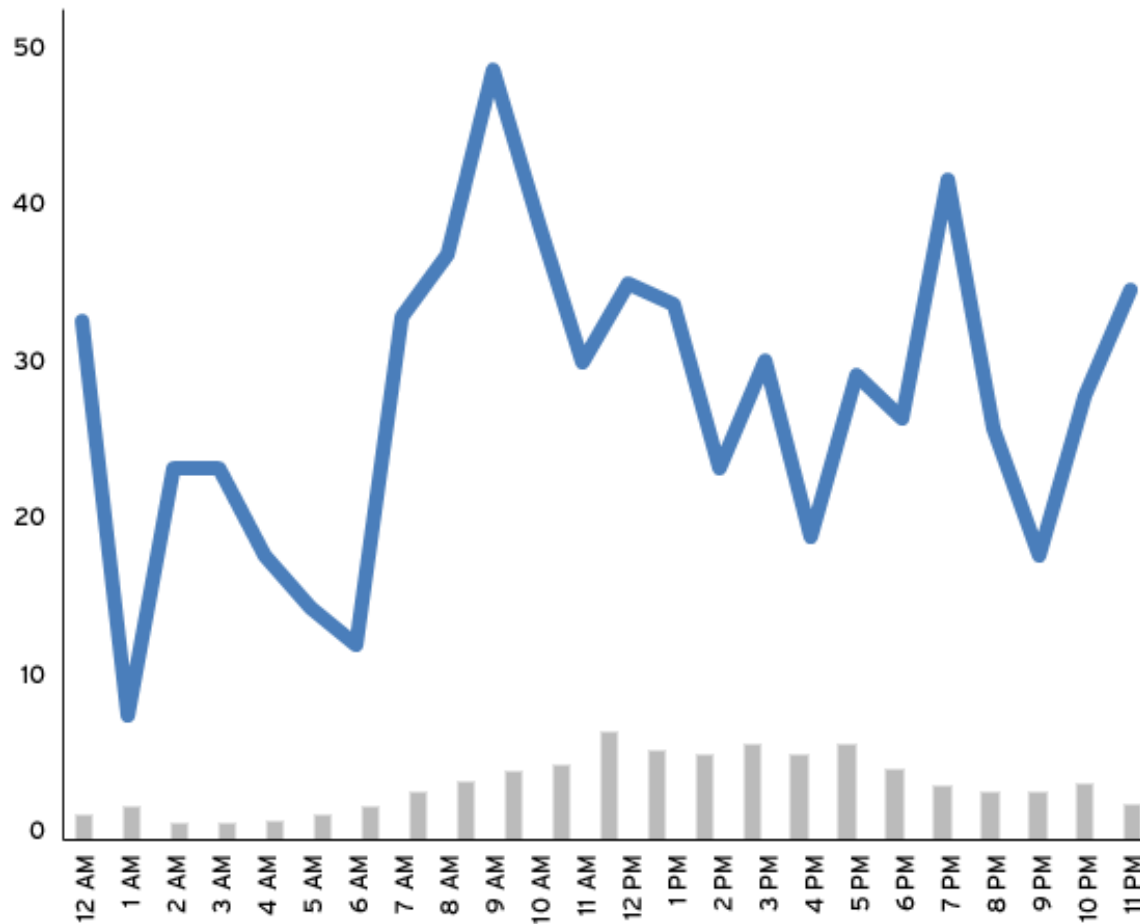
**Takeaway:** Publish your blog posts early in the day.



# Time of Day (EST)



## Facebook Sharing by Hour of Day (EST)



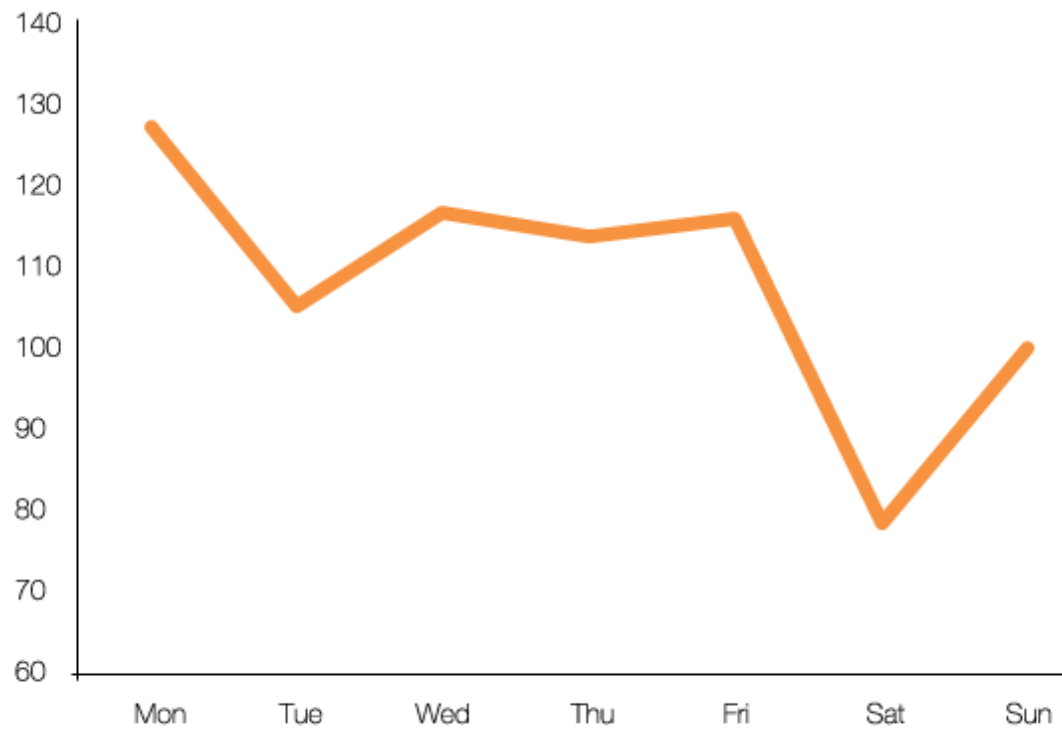
DanZarrella.com





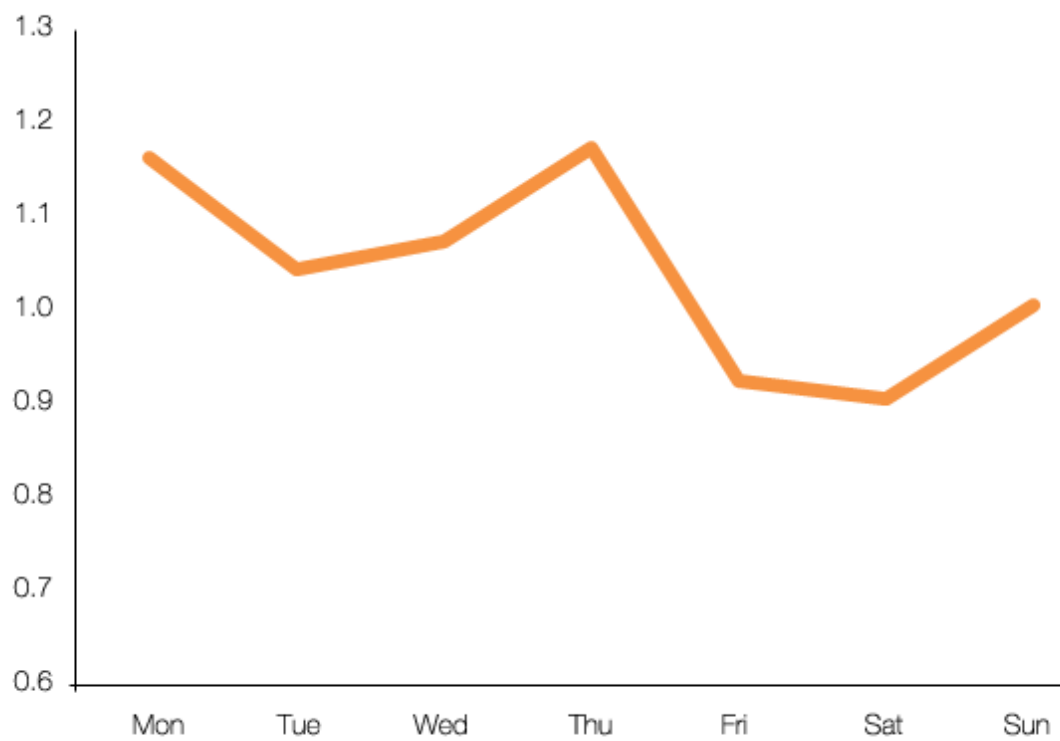
**Takeaway:** Share your posts  
on social media later in the  
day.

## Views by Day of Week

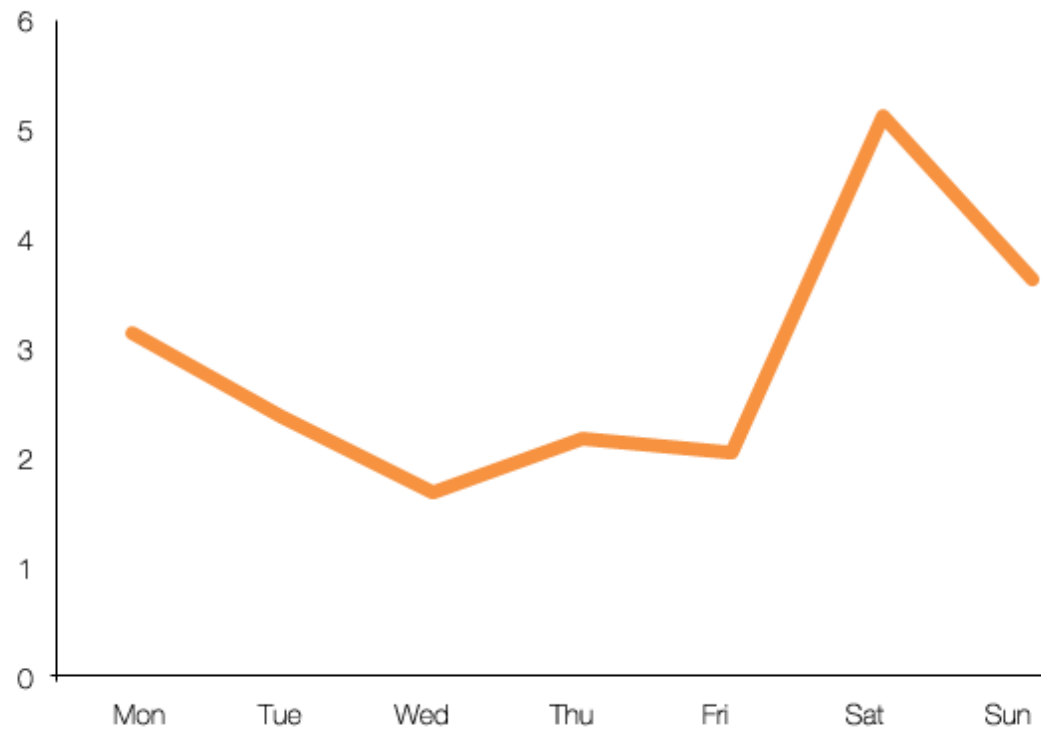





## Links by Day of Week



## Comments by Day of Week

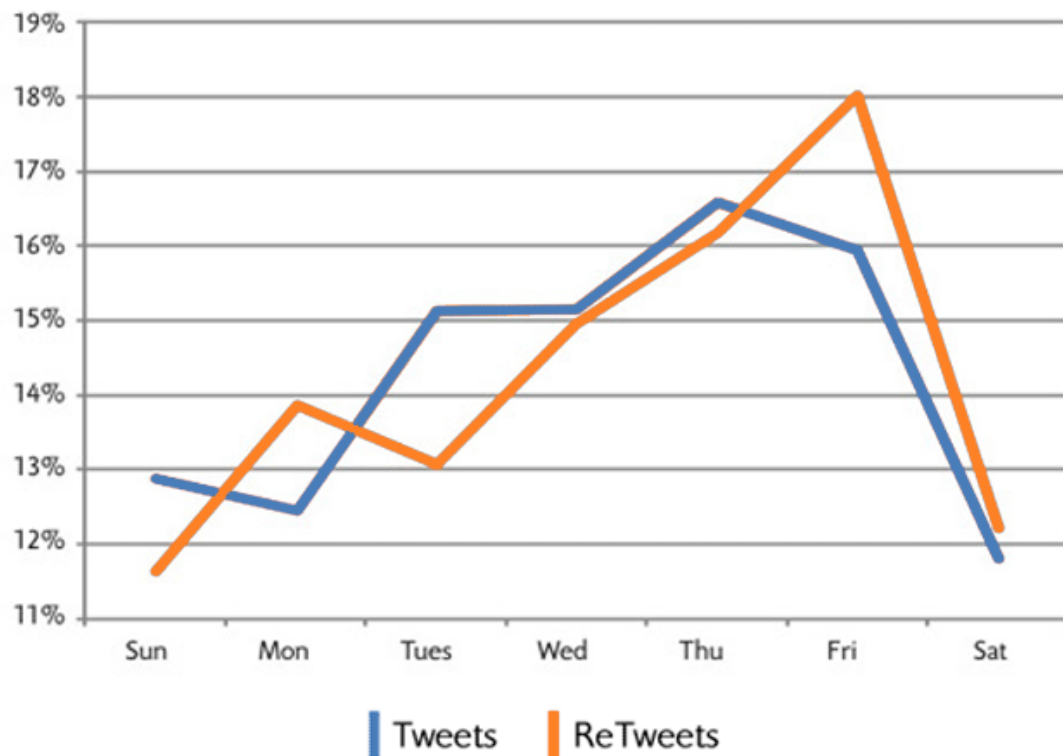






**Takeaway:** Post early in the week for views and links, on weekends for comments.

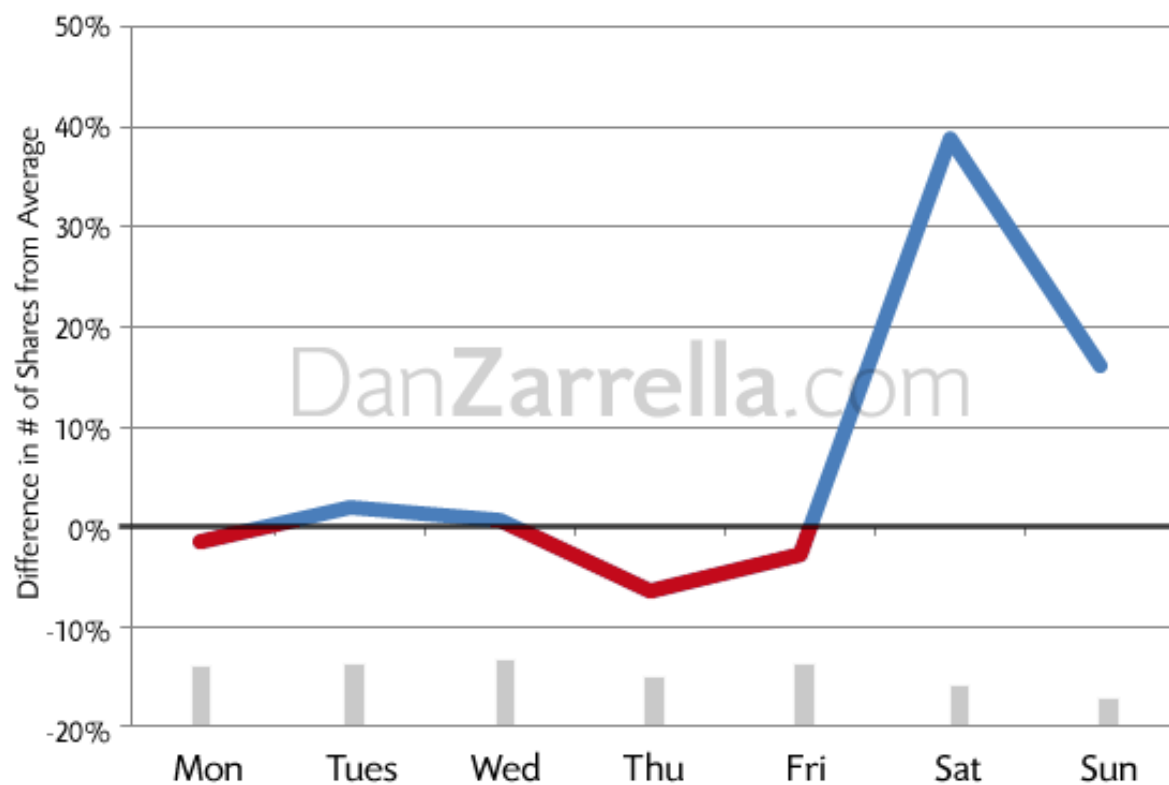
## Day of Week



DanZarrella @ HubSpot



## Facebook Sharing by **Day of Week**

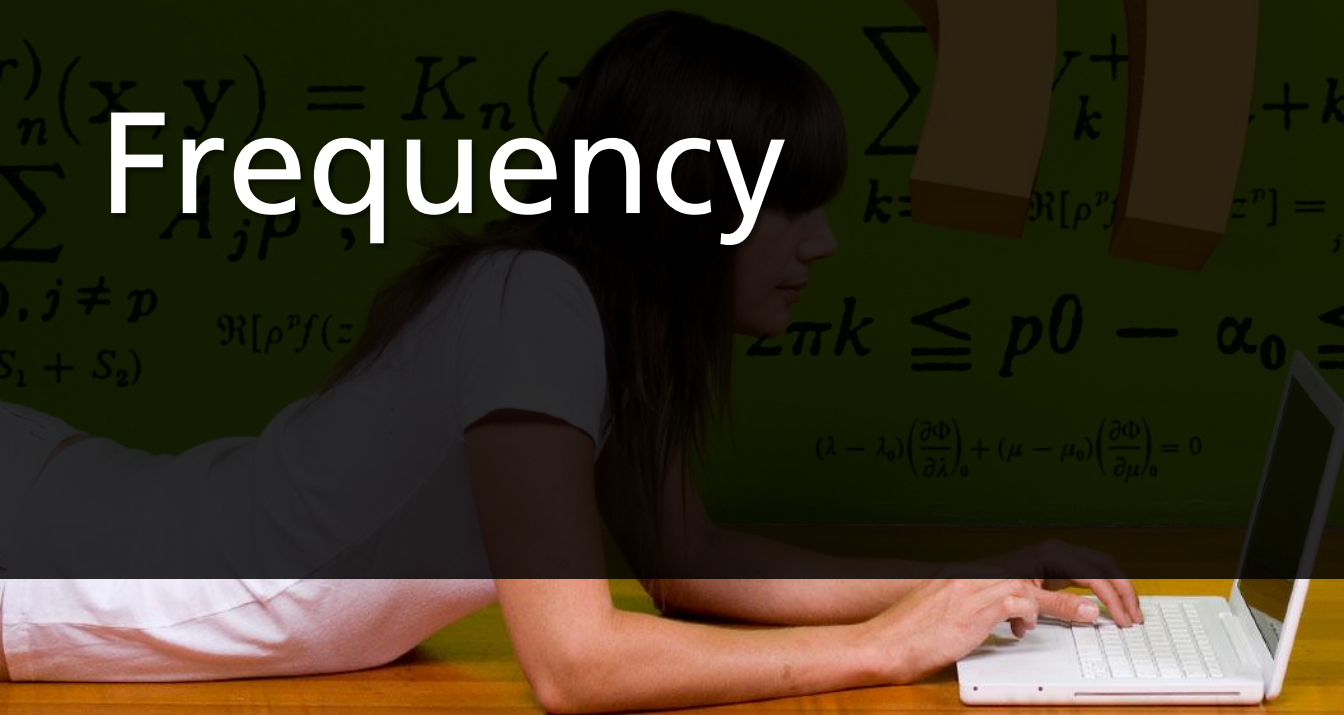




**Takeaway:** Share your posts in social media later in the week and on weekends.



# Frequency

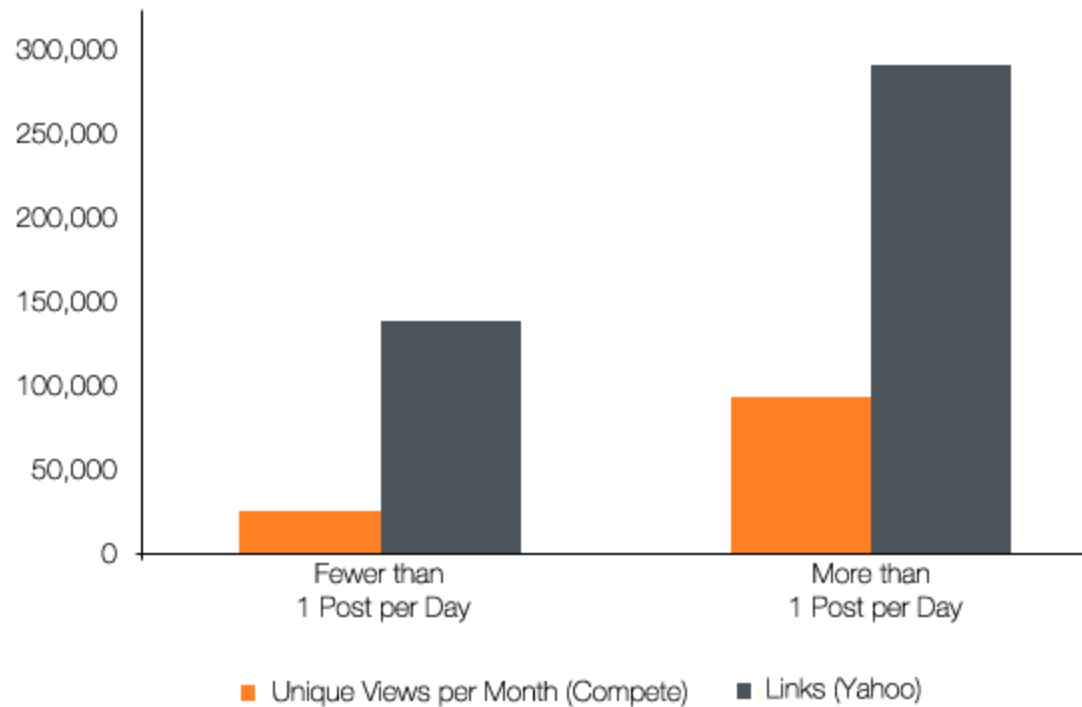


# Timeliness

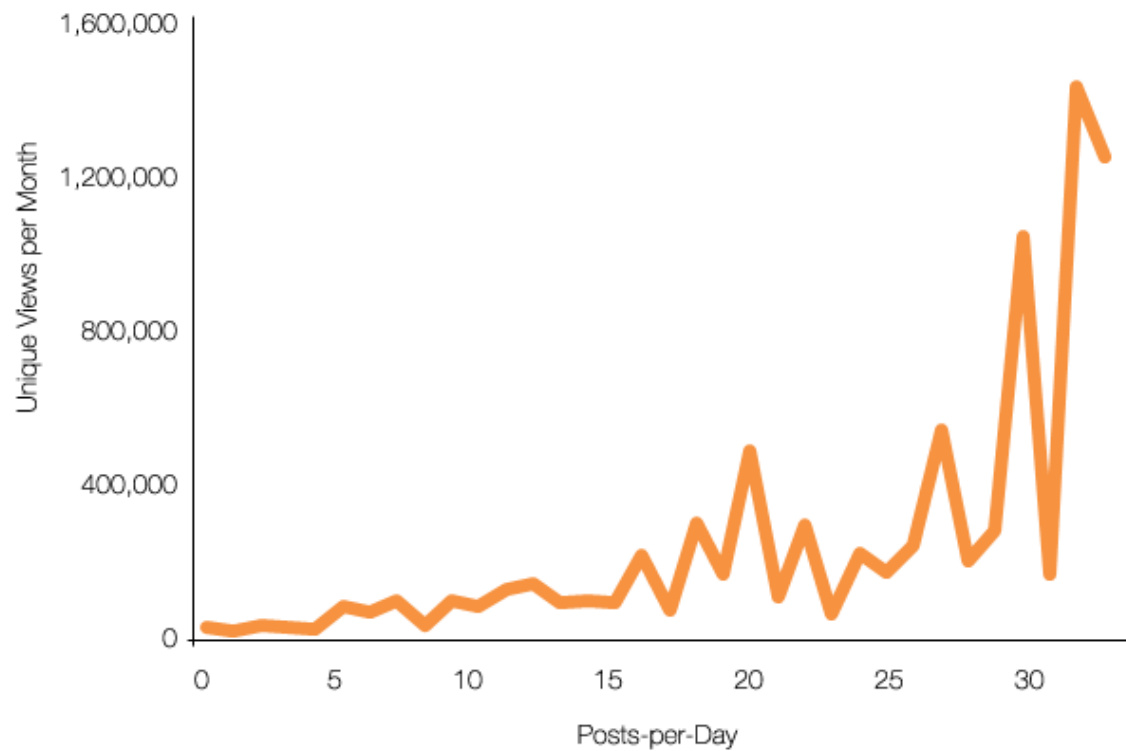





## Links and Traffic by Posting Frequency



## Unique Views by Posts-per-Day

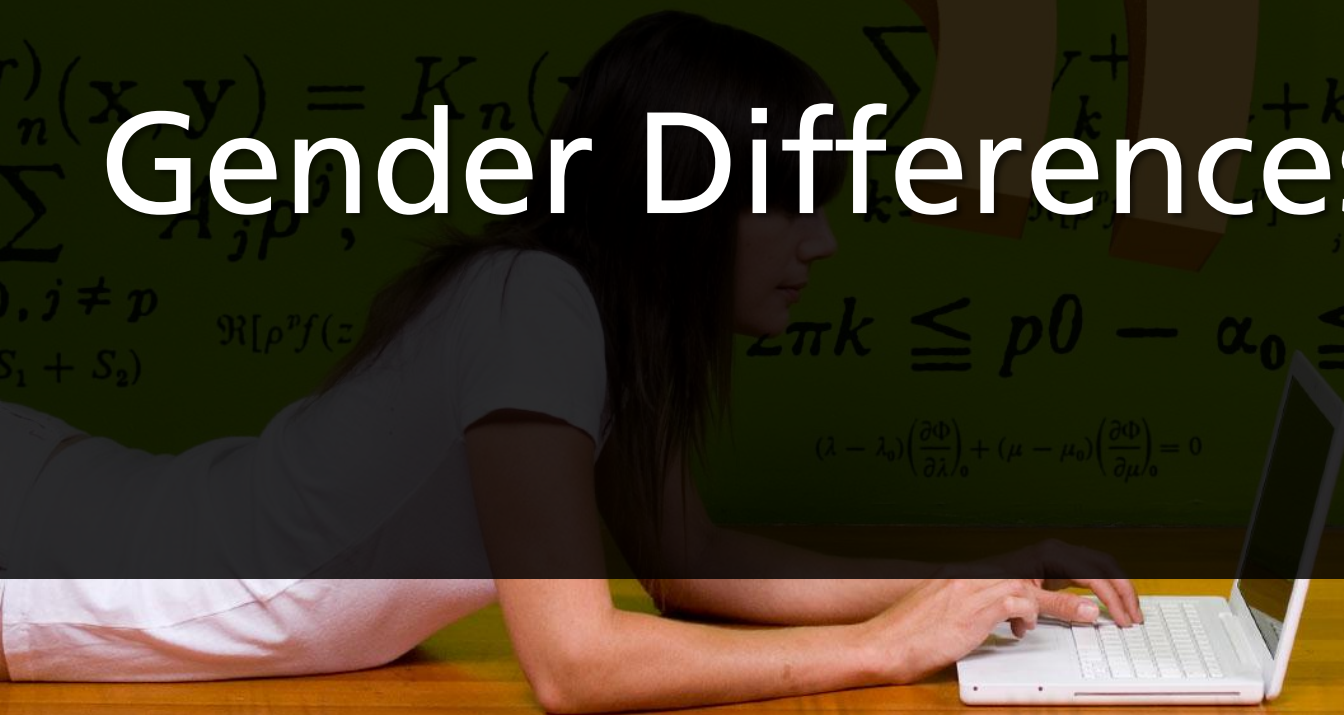






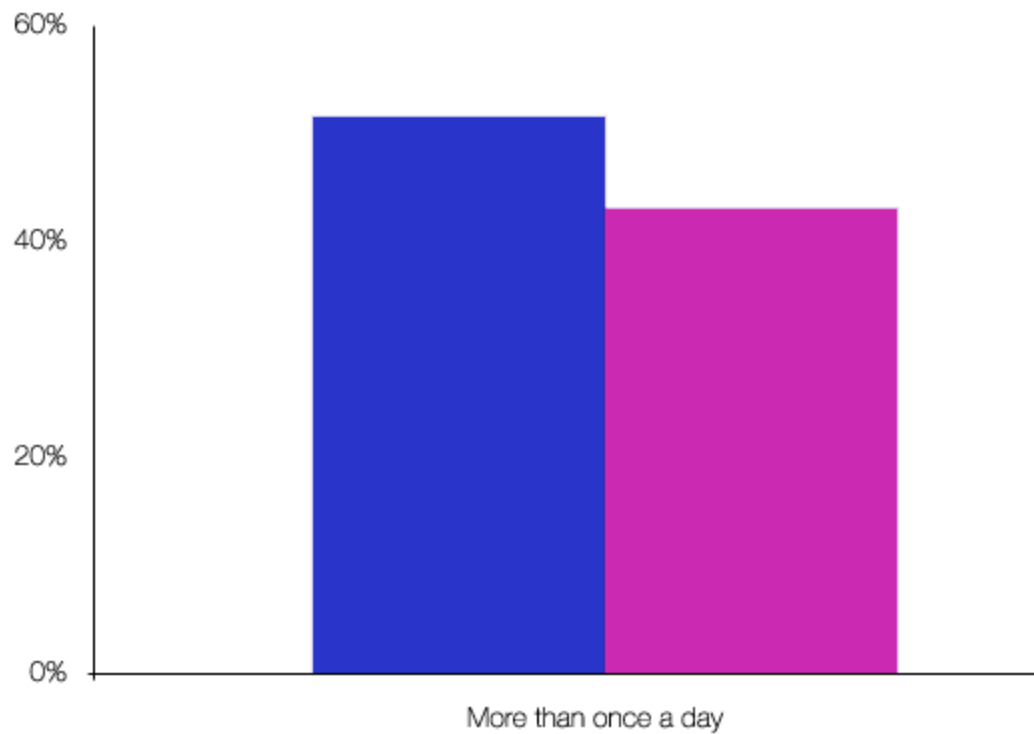
**Takeaway:** The more often  
you post, the better.

# Gender Differences

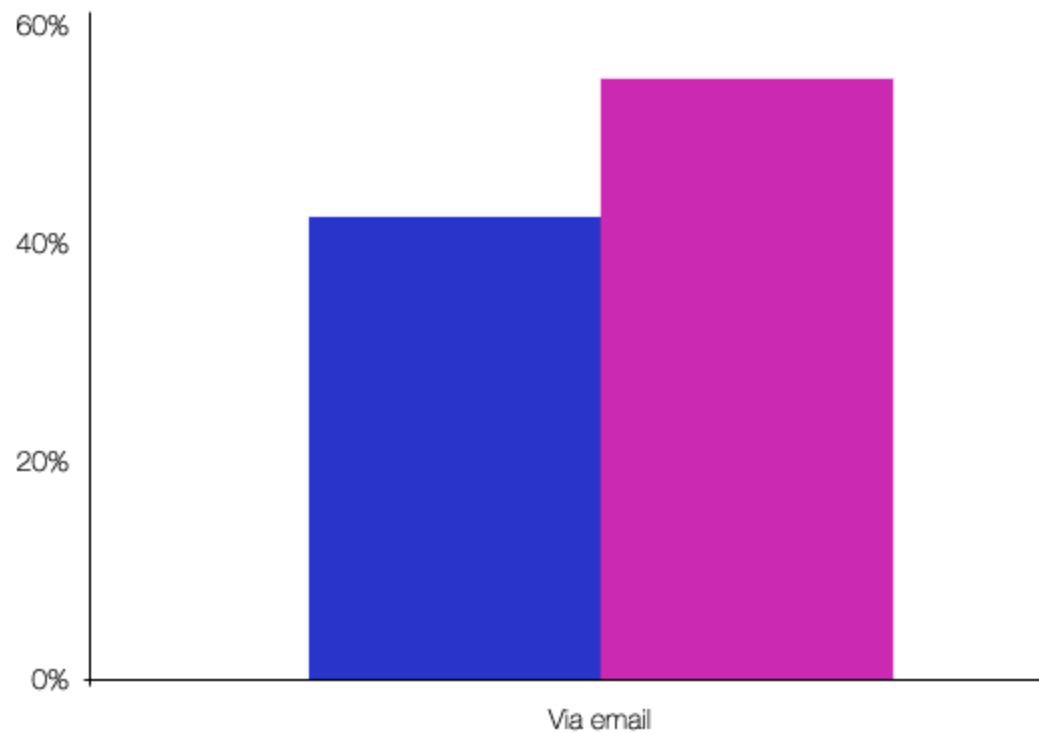




## Men vs Women: Blog Reading Frequency

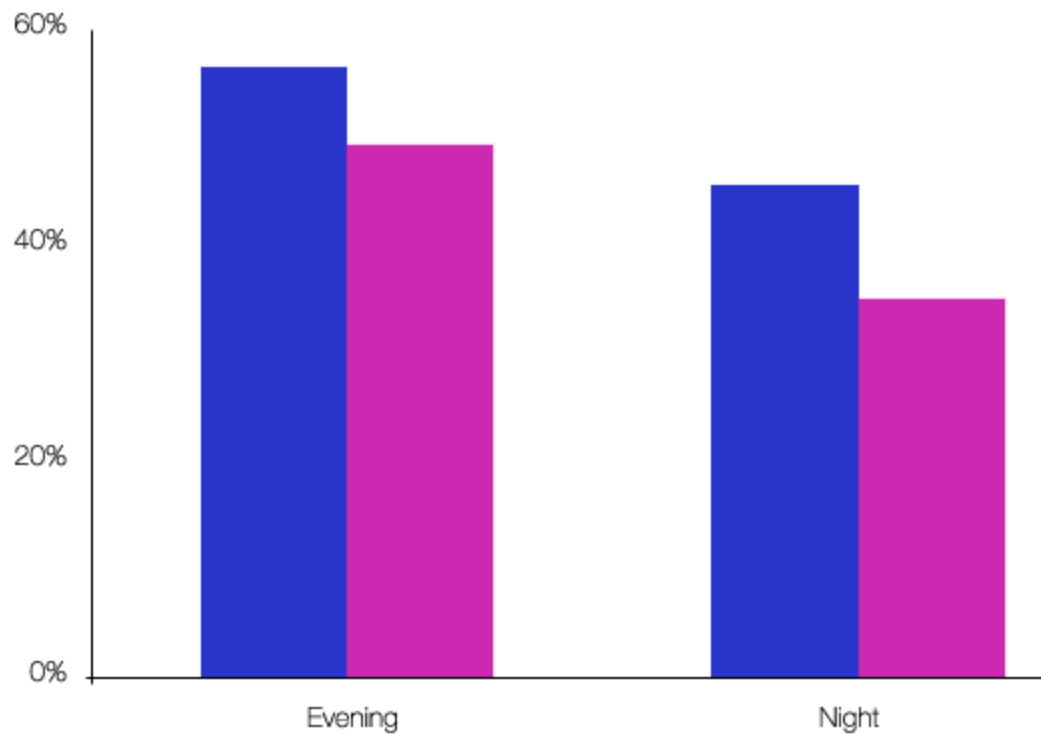


## Men vs Women: How do you read blogs?





## Men vs Women: Reading Blogs at Night

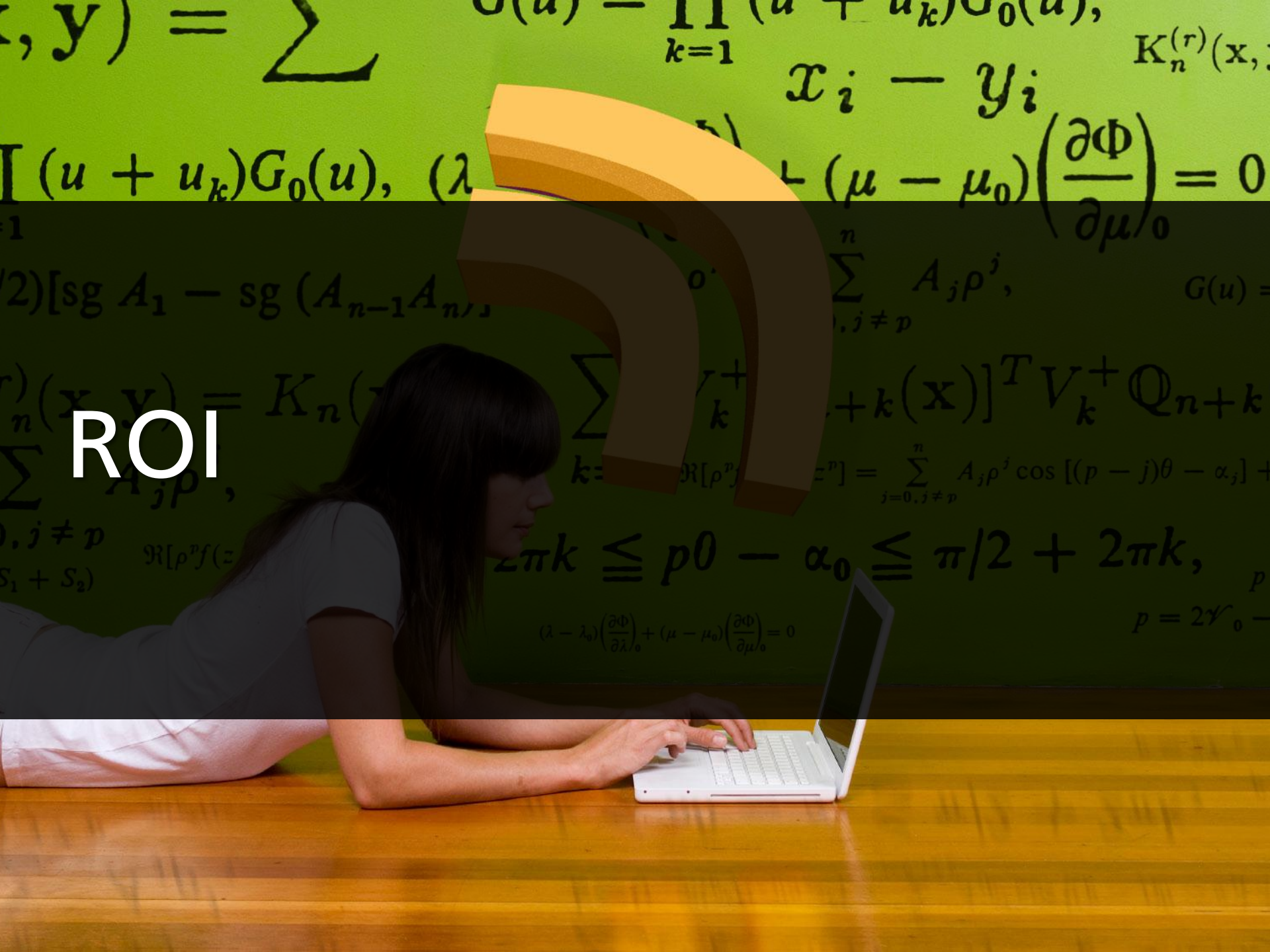




**Takeaway:** Know your audience.



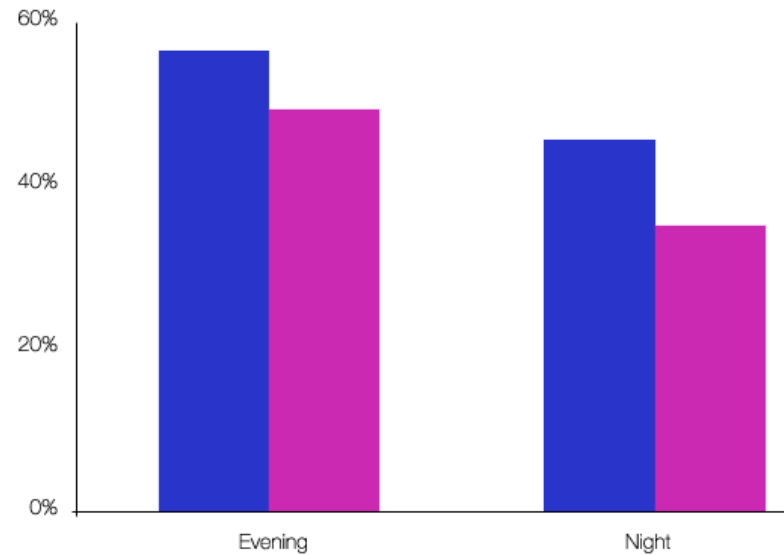
ROI



**If it don't make  
dollars,  
it don't make  
sense.**



# Men vs Women: Reading Blogs at Night



I also asked survey takers when they read blogs and I found that 56% of men report reading blogs in the "evening" and 45% at "night." On the other hand, only 49% of women say they read in the evening and only 35% read them at night.

How do your own habits compare to these results?

## Free Webinar: The Science of Blogging



Optimize your blogging efforts for maximum impact!



Register for the webinar to learn blogging best practices!

## COMMENTS

I'm a woman (obv) and usually subscribe to USEFUL blogs via email so I get the latest updates into my inbox. I usually read them later in the evening as I'm busy with the kids until then. I also Like some on Facebook so that I have the latest info but don't often check them that way - so email is

Inbound Marketing & the Next  
Phase of Marketing on the Web

SEO For Small Business  
Executives: Understanding The  
Magic Of Meta-Data

## Recommendations



**How to Determine Which Social Media Site is Right for Your Business**

Daniel Tyre, Rebecca Churt and 111 people shared this.



**7 Things Blogging Does [Plus a Free EBook]**

Daniel Tyre and 33 people shared this.



**How to Add Email Lists in Facebook for Page Promotion**

99 people shared this.



**Twitter Proven to Impact Search Engine Rankings**

79 people shared this.



**New Data: Gender Differences in Blog Reading Behavior**

19 people shared this.



**A Marketer's Guide to Tracking Online Campaigns**

10 people shared this.



**LinkedIn Releases Official Share Button**

56 people shared this.



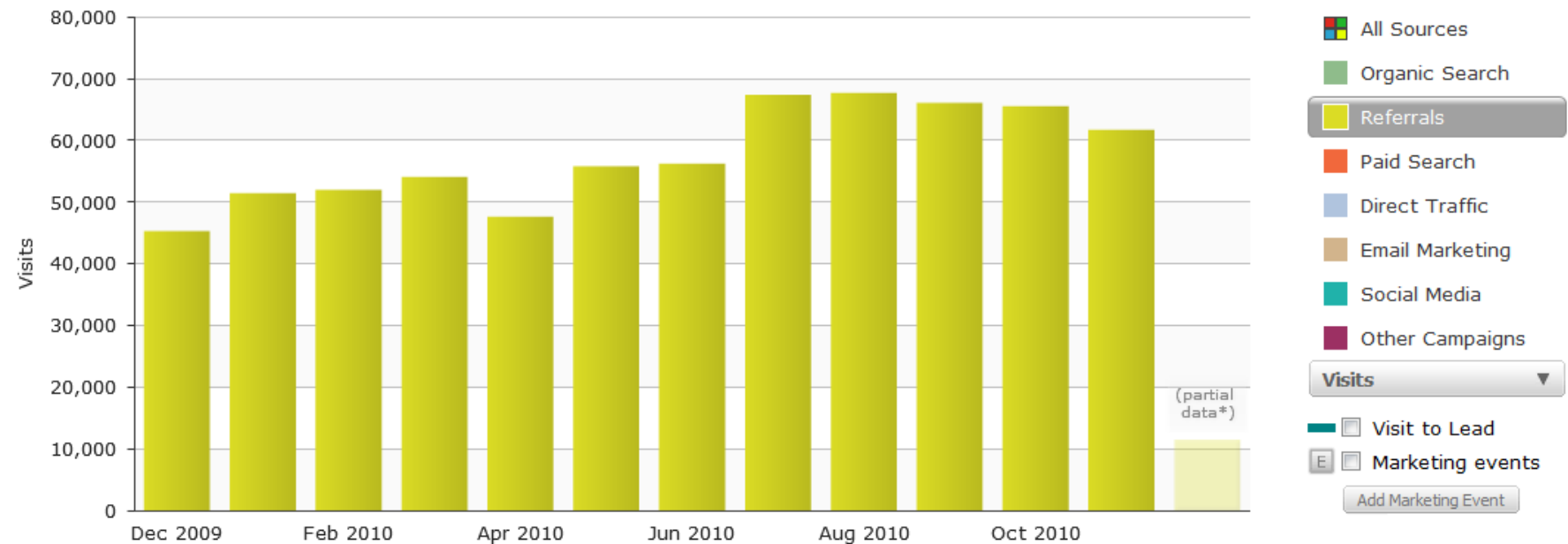
Facebook social plugin

[Dashboard](#)
[Create](#)
[Optimize](#)
[Promote](#)
[Convert](#)
[Analyze](#)

## Visits for Referrals

See how different sources have driven visits, leads, and customers to your site

Select date range: [1w](#) [2w](#) [1m](#) [3m](#) [6m](#) [1y](#) [custom](#) ▼ Dec 1, 2009 - Dec 6, 2010



### Totals for Dec 1, 2009 - Dec 6, 2010

REFERRER	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER	VISITS
<a href="#">websitegrader.com</a>	267,898	8.1%	21,822	.72%	157	.059%	
<a href="#">blog.hubspot.com</a>	239,804	7.7%	18,457	.53%	98	.041%	
<a href="#">webinar.hubteam.com</a>	11,654	.043%	5	0%	0	0%	
<a href="#">twitter.grader.com</a>	11,492	22%	2,569	.35%	9	.078%	
<a href="#">inboundmarketing.com</a>	11,021	5.7%	624	.32%	2	.018%	



REFERRING LINK	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER	VISITS
https://www.google.com/search?q=...	22,778	1.5%	346	.58%	2	.0088%	<div></div>
https://www.facebook.com/...	6,877	16%	1,077	0%	0	0%	<div></div>
https://www.instagram.com/...	2,481	8.3%	205	.49%	1	.04%	<div></div>
https://www.linkedin.com/...	2,316	21%	476	0%	0	0%	<div></div>
https://www.youtube.com/...	2,266	15%	332	0%	0	0%	<div></div>
https://www.pinterest.com/...	2,035	19%	384	0%	0	0%	<div></div>
https://www.tiktok.com/...	1,953	18%	346	.29%	1	.051%	<div></div>
https://www.snapchat.com/...	1,927	10%	196	0%	0	0%	<div></div>
https://www.twitch.tv/...	1,648	17%	278	.36%	1	.061%	<div></div>
https://www.spotify.com/...	1,611	5.5%	89	1.1%	1	.062%	<div></div>
https://www.reddit.com/...	1,387	13%	177	.56%	1	.072%	<div></div>
https://www.etsy.com/...	1,290	16%	209	0%	0	0%	<div></div>
https://www.ebay.com/...	1,280	6.8%	87	0%	0	0%	<div></div>
https://www.aliexpress.com/...	1,236	.57%	7	0%	0	0%	<div></div>
https://www.walmart.com/...	1,160	21%	246	0%	0	0%	<div></div>
https://www.target.com/...	1,067	21%	219	0%	0	0%	<div></div>

Dan Zarrella  
@DanZarrella



Thank  
You!!