

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson
author, *Guerrilla Marketing*

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Roger C. Parker's
**Guerrilla Marketing
& Design**

Glossary of blog terms

The terms you need to know to take full advantage of this exciting new marketing tool

One of the best ways to master a new tool is to examine the terms associated

The following are some of the most important terms associated with blogs.

Note: *italics* indicates cross-references.

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Archives

Sidebar link to previous *posts*, organized by day, week, or month.

Blog

Website assembled from short, frequent *posts*, characterized by reader *comments*, numerous *links*, and *RSS syndication*.

Categories

Sidebar links to previous posts displayed by topic.

Comments

Ability of readers to agree or disagree with specific posts. Comments can instantly appear, or must be first approved.

Description

Text identifying blog content or purpose, with *keywords* to attract search engines.

Display name

Blogs and comments posted under a screen name, instead of an actual name.

Draft

Posts are usually immediately published, but you can save unfinished posts for publishing later, after completion.

Forms

You create *posts* by entering titles and text into online text boxes that are automatically formatted when published.

Keywords

Terms appropriate to your market, included in titles, descriptions, and posts to attract search engine traffic.

Links

Text accessing website pages, downloadable files, e-mail links, or other posts in your own—or another's—blog.

News readers

Software that permits *RSS* subscribers to scan the headlines, and—often—initial sentences, of recent posts.

News aggregator

Software that permits *RSS* subscribers to scan a single file containing posts and comments assembled from several blogs.

I enjoyed your critique of websites which allowed me to look at actual examples of what is good and what is bad in design and function.

Mike Eckenrode

Successful blogs are based on appropriate content, design, and promotion



Roger C. Parker
Profit Builder

- **\$32,000,000** author
- 35 books, 37 languages
- 1.6 million copies sold
- NY Times* recommended
- **Speaker, consultant**
 - Design educator
- **Training, workshops**
 - Marketing coach

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Permalink

Web addresses of individual posts, so others can refer to specific posts in their blogs. See *Trackback*.

Ping

Software feature that automatically notifies search engines when new posts or *comments* have been published.

Podcasting

Emerging *RSS* technology that *syndicates* MP-3 audio files.

Post

Posts are the building blocks of blogs. Each post is a separate web page with a specific URL. See *Permalink*.

QuickPost

Feature that makes it easy to link specific web pages to posts created while surfing.

RSS

Real Simple Syndication; popular format for announcing blog updates to others.

Sidebar

Information like e-mail and background *links*, *archives*, and *categories*, placed to the left, right—or both sides—of posts.

Status

After creating a post, you can immediately publish it, save it as an unpublished *draft*, or publish it at a specific time on a specific future date.

Syndicate

RSS feature that automatically informs subscribers when new *posts* or *comments* have been published on your blog.

Team blog

Blogs written and published by more than one author, such as members of a research team or sales force.

Template

Feature that provides consistent formatting and structure for posts, defining colors, content, layout, and typography.

Timestamp

Time and date information automatically added to posts and comments.

Trackback

Feature, based on *Permalinks*, that lets you keep track of references to your posts in the blogs of others.

TypeList

Sidebar links to recommended resources like recommended books, glossaries, URLs, photographs, or individuals.

For more information

Let [Roger C. Parker](#), 603-742-9673, help you create a *perfect partnership* between a blog and your business cards, e-mail, newsletter, networking, tip sheets, website, and other Guerrilla Marketing tools. I can help you create a blog that balances *content*, *design* and *promotion*.