

The Art and engineering of blogging

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tncv.me

22nd May 2020



Agenda

- Why should you blog?
- Where to blog?
- What to blog?
- What not to blog?
- Tools to use
- Optional: A live post!



Why should you blog?

- You own the content unlike in Social (Facebook/LinkedIn/Instagram)
- Establishes (Positive) Digital Footprint in Search
- Your visiting card online – Portfolio – A Portal
- Improves written language communication
- Develops Social(?) skills
- Creative Outlet
- Destressing

What to blog?

- Be original
- Be consistent
- Be creative
- I blog on Movies, Books, Travel, Events, Tamil and more.

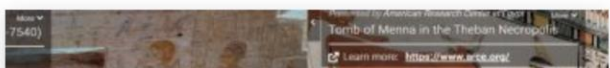


GADGETS

A simple yet useful gadget for video calls

13TH MAY 2020 - 2 MINS READ

Because many of us are stuck in our homes, as a result, all our meetings with friends and family, working from home, are done through video calls – webinars have become a way of life. I see many, especially the...



MOVIE REVIEW

Monty Python and the Holy Grail (1975)

3RD MAY 2020 - 1 MIN READ

Monty Python and the Holy Grail (1975) is a kind of a historic spoof about King Arthur of Britain on his quest to find the “Holy Grail”. If you get British comedy and can see the humour in nonsensical events,...



I am a White space leader and Professional Speaker living in Chennai. A Software entrepreneur with 20+ years’ experience starting, growing and selling a company that operated in India, USA and UK. I am a Microsoft Regional Director (Honorary) from 1999 and IEEE Senior Member. Advisor, APJ Abdul Kalam International Foundation - House of Kalam, Rameswaram.

I am a member of the "Professional Speakers Association of India" and I deliver engaging talks for leading corporates and startups.

I am interested in movies, reading and travelling. You can follow me on twitter @venkatarangan.

Microsoft
Regional Director

Film Reviews

- Dashboard
- Jetpack
- ContentBerg
- Posts
- All Posts**
- Add New
- Categories
- Tags
- Media
- Links
- Pages
- Comments
- Feedback
- Appearance
- Plugins
- Users
- Tools
- Settings
- WP Mail SMTP
- SEO
- AMP
- Insights
- WP File Manager
- Collapse menu

Posts Add New

All (2,875) | Published (2,874) | Private (1) | Cornerstone content (17)

Screen Options Help
 Search Posts

Bulk Actions Apply
All dates All Categories All formats All SEO Scores All Readability Scores Filter

2,875 items << < 1 of 144 > >>

<input type="checkbox"/>	Title	Categories	Tags	★	Date ▲				SEO Title	Meta Desc.	Keyphrase
<input type="checkbox"/>	Ordering food by sign language in Nikko Edit Quick Edit Trash View	Restaurant Review, Travel Review	Asia	0	Published <u>2003/09/09</u>	0	●	●	Ordering food by sign language in Nikko Venkatarangan (வெங்கடரங்கன்) blog	—	—
<input type="checkbox"/>	Welcome	Rostrum	WordPress	0	Published <u>2004/01/16</u>	0	●	●	Welcome Venkatarangan (வெங்கடரங்கன்) blog	—	—
<input type="checkbox"/>	Nokia phones support WAV Ringtones	Technology	Mobile	0	Published <u>2004/01/22</u>	0	●	●	Nokia phones support WAV Ringtones Venkatarangan (வெங்கடரங்கன்) blog	—	—
<input type="checkbox"/>	World of PDF	Apps, Coding	Software	0	Published <u>2004/01/24</u>	0	●	●	World of PDF Venkatar	—	—

At a Glance

 2,874 Posts

 6 Pages

 1,711 Comments

 1 URL w/ new AMP errors

WordPress 5.4.1 running [ContentBerg](#) theme.

[Akismet](#) has protected your site from 890,591 spam comments already.

There's nothing in your [spam queue](#) at the moment.

What not to blog?

- Don't blog expecting to get rich \$\$\$
- No hate speech
- I don't blog on Politics, Caste, Nationalism
- Watch your language for profanity



You Will Destroy Yourself Financially If You Save

There's a simple strategy that will change your financial life and you don't need to be Warren Buffett to understand it.

Tim Denning in Mind Cafe
May 14 · 6 min read ★



The Future of Movie Theaters Might Look a Lot Like an Apple Store

Eric Ravenscraft in OneZero
May 20 · 7 min read ★



Four Habits of Discipline My SEAL Dad Taught Me

Sean Kernan in Mind Cafe
May 8 · 7 min read ★



Yet another personal opinion of desktop environments on Linux.

Don Whitehead
Jan 30, 2019 · 13 min read



I'm Programming on a Macbook and Here Are the Tools That...

I'm programming on a Macbook, and I l...

Sebastian Witowski in Level Up Coding
Jan 9 · 17 min read ★

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Hide content from authors or publications on your Medium homepage and in emails by clicking the more icon (...) and selecting mute.

[Learn more](#)

BASED ON YOUR READING HISTORY

The CEO of Airbnb Taught Us an Extraordinary Lesson When He Fired 25% of His Company

Being human makes you more money in the long-term.

Tim Denning in Mind Cafe
May 10 · 10 min read ★



BASED ON YOUR READING HISTORY

How to become a modern magician? - productivity tips for devs on macOS

I always loved magic. I was never a believer, but I fell in love with the concept of humans conjuring unbelievable realities by saying...

Daniel Szpisjak in Emarsys Craftlab
Aug 9, 2018 · 7 min read



New from your network



The Future of Movie Theaters Might Look a Lot Like an Apple Store

Eric Ravenscraft in OneZero
May 20 · 7 min read ★



how much

Arvind Ashok
May 15 · 3 min read



The Best Digital Wallets of 2020

Due.com in Due.com
May 16 · 4 min read



Immunity Jealousy Is Coming

Markham Heid in Elemental
May 20 · 7 min read ★

Popular on Medium

There's a plan for you.

Whether you want to share your ideas, start a business, or run a store, you can do it all on WordPress.com.

Free

Create a beautiful, simple website in minutes.

Start with Free

Personal

Best for Personal Use

\$4

per month, billed yearly

Start with Personal

Add some personality to your website with a custom domain, and access to email and live chat support.

Premium

Best for Freelancers

POPULAR

\$8

per month, billed yearly

Start with Premium

Build a unique site with advanced design tools, custom CSS, and Google Analytics support.

Business

Best for Small Businesses

\$25

per month, billed yearly

Start with Business

Power your business with custom plugins & themes, 200 GB storage, and 24/7 live chat.

eCommerce

Best for Online Stores

\$45

per month, billed yearly

Start with eCommerce

Open your online store with a powerful, flexible platform designed to grow with you.

My Sites Reader


Switch Site

Venkatarangan's timeline
View venkatarangan.wordpress.com
Private

Free domain with a plan [Upgrade](#)

- My Home
- Stats
- Plan Free
- Site ^
- Pages
- Posts
- Media
- Comments
- Feedback
- Portfolio
- Design ^
- Customize
- Themes
- Tools v
- Manage ^
- Hosting Configuration
- Domains
- People
- Settings
- WP Admin

Themes

 **CURRENT THEME**
Sketch

[Customize](#) [Info](#)

[Install theme](#)

Advanced Themes

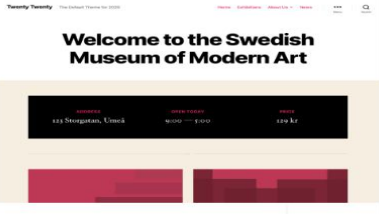
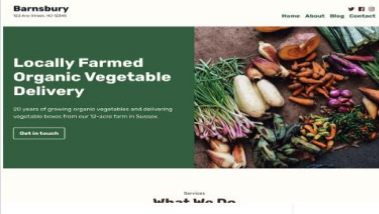
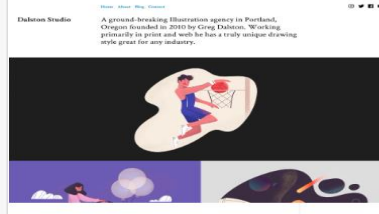

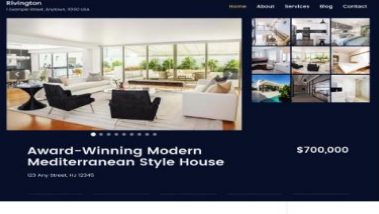







These themes offer more power and flexibility, but can be harder to setup and customize.

[All](#) [Free](#) [Premium](#)

SEARCH BY

[Feature](#) [Layout](#) [Columns](#) [Subject](#) [Style](#)

[★](#) **Unlock ALL premium themes with our Premium and Business plans!** [>](#)

 <p>Twenty Twenty</p>	 <p>Barnsbury</p>	 <p>Dalston</p>	 <p>Mayland</p>
 <p>Rivington</p>	 <p>Maywood</p>	 <p>Balasana</p>	 <p>Shawburn</p>
 <p>Alma</p>	 <p>Exford</p>	 <p>Stratford</p>	 <p>Excel</p>

DEVELOPERS

Enjoy a powerful headless CMS

Ghost is the world's most popular open source headless Node.js CMS — it ships with a default admin client and front-end, but you can also swap them out with your own JAMstack.

```
~/home/new-project  
  
# install the cli  
→ npm install ghost-cli -g  
  
# install ghost  
→ ghost install local  
  
# you're all set  
→ http://localhost:2368/ghost  
  
# you can do everything else  
# directly in the browser!
```

- ✓ Headless CMS with Node.js REST APIs
- ✓ Over **19x** faster than WordPress
- ✓ Secure & independently audited
- ✓ The **#1** CMS on Github
- ✓ Custom theme or any JAMstack front-end



[Full documentation](#)



Tools

Google Analytics

- Home
- Customisation
- REPORTS
- Real-time
- Audience
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behaviour
 - Technology
 - Mobile
 - Cross Device BETA
 - Custom
 - Benchmarking
 - Users Flow
- Acquisition
- Behaviour
- Conversions
- Attribution BETA
- Discover
- Admin

Audience Overview

SAVE EXPORT SHARE INSIGHTS

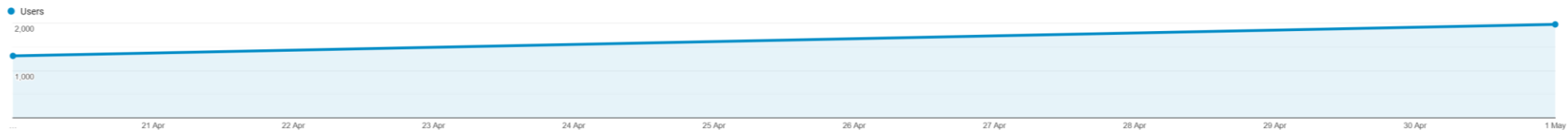
All Users 100.00% Users + Add Segment

20-Apr-2020 - 19-May-2020

Overview

Users vs Select a metric

Hourly Day Week Month



Users	New Users	Sessions	Number of Sessions per User	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate
3,245	3,153	3,655	1.13	4,735	1.30	00:00:34	84.43%

New Visitor Returning Visitor



Demographics

Language
Country
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider
Screen Resolution

Language

Language	Users	% Users
1. en-us	2,030	62.50%
2. en-gb	695	21.40%
3. en-in	198	6.10%
4. en	73	2.25%
5. zh-cn	40	1.23%
6. fr-fr	14	0.43%
7. en-au	11	0.34%
8. en-ca	10	0.31%
9. ta-in	10	0.31%
10. (not set)	8	0.25%

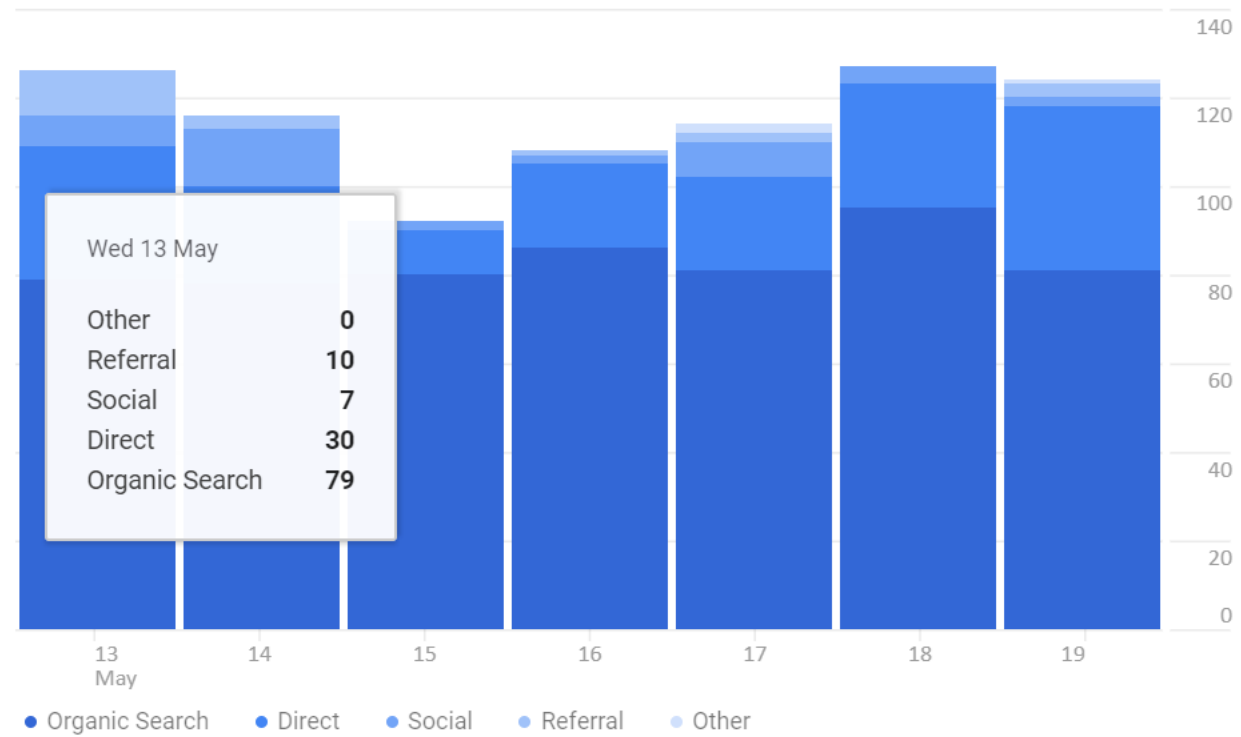
view full report

This report was generated on 20/05/20 at 8:49:55 pm - Refresh Report

Traffic Channel

Source/Medium

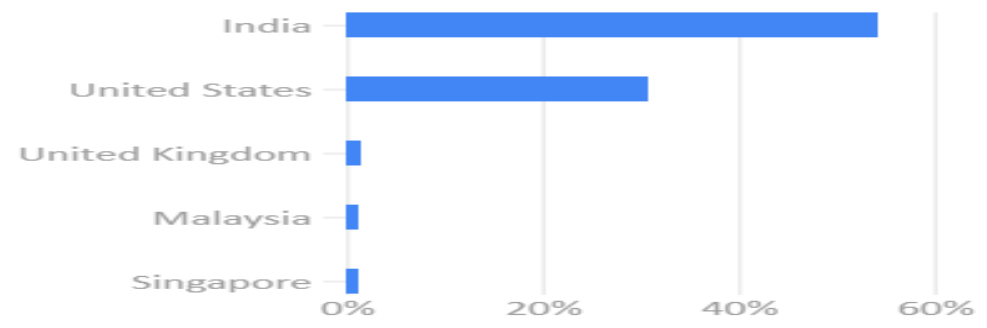
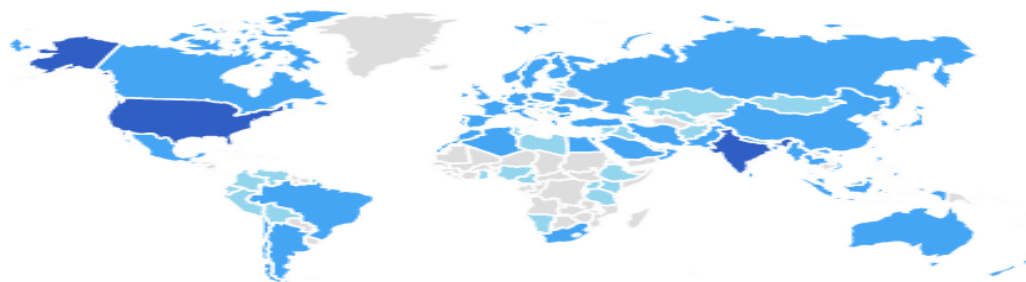
Referrals



Last 7 days ▼

[ACQUISITION REPORT >](#)

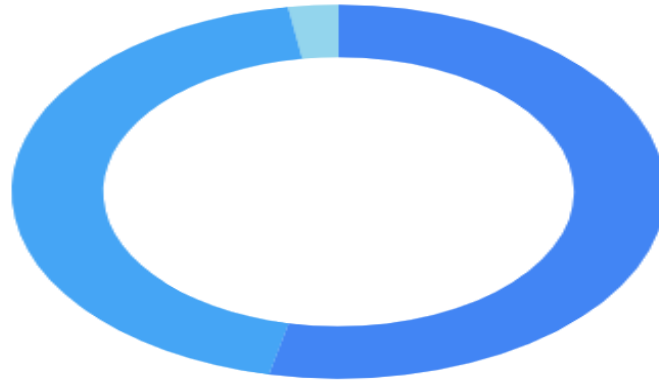
Sessions by country



Last 90 days ▼

[LOCATION OVERVIEW >](#)

Sessions by device



Mobile
53.4%
↑ 5.9%



Desktop
44.1%
↓ 9.0%

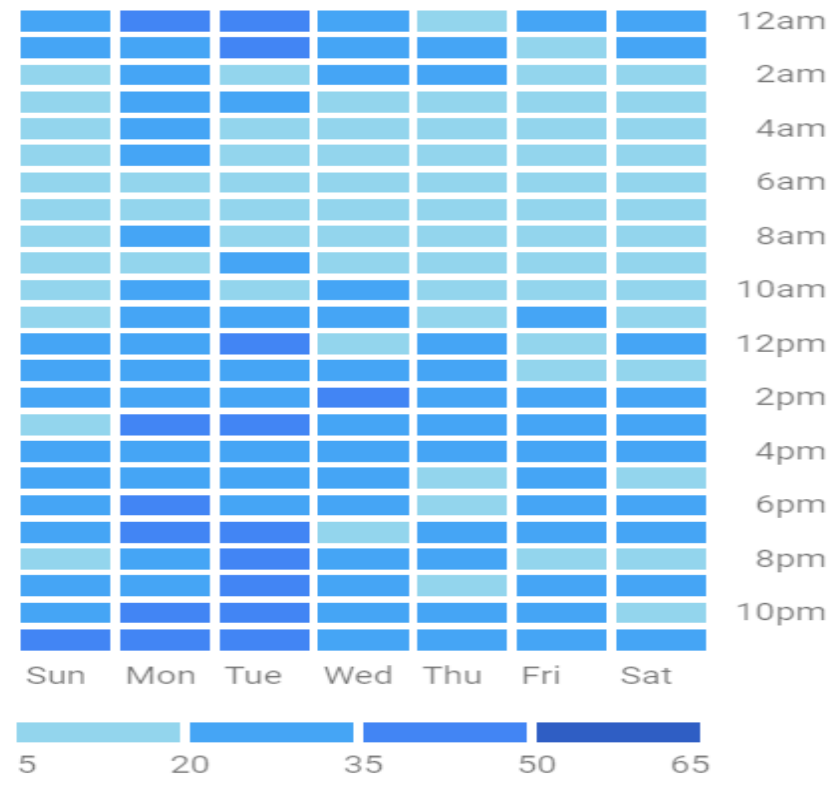


Tablet
2.5%
↑ 33.3%

Last 7 days ▾

[MOBILE OVERVIEW >](#)

Users by time of day

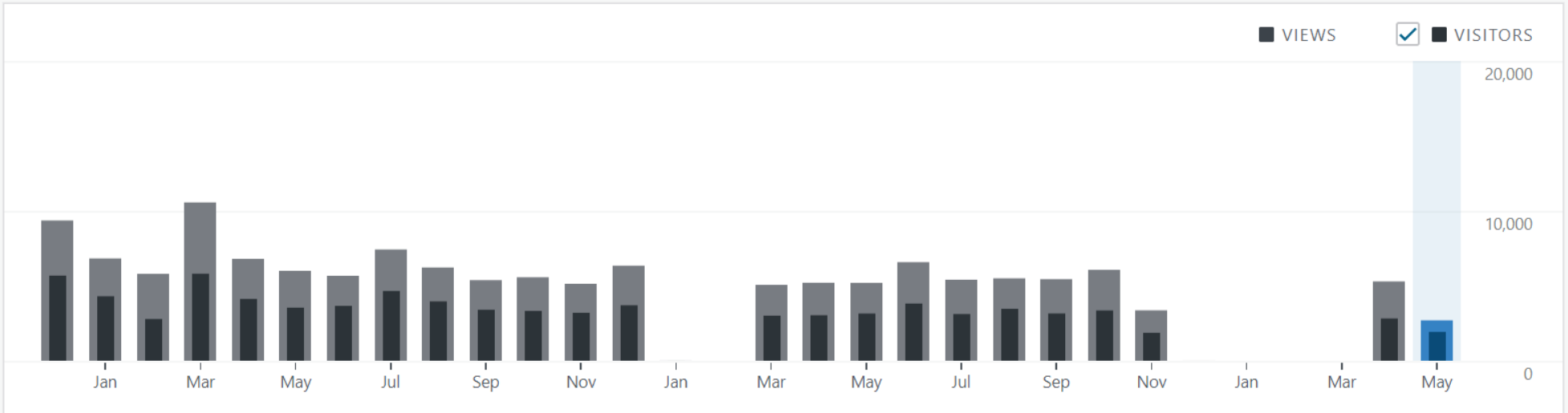


Last 30 days ▼

Stats and Insights

Traffic Insights

Days Weeks Months Years Followers 35



VIEWES 2,694

VISITORS 1,921

LIKES 0

COMMENTS 0

Stats for May 2020

SEO

Yoast SEO

SEO Readability Social

Analysis results ?

^ Problems (4)

- **Passive voice:** 33.3% of the sentences contain passive voice, which is more than the recommended maximum of 10%. [Try to use their active counterparts.](#)
- **Consecutive sentences:** The text contains 3 consecutive sentences starting with the same word. [Try to mix things up!](#)
- **Subheading distribution:** 2 sections of your text are longer than 250 words and are not separated by any subheadings. [Add subheadings to improve readability.](#)
- **Sentence length:** 44.8% of the sentences contain more than 20 words, which is more than the recommended maximum of 20%. [Try to shorten the sentences.](#)

^ Improvements (1)

- **Paragraph length:** 1 of the paragraphs contains more than the recommended maximum of 150 words. [Shorten your paragraphs!](#)

^ Good results (2)

- **Flesch Reading Ease:** The copy scores 68.4 in the test, which is considered ok to read. Good job!
- **Transition words:** Well done!

Grammarly

<  BACK TO EDIT POST < VENKATARAMAN (வெங்கடரங்கன்) ...

I don't know what's with my family and losing stuff in convention centres and airports.

- A couple of years back (in 2016), while attending a [Microsoft Conference in Atlanta, USA I lost my valuable iPad](#), the next day I found it thanks to the helpful event staff onsite.
- The next year (in 2017), [my son lost his Phone and Kindle reader at the Chennai Domestic Airport](#), thanks to good samaritans of my city (Chennai) we got back the items the next day.
- Almost two decades back (around 2001-02) I used to travel between Chennai and Bangalore weekly twice, and, they were mostly same-day return, so you can imagine the trips to be always rushed and in hurry. In one such trip, as I was returning through Bangalore's (the older) HAL Airport which was always crowded, I put my laptop bag (the ubiquitous IBM black leather bag in those days) with IBM ThinkPad T20 series laptop through the security scanner, picked it up, boarded the flight, landed in Chennai, came home, opened the bag, pulled the laptop out and started it - only to realise it was not my laptop nor my bag, but the same model - frantically I searched the bag for any visiting cards, addresses or username, no luck! There was an envelope with a five-star hotel check-out invoice, from that I got the name of the gentleman whose laptop I was having. Next, was figuring out how to reach him and check whether he has my laptop, it could've very well got mixed with a third-person. Going through the invoice, I found one particular he had called often, I dialled the number and asked for the gentleman, it was his residence, he came on the line, after explaining to him he said he has his laptop with him, on my insistence he checked and yes (a big relief to me) he was having my bag. He was a Vice-President with ICICI Prudential Insurance in Chennai. Next day, I sent my driver to meet his assistant at their office in Cenotaph Road, Chennai to handover the bag I had and collect my laptop back.

1,418 words 

Premium alerts

We found **38 additional writing issues** in this text available only for Premium users.

- 11 Punctuation in Compound/Complex Sentences
- 10 Word Choice
- 8 Hard-to-read text
- 5 Incorrect Verb Forms
- 3 Passive Voice Misuse
- 4 more...



"It's an online service that quickly and easily makes your writing better and makes you sound like a professional."

Forbes

Hide Assistant 

Overall score **90**
See performance

Goals
Adjust goals

All alerts

Correctness 
Looking good

Clarity 
Very clear

Engagement
Engaging

Delivery 
Just right

Premium 
Advanced alerts

Start blogging!

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