



CRAFTBEER.COM

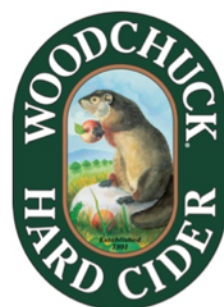


ASHEVILLE

Discovery, inside and out



BEER BLOGGERS & WRITERS CONFERENCE



ROGUE

Uncle John's
BATHROOM
READER

The Beer
Connoisseur



The World of Blogging

Brandon Kraft

Cheesiness Engineer

@kraft // <https://kraft.im>

Who Am I?

- Contributor to WordPress
- Support Jetpack & WordPress.com
- Beer Blogger at 365brew.com
- Blogger of all kinds of stuff

The State of Blogging

Bloggging Bubble?

Social Media = Blogging Decline?

Rent or Own?

WordPress

WordPress.org

Open-source

Runs on your own servers

Complete control over the code
and experience

Custom Plugins

“With great power comes great
responsibility”

WordPress.com

Self-service + easy setup

SaaS: we run the infrastructure

Beginner friendly: highly
scalable and secure

Limited customization

Premium upgrades

Tools for Everyone!

Google Search Console

nee Google Webmaster Tools



Brandon



Search Console

Help



Home

All Messages (10)

Other Resources

Sort: By property health

Alphabetically




ADD A PROPERTY



 kraftsandbox.wordpress.com Website

Manage property

 Severe health issues are found in your property. - [Check property health](#)

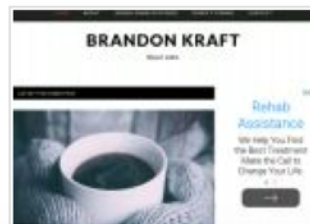
Today



wpisbetter.blogspot.com Website

Manage property

No new messages or recent critical issues.



www.brandonkraft.com Website


Manage property

No new messages or recent critical issues.

Google Search Console


nee Google Webmaster Tools


Top 1,000 pages with errors

Download	MARK AS FIXED (0)	Filter 	Show	25 rows ▼	1-7 of 7	<	>
<input type="checkbox"/>	Priority ▼	URL		Response Code	Detected		
<input type="checkbox"/>	1	2005/12/the-cell-works-again/		502	6/2/15		
<input type="checkbox"/>	2	2005/04/west-campus-woes/		502	6/2/15		
<input type="checkbox"/>	3	2014/05/boat-tour-chicago/wp-id-img_20140503_174718-jpg/		502	6/2/15		

<https://google.com/webmaster/tools/>

Creative Commons

 creative commons

 Search
Find content you can share, use and remix

Enter your search query

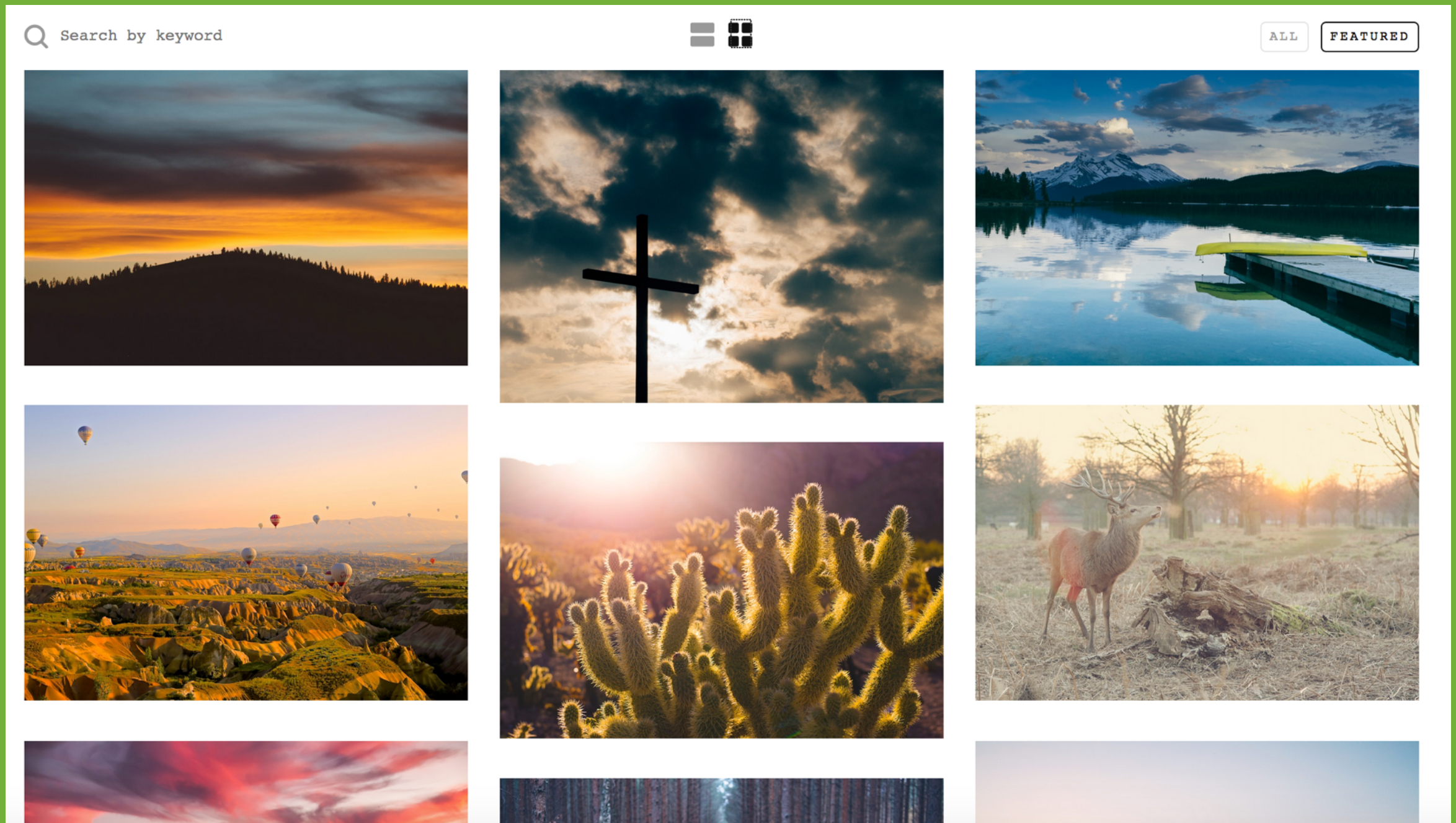
I want something that I can... ☒ use for *commercial purposes*;
☒ *modify, adapt, or build upon*.

Search using:

Europeana Media	Flickr Image		Google Web
Google Images Image	Jamendo Music	Open Clip Art Library Image	SpinXpress Media
Wikimedia Commons Media	YouTube Video	Pixabay Image	ccMixter Music
SoundCloud Music			

<http://search.creativecommons.org>

Unsplash!



<http://unsplash.com>

Hemingway App

We just released a beta of the new Hemingway. It's way better, plus you can format your text!

[Check it out](#)

Hemingway
Editor

📖 Desktop Version

Just Released!

👍 Like 40k

🐦 Tweet 3,881

Hemingway App makes your writing bold and clear.

Hemingway highlights long, complex sentences and common errors; if you see a yellow highlight, shorten the sentence or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

Adverbs are **helpfully** shown in blue. Get rid of them and pick verbs with force instead.

You can **utilize** a shorter word in place of a purple one. Mouse over it for hints.

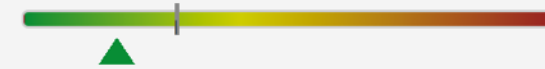
Phrases in green have **been marked** to show passive voice.

Paste in something you're working on and edit away. Or,

✎ Write

🔧 Edit

Readability



Grade 7

Good ?

Paragraphs: 6

Sentences: 10

Words: 123

Characters: 584

1 of 10 sentences are **hard to read**.

1 of 10 sentences are **very hard to read**.

1 **adverbs**. Aim for 2 or fewer.

1 words or phrases can be simpler.

<http://hemingwayapp.com>

Headline Analyzer



BLOG POST

Headline Analyzer

Enter your text to begin headline analysis:



Don't Blog While Drunk: Find Help.

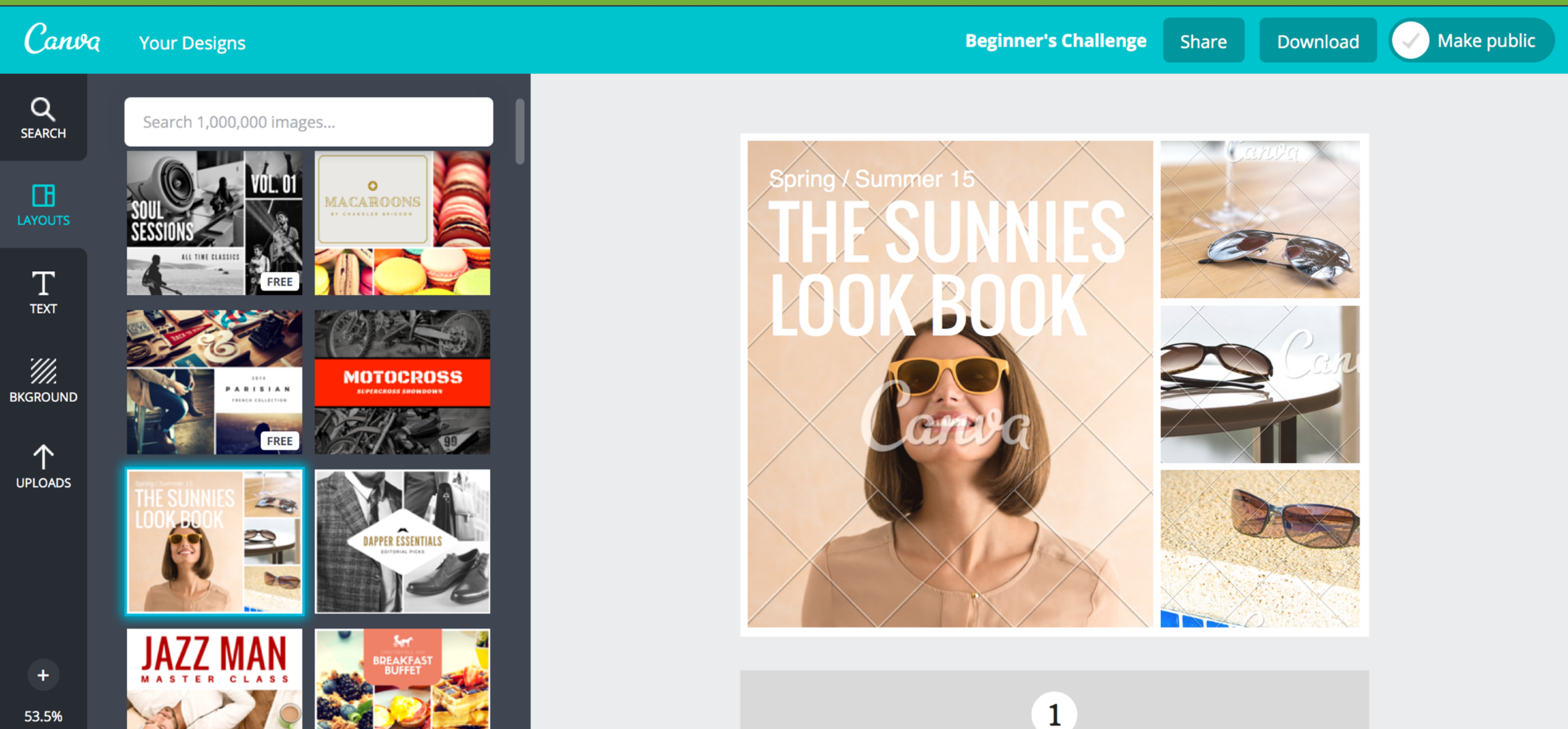
Analyze Now

HEADLINE HISTORY

- 47 Don't Blog While Drunk: Find Help.
- 64 Don't Blog While Drunk: These tips will help.
- 0 Beer Blogging Tips

<http://coschedule.com/headline-analyzer>

Canva



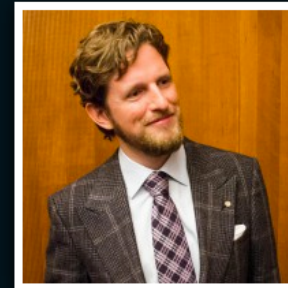
<http://canva.com>

Gravatar



A Globally Recognized Avatar

Your Gravatar is an image that follows you from site to site appearing beside your name when you do things like comment or post on a blog. Avatars help identify your posts on blogs and web forums, so why not on any site?



Matt

embarcadero and townsend, sf ca

In 2002 I started contributing to Open Source software, and life has just gotten better from there. Co-founder of WordPress, founder Automattic.

[View Complete Profile](#)

<http://gravatar.com>

WordPress

<https://w.org>

Powers **1 in ~4** websites

24%+ of the web

Total WordPress Sites

80m+

Plugins

38k+

Price

\$0+

New Posts, June '15

53m+


Page Views, June '15

19 billion

WordPress SEO by Yoast



<https://w.org/plugins/wordpress-seo/>



Jetpack by WordPress.com



<https://jetpack.me>

Jetpack Does It!

- Sharing Buttons & PinIt Pinterest
- Auto-post to Facebook, Twitter, etc
- Image CDN
- Stats
- Related Posts
- Dedicated Dev & Support Teams



Beer Geek Brunch Weasel 10.9% ABV Imperial Oatmeal Stout Mikkeller

First **Breakfast** and now on to Brunch. I'm going to start feeling like a hobbit if this trend continues.

Truth be told, I acquired the Beer Geek Brunch Weasel first. I was passing through Mount Vernon, Il and stopped at **Plaza Liquor Mart**, as I'm always on the hunt for beers that aren't available in my home distribution area. They happened to have a few bottles of this on hand. This store has the largest selection of Craft beer in all of Mount Vernon and the gentleman working (whose name I have forgotten) was incredibly kind and informative. He even gave me a couple of brews that were about to go out of date, for free. He said "I'd rather give them to someone like you, who will enjoy them, than throw them out." If you happen to be in Mount Vernon, definitely hit up Plaza Liquor Mart for your Craft beer needs.



In The Year 2000...

Say Howdy!

- @kraft on Twitter & Untappd
- kraft.im
- 365brew.com
- kraft.beer