

Blog Strategy

www.wellnessover40.blogspot.com

Margaret Khomenko



Wellness Over 40 is a blog that discusses how to maintain wellness past age 40 by focusing on diet, exercise, stress management, yoga/meditation, mental stimulation, emotional satisfaction, and finances.

Wednesday, 31 July 2013

Camping for Health

Being in Nature is Good For Wellness

Getting away from it all and spending a few days in the wilderness has a nourishing, regenerative quality to it. Whether you sleep under the stars or in a tent, there is nothing quite like the inherent communion with nature that happens when you go camping.



Wellness Over 40

- Camping for Health
- Cold Summer Borscht
- Toronto Salsa Festival on St. Clair Brings Out the Dancer in Everyone
- Is Your Job Just Paying The Bills?
- Red Hot Black Bean Casserole

Labels

nutrition (10) food (8)
 emotional balance (5) mental
 wellness (5) wellness over 40 (5) buy
 fresh food (4) chemical-free (4) aging in
 health (3) home cooking (3) stress
 management (3) allergy-free (2) diet
 education (2) financial wellness (2) wellness (2)
 Manitoulin Island (1) Toronto Salsa Festival on St. Clair (1)
 beauty in nature (1) borscht (1) camping (1) exercise (1)
 food education (1) massage (1) meditation (1) saving for
 retirement (1) skincare (1) yoga (1)

About Me



Margaret Khomenko

Follow 307

Total Pageviews

1,052

Platform – Blogger, a Google product, was selected as the platform for this blog because of its ease of set-up & operation, its web-based location, and its integration with Google Plus which helped with promotion of the blog. Blogger was also selected because of its association with Google Analytics. Not only was it easy to set up, Google Analytics is viewable within my blogspot interface, eliminating the need to switch between programs to view my blog interface and view a snapshot of its performance.

Authoring and Frequency – The blog is authored by me in a personal voice, and posts will be researched, written and published weekly.

Content Sourcing - Beyond relaying personal stories about wellness over age 40, the blog is supported by professional knowledge found while researching both online and offline sources for Wellness Over 40 subject material. Widespread information from various sources were found, the breadth of which appeals to the international demographic of its readership. Facts were obtained from <http://www.drweil.com/>, through my own family doctor in Toronto Dr. Linda Klapwyk, through research at GoodLife Fitness, by reading a novel on mental cognitive loss by Joan Didion, and further research conducted at local tai chi, meditation, dance and yoga studios, and through other accessible resources.

Blog Objectives – The blog’s objectives include:

- Providing people over 40 with needed information on how to live with greater wellness in their lives, in order to feel better, live more productively, and live happier for longer
- Finding out what resonates with my peers approaching their 50s and 60s and building traffic for the www.wellnessover40.blogspot.com URL; becoming an online go-to resource for people seeking wellness help and techniques past age 40
- Finding my own voice as a writer by writing with a personal narrative voice
- Finding sharing experience with other writers through the exchange of dialog
- Possibly obtaining sufficient traffic to one day derive income from the blog, by becoming a publisher of ads on AdWords content network, by implementing Google AdSense

Title - “Wellness Over 40” captures the essence of one of my target market’s primary concerns: maximizing wellness within the aging process. Since staying healthy and maintaining one’s strength and youthfulness is very important to the 40 Plus demographic, the blog strives to deliver information that is relevant to boomers and people around the world who are over age 40. The title subtly suggests that people over 40 can be healthier and stay young – and that by increasing wellness people live longer. There is an underlying message that by reading and doing, one can make a huge difference in the quality of one’s own life.

Theme and Blog Roll - The theme of Wellness Over 40 is that we all have the power to become as well as we want to be, and by researching, implementing and using different techniques in the 7 different areas covered in the blog, one can become well and improve one’s overall quality of life. The 7 sub-themes covered are: food, exercise, spiritual physicality, stress management, emotional balance, mental stimulation, and financial wellness. These sub-themes also provide a springboard for the blog roll topics in the blog, which include aging in health, allergy-free, buy fresh food, chemical-free, diet education,

emotional balance, exercise, financial wellness, food, food education, home cooking, massage, meditation, mental wellness, nutrition, skincare, stress management, wellness over 40, and yoga.

Keywords - The blog was optimized for keywords by inserting meta tags for description and keywords into the html code of the blog template. The keywords optimized include wellness over 40, aging, skin care, nutrition, diet, wheat, exercise, yoga, meditation, massage, mental health, emotional balance, financial security. Additional keywords used in heading tags were identified using Google Keyword Tool.

Promotion – At the time of publication of each post, individualized promotional messages are deployed on [my Google Plus profile](#), and then shared on [LinkedIn](#) and [Twitter](#). Keywords associated with each post and optimized throughout the blog are searchable on Google.

Measurement and Content Development – Google Analytics has been installed at Blogger to track page views, traffic sources, location of visitors and other related web analytics data. To shape future content, metrics studied weekly are page view #s, content views, traffic sources and visitor location. In its first published week www.wellnessoverforty.blogspot.com received over 200 visitors, including 127 from Canada, 25 from the United States, 24 from Russia, and the others from the Netherlands, Germany, Japan and Malaysia. Through analysis of the blog's demographic, it is now possible to see what wellness trends affect people world-wide. Future topics include healthy recipes, a conversation with the owner of a vegetarian cafe, the benefits of massage, a briefing how boomer celebrity Goldie Hawn utilizes daily meditation in her life, and the science behind how stress harms us.

Blog Resources – www.wellnessoverforty.blogspot.com

Reading –By checking LinkedIn regularly for updates on blogging, I found many valuable resources that affected my decisions about how to blog and how to optimize my blog in Blogger. I would then often tweet these links out to share them with other new bloggers <https://twitter.com/tapestrydesign>.

<http://www.theglobeandmail.com/life/travel/activities-and-interests/write-a-travel-blog-that-grabs-more-readers-than-just-your-mom/article12551788/>

<http://www.velocitydigital.co.uk/seriously-whats-the-point-in-blogging/>

<http://www.bloggerplugins.org/2013/04/optimize-h1-h2-h3-heading-tags-in-blogger.html>

There were also many wellness blogs that I studied. Some were very compelling, and I liked how differently each blogger approached their topics and their platforms differently, all within the limitations of various budgets. The Canadian Living health blog seemed to operate on a higher budget, but did not have the engaging personal voice behind its posts that individual efforts seemed to have.

<http://livesimplyenough.com/life/reflections-on-mental-flexibility/>

<http://healthylivingrituals.blogspot.ca/>

<http://goldilocksrunning.blogspot.ca/2013/05/blog-q-angela-shepherd-wellness-coach.html>

<http://www.canadianliving.com/blogs/health/>

Commenting - I found numerous articles on blogging and wellness through LinkedIn, Google search, Twitter, in Social Media Examiner emails, and most recently on Google Plus, and this shaped the blog's direction and the development of many of its themes. By joining communities within Google Plus I found many valuable and

informative articles, several of which I responded to in order to begin conversations with other writers and bloggers:

<https://plus.google.com/106090959960842122653/posts/YVMsYCeMUkT>

<https://plus.google.com/106090959960842122653/posts/5f3SztitDrN>

<https://plus.google.com/106090959960842122653/posts/QxReNeMFepU>

<https://plus.google.com/106090959960842122653/posts/cCHZqcs79jc>

<https://plus.google.com/106090959960842122653/posts/D8YkWGvSSjB>

Writing – For the first few [blogposts](#) I wrote about food and nutrition because food is something that we all deal with daily, and I already had some personal stories about food-related improvements to share.