



Virginia is for Lovers 

Virginia Tourism Corporation

BLOGGING BASICS

CASEY HIGGINS, ELECTRONIC MARKETING CONTENT SPECIALIST

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The Perfect Blog



Virginia *is for Lovers* 

There isn't one.

The Perfect Blog



Virginia *is for Lovers* 

- What do you want your blog to do for you?
- Identify your audience.
- Create a plan to reach your audience and achieve your goals.

Getting Started



Virginia is for Lovers 



Blogger

www.Blogger.com



WordPress

www.WordPress.com

#VA1

Getting Started



Virginia is for Lovers 

- FREE
- Multiple Authors
- Pull in feeds from Twitter, Flickr, etc.
- Tagging/Labeling
- Photos & Videos
- Up-to-the-Minute Stats
- Syndication
- Fully customizable appearance

[Five Great Treks for Foliage and Waterfalls](#)[All Aboard!](#)[Five Fab Fall Experiences](#)[Oompah! It's Oktoberfest!](#)[Visit the Blue Ridge Parkway this fall for exciting fall color and events.](#)

October 2011

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

[« Sep](#)

BLOGGERS

[Casey](#) (151)[Dave](#) (6)[Guest](#) (5)[Mary](#) (5)[Tom](#) (3)

BLOGROLL



Virginia.org/Fall

Five Great Treks for Foliage and Waterfalls

by Casey | Posted on October 11th, 2011

Sometimes the best view of the foliage is beneath the canopy. Take to the trails this fall to see the leaves up close and personal.

1. If you have all day, the hike from the South River Picnic Area off [Skyline Drive](#) at milepost 62.8 to [South River Falls](#) might be the one for you. It's 8.5 miles 'round trip with cool stuff along the way like ruins, a cemetery, and of course, the waterfall. I need not tell you that a camera is pretty

2. Speaking of waterfalls, a three-mile hike along [Crabtree Falls Trail](#) will lead you to the highest vertical-drop cascading waterfall east of the Mississippi – 1,200 feet by way of five major cascades and several smaller ones. It's a site that's worth the hike in Nelson County.

3. Down in the Highlands where the Hokies play and the recreational opportunities are abundant, you'll find [Cascades National Recreation Trail](#) – a two-mile hike that leads to the 66-foot Cascade Falls. The water drops dramatically into a natural pool. Keep that in mind for the warmer months.

4. [Shenandoah National Park](#) boasts several waterfalls, but the highest of them is [Overall Run Falls](#) at 93 feet. The fall and spring are perfect times to visit, as you perch along the rock ledges and enjoy the view of the rushing water. The hike is 6.4 miles, all said, and is a moderate to difficult hike.

5. [Falling Spring](#) in Allegheny County is visible from the road and an overlook provides information and a great view for photos. The spring waters keep this fall going year 'round, and its 80-foot drop is quite spectacular. So while not a hike, it's a not-to-be-missed wonder, especially during autumn with stunning mountain foliage all around.

For more amazing hiking suggestions, see [Virginia.org/Fall/FallHikingBikingGetaways](#).

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Tags: [Blue Ridge Highlands](#), [Central Virginia](#), [fall](#), [outdoors](#), [Shenandoah Valley](#), [Virginia.org](#)

Virginia on Twitter

News Release: October 12, 2011 - Governor McDonnell Announces 2010 Tourism Economic Impact Figures: Visitor... [#vtc](http://t.co/8lOeJXep) Posted: [21 hours ago](#)

5 Great Treks for Foliage and Waterfalls - can you guess any before you look? [#FallinVA](http://t.co/cXHPIAox) Posted: [1 day ago](#)

ticket upgrade for Virginia is for racing lovers 300. Find the truck and we will get you suite tix [#vif300](#) [@ms1947](#) Posted: [3 days ago](#)

Virginia is for racing lovers 300 fans... to main tic office no giveaway [#vif300](#) [@ms1947](#) Posted: [3 days ago](#)

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TRAVEL IDEAS AND STORIES

VIRGINIA'S TRAVEL BLOG



SEARCH VIRGINIA BLOG



Five
Weeks
by Cas

SEARCH VIRGINIA

GO



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Fall Drives and Rides
Ride, hike or drive, Fall in Virginia is always a special outdoor event.



Food Festivals
Discover Fall fruits and more at a Virginia food festival.

NOW IN VIRGINIA




October in Virginia
Weave through the corn, tip toe through the pumpkins, and



Fall is Calling
A colorful drive will do you well, and the festivals that lay in

EVENTS

EVENT TYPE

Select... 

START

END

Virginia.org

A Successful Blog Post is ...

- Enticing
- Valuable
- Casual
- Brief (or at least skimmable)
- One that meets your goals



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Our Top 10 Deals



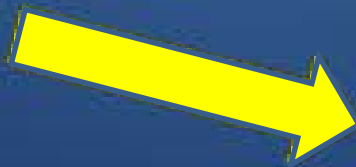
Travel Deals: Our Top 10 List

- #1: [Travelocity Top Secret Hotels](#)**
It's the easy way to save up to 55% on top hotels. Compared with regular prices for the same hotel on the same day.
- #2: [Low Fare Alert: Save up to 40% on Flights](#)**
Our Low Fare Alert page is updated with new deals every day. Book now and save up to 40% on your next flight.
- #3: [Amazing Deals on All-Inclusive Getaways!](#)**
Get limited-time offers on hotels and vacation packages. Pay upfront, then relax. Visit our [All-Inclusive Store](#) today.
- #4: [Travelocity Exclusive on Carnival Cruises](#)**
Get free stateroom upgrades on sailings to Europe, the Caribbean, and beyond. Book by November 4, 2011 to qualify.
- #5: [Save up to 35% on Walt Disney World® Stays](#)**
savings at select Walt Disney World® Resort hotels. [port transfers and Extra Magic Hours!](#)
- [d, Save up to 20% on Carnival](#)**
enjoy early saver rates from \$209. [lute lowest rate and get price protection!](#)
- [Only Sale!](#)**
big? The clock's ticking on this one... [hotels worldwide.](#)



Promoting Your Blog

- Share the link
- Enable others to share
- Comment on related blogs



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Falling Spring, Allegheny County

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Managing Your Blog



Virginia is for Lovers 

- Dedication
- Moderating Comments





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BLOGGING BASICS TAKE-AWAYS

CONTENT STRATEGY: 7 Tips to Make Your Blog Stickier

<http://mashable.com/2011/09/16/blog-content-sticky/>

Chris Brogan: How to Blog Almost Every Day

<http://www.chrisbrogan.com/how-to-blog-almost-every-day/>