

# Modern Websites & Blogging Strategy

A look behind Clabber Girl's new website & blogging strategy



# What we'll cover:

- Working with the HBA
- Re-designing a current website
- Working on a logical site map
- Writing new content/editing old content
- Making a website user friendly
- Designing a website to be visually appealing
- Starting a blog



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# Home Baking Association

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# HBA Supports FCCLA Programs

- Career Connection: [Baking Builds STEM Workshop](#)
- Families First: [Bake for Family Fun Month](#)
- Financial Fitness: [Baking for Financial Fitness](#)
- Leadership Service in Action: [Portable Kitchen Resources](#)
- Power of 1: [Baking for Funds](#)
- Student Body: [Baking with Whole Wheat Flour](#)



**HOMEMADE PIZZA VS. TAKEOUT -**  
Why it Pays to DIY in the New Year  
BROUGHT TO YOU BY Fleischmann's Yeast

It may be time to get back to the routine of cooking healthier meals at home again, but that doesn't mean they have to be boring! With Fleischmann's® Pizza Crust Yeast, you can bring the family together to take this staple to a whole new level by making it as tasty as any restaurant version with as many fresh ingredients as you'd like.

	TIME	COST	BETTER FOR YOU
<b>DELIVERY/ FROZEN PIZZA</b>	It takes about 20 minutes for delivery chains to go from raw dough to fully baked pizza <sup>1</sup> - then factor in at least another 30 minutes for actual delivery for nearly 60 minutes from order to on your plate!	The cost of frozen pizza has gone up over the last several years, with certain brands priced at as much as \$12 <sup>2</sup> , while the average delivery pizza costs \$16.13. Add a standard \$1.50 delivery fee plus tipping the driver and the total cost is well above \$20. <sup>4</sup>	Many delivery pizza companies do not disclose crust ingredients <sup>5</sup> and frozen pizzas often include preservatives. Plus you don't know how fresh your ingredients are or where they come from!
<b>HOMEMADE PIZZA</b>	You can mix, knead, shape and bake your homemade pizza in just 30 minutes. <sup>3</sup>	Fleischmann's® Pizza Crust Yeast costs less than 80 cents per pizza, and when using ingredients on hand, or after a quick trip to the grocery store, the average price of a homemade pizza is easily under \$10. <sup>6</sup>	If you craft your own specialty pizza, you control the ingredients. Use garden-fresh vegetables and even a whole wheat or gluten free crust for a flavorful pizza that's less expensive and better for you.

**FUN FACTS**

- Americans now spend **\$37 billion** a year on pizza<sup>7</sup> and on average, eat **100 acres** of pizza daily or **350 slices** per second.<sup>8</sup>
- 93%** of Americans eat at least one pizza per month, making pizza the **No. 1** dinner choice in the U.S.<sup>9</sup>
- PEPPERONI** is the most popular pizza topping in the U.S. - **251,770,000 lbs.** are consumed every year!<sup>10</sup>

Pile peppers, mushrooms, spinach, tomatoes and onions on your pizza and you're getting vitamin C and vitamin A, plus calcium from the cheese! So many nutrients in your tasty, cheesy pizza.<sup>11</sup>

Sources:  
<sup>1</sup> Statista.com   <sup>2</sup> Statista.com   <sup>3</sup> Statista.com   <sup>4</sup> Statista.com   <sup>5</sup> Statista.com   <sup>6</sup> Statista.com  
<sup>7</sup> Department of Agriculture   <sup>8</sup> Statista.com   <sup>9</sup> Statista.com   <sup>10</sup> Statista.com   <sup>11</sup> Statista.com

# HBA Educator Award



HBA Educator Award ▶

- Each year outstanding baking education programs are recognized
- Applicants submit presentation going over a sample lesson plan they've used in the classroom
- Winners are given \$1,000 cash and an all-expense paid trip for two to the HBA annual meeting in September

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# Website Re-design Tips



# When to Re-Design

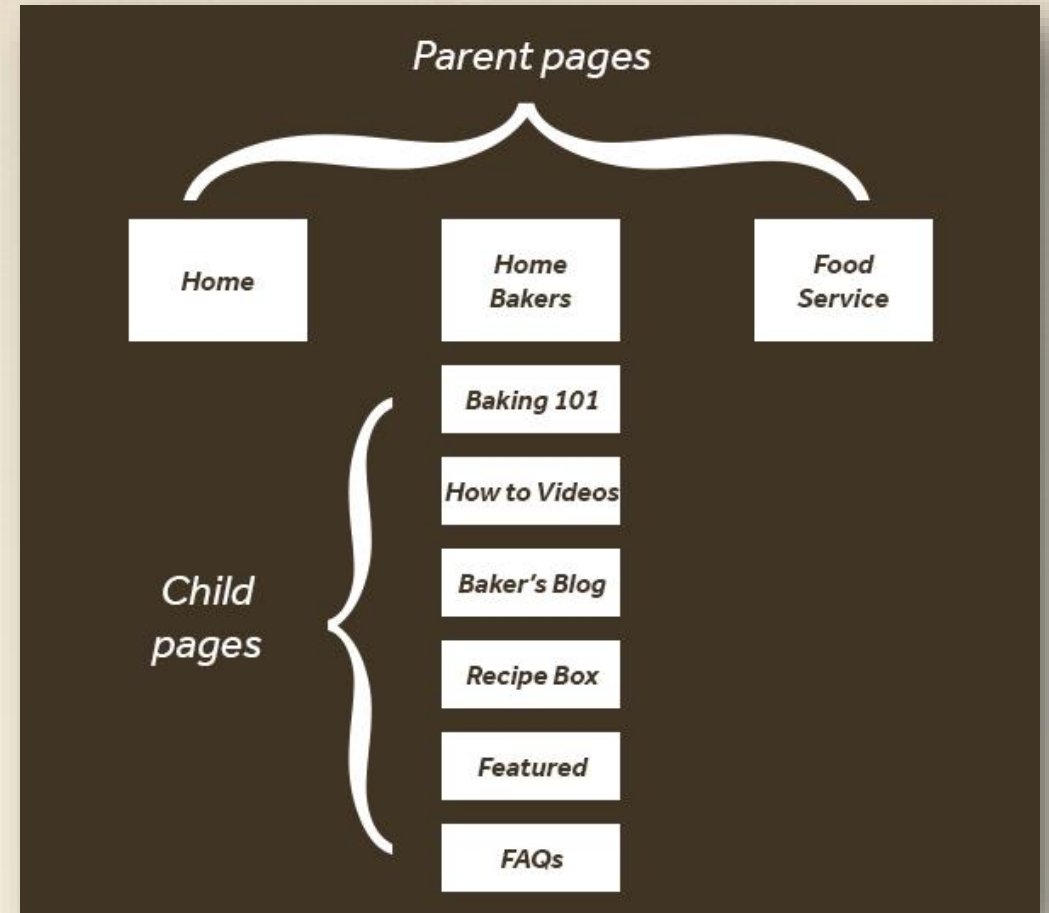
- Dated look
- No longer meeting goals
- Not user friendly
- Not search engine friendly
- Business has changed







# How to Create a Site Map



# Updating Current Website Content

LOG IN » or REGISTER »    CONSEJOS Y RECETAS DE CLABBER GIRL    MYCLABBERGIRL.COM    CONTACT US    FAQ

## CLABBER GIRL®

RICH HERITAGE • QUALITY INGREDIENTS • CULINARY INNOVATION

PRODUCTS    RECIPES    BAKING FUN    BAKER'S BLOG    ONLINE STORE    NEWSLETTER

COMMERCIAL  
CONSUMER

### Baking Fun

Lesson Plans  
Family Fun Activities  
Baking on a Budget

### Clabber Girl Club Email Newsletter

Sign-up to receive the latest baking news from the Clabber Girl Club.

First and Last Name

Email Address

**SUBSCRIBE**

[View a sample newsletter](#)

## Bake From Scratch... It's As Easy As 1-2-3-4!

### Hard Wheat vs. Soft Wheat Flour - What's the Difference?

1. Demonstrate the differences between hard wheat and soft wheat flour. In separate bowls, mix 1/4 cup of each flour with 2-3 teaspoons of water to form a ball. Knead and stretch dough to determine the strength of each. Cake flour, milled from soft winter wheat, has little gluten or protein and will produce a delicate, finely textured cake.
2. Ask students to check supply of ingredients. Cake flour, sugar, and eggs are basic ingredients used in all cakes. Clabber Girl Baking Powder and liquid are necessary for cakes with shortening or butter. Clabber Girl, a double acting baking powder, is a mixture of correctly proportioned powdered acid and baking soda, which reacts when liquid is added and again in the oven.
3. Demonstrate the cake recipe in class. Explain the purpose of the ingredients. Sugar, shortening, egg yolks, flavoring, and a leavening agent such as Clabber Girl Baking Powder are tenderizing agents that offset the binding ingredients - flour, egg whites, and milk solids.
4. Supply students with this recipe.

This lesson plan refers to the recipe for:

### Easy as 1-2-3-4 Cake

[Print it](#)

**Ingredients:**

1 cup butter or margarine



## Bake from Scratch.

**Activity:** Easy as 1-2-3-4 Cake  
**Conclusion:** Hard Wheat vs. Soft Wheat Flour  
What's the Difference?

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3. Demonstrate the cake recipe in class. Explain the purpose of the ingredients. Sugar, shortening, egg yolks, flavoring, and a leavening agent such as Clabber Girl Baking Powder are tenderizing agents that offset the binding ingredients - flour, egg whites, and milk solids. (Supply students with this recipe.)

### Easy as 1-2-3-4 Cake

**Ingredients:**

1 cup butter or margarine  
2 cups sugar  
3 cups cake flour  
3 tsp Clabber Girl Baking Powder  
1/2 tsp salt  
4 eggs  
1 cup milk  
1 tsp vanilla  
1/2 tsp almond extract

**Directions:**

Preheat oven to 350 degrees F. Grease and flour three 9-inch layer cake pans, or line with waxed paper. Cream butter. Gradually add sugar, creaming until light and fluffy. Beat 10 minutes on electric mixer, or longer by hand. Sift cake flour with Clabber Baking Powder and salt. Add eggs one at a time to creamed mixture, beating well after each addition. Add flour mixture alternately with milk and flavorings, beating after each addition until smooth.

Pour batter evenly into prepared cake pans. Bake at 350 degrees F for 25 to 30 minutes. Cool in pans 10 minutes. Remove from pans and finish cooling on racks. Frost as desired when cake is cool.

**Tip:** Lightly touch center of cake with fingertip or use a cake tester. If center of cake springs back, cake is done.

### Student Learning Steps

Review the conventional method of mixing cake batter. How ingredients are combined is as important as using quality ingredients and accurate measurements. All ingredients should be at room temperature for proper blending and incorporation of air.

Choose cake pans in a size specified by the recipe. If glass pans are used, remember to lower the oven temperature 25 degrees.

**Student lab day:**

Read the recipe carefully. Position oven racks for three cake pans, and preheat the oven. Prepare cake pans by greasing the bottoms only and lightly dusting with flour, or cut waxed paper to fit the bottom. Follow recipe instructions carefully. Arrange pans to allow heat to circulate freely around them. Never place cake pans directly above or below each other or have pans touching.

Lightly touch center of cake with fingertip or use cake tester. If center springs back, cake is done. The top should be evenly browned, with sides starting to pull away from the pan. Cool in pans 10 minutes. Remove from pans and finish cooling on racks. Frost as desired when cake is cool.

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# Writing New Website Content

## Baking 101

If you learn to bake, you'll find baking in your own kitchen can be an inexpensive hobby and will fill your home with wonderful smells. More and more, people are learning how to bake their own food to ensure the highest quality ingredients and freshest product available. You can learn to bake with some easy baking basics below. These baking fundamentals will help you to get started, but don't be afraid to try any of our recipes in the [Clabber Girl Recipe Box](#). We have them labeled for difficulty so you can learn to bake your way up to the highest levels.



### Tips for baking at home

1. Always use the precise amount of ingredient specified in a recipe.
2. Make sure your ingredients are as fresh as possible.
3. Don't crowd your oven with multiple pans.
4. Use the correct tools for the job.
5. Before you begin baking something, pull out all of your ingredients and tools.

### Baking Recipes for Beginners

Now that you have read these tips for baking at home, why not try a few recipes out? This selection will help you ease into learning how to bake and don't involve a whole lot of ingredients. Looking for more beginner level baking recipes? We have hundreds of recipes available with the level of difficulty noted on each!

- Pages should be a minimum of 300 words long
- Use section headers, bullets or numbered lists
- 1 keyword phrase should be 3.5% density
- 3-5 phrases should be at 1% density
- At least 1 image on each page, include alt text
- 1 hyperlink per every 100 words

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# Writing New Website Content

- Decide on a goal for content:
  - Increase Leads/Orders
  - Be Educational/Authoritative
  - Provide Resources
  - Raise Awareness
- Include clear calls to action
- Every page should have a form






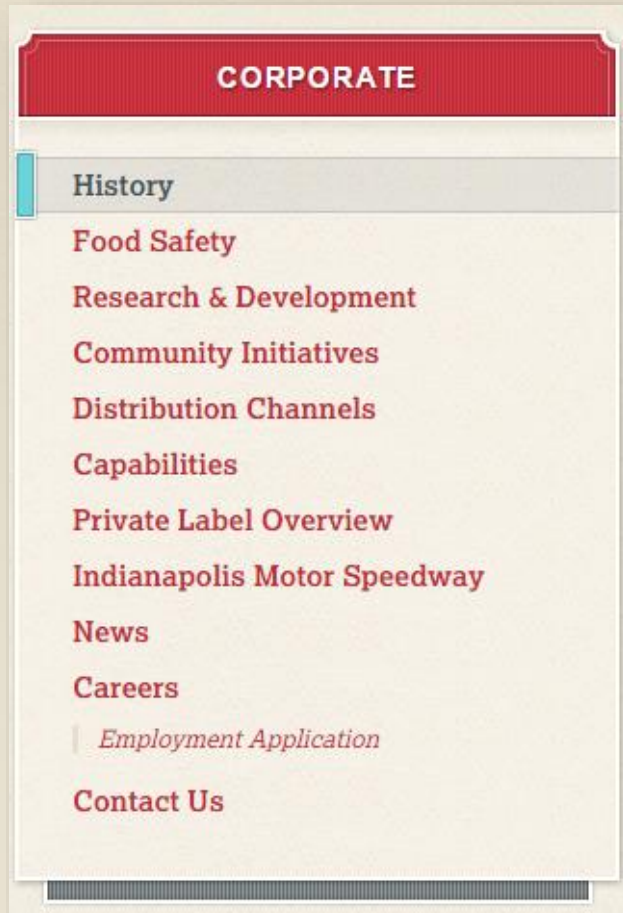
FOR EXAMPLE, IF YOU WANT THEM TO...	YOU MIGHT SAY SOMETHING LIKE...	
 Buy something	Buy Shop Find Order	See more like this Purchase Add to cart
 Sign up for something	Sign up Join now Subscribe	Become a member Discover the benefits of joining Take part
 Visit a landing page, view a video, or download something	Check out Check it out Discover Get Find Download Uncover	Explore Learn Read all about it Take a tour See it in action Watch now Want more?
 Meet with someone	Talk to us Ready to meet?	Request a meeting Get more information
 Visit your store	Come and see us Find a location near you Try it yourself	Visit us today Shop in person

Image via Business2Community.com

# Making a Website User Friendly



- Starts with the site map
- Side navigation
- Site search
- Compress images for decreased load time
- Familiar checkout process
- Reduce re-directs
- Custom 404 page

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# Designing a Website to be Visually Appealing

- Simple design
- Infinity bars
- Color blocking
- Large images
- Easy to read fonts



# Blogging Strategies

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# Starting a Blog



- Site traffic increases
- Frequent updates
- Important inbound links
- Opportunities for social media
- Expertise established
- Long tail search queries






# Blog Components

- Search box
- Recent posts
- Categories
- Archives
- Author profiles

Bio   Recent Posts










### About Amy

I grew up baking in my mom's kitchen every year around the holidays. When I got my own kitchen, I really fell in love with baking all my own fresh breads, rolls, cookies, pies and cupcakes. I've been working at Clabber Girl since 2014, and love exploring our recipe database for new baking challenges.

[Google +](#) | [Twitter](#) | [Facebook](#)

# Blog Topics

**CLABBER GIRL** Guide to Different Types of Flour 

Flour	% Protein	Best Use	Benefits
All-purpose flour	9-12%	 <ul style="list-style-type: none"><li>• As the name suggest, all-purpose.</li></ul>	Holds structure.
Whole wheat flour	12-14%	 <ul style="list-style-type: none"><li>• breads</li><li>• pizza dough</li><li>• flatbreads</li></ul>	Results in denser baked goods.
Bread flour	12-13%	 <ul style="list-style-type: none"><li>• yeast-based breads</li></ul>	Creates more gluten and holds structure in yeast-based breads.
Pastry flour	7-9%	 <ul style="list-style-type: none"><li>• biscuits</li><li>• pie crust</li><li>• scones</li><li>• muffins</li></ul>	Creates a light and airy texture.
Cake flour	5-9%	 <ul style="list-style-type: none"><li>• cakes</li><li>• muffins</li></ul>	Produces a soft, even crumb.
Self-rising flour	9-11%	 <ul style="list-style-type: none"><li>• biscuits</li><li>• quick breads</li></ul>	Baking powder and salt already added to the flour.

- Graphics of information called “infographics”
- Step by step recipes
- How-to videos
- Interviews with bakeries
- Holiday celebrations



# Developing a Blogger Network

- Establish contacts
- Identify good candidates
- Come up with care package
- Write a personal letter



# Initial Results



# Post-Launch Results

## **Pre-Launch June 1 – December 31, 2014**

- Visitors: 139,259
- Pages viewed: 2.4
- Time on site: 1 min 34 sec
- Bounce rate: 68%

## **Post-Launch June 1 – December 31, 2015**

- Visitors: over 82,705
- Pages viewed: over 2.7
- Time on site: 1 min 58 sec
- Bounce rate: 54%



# The 4 Questions

- What worked?
- What didn't work?
- What would we do differently?
- What have we learned?



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# The End

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