



Blogathon '13

“Don't focus on having a great blog. Focus on producing a blog that's great for your readers.

- Brian Clark (Founder, CopyBlogger)

About the workshop

Blogathon is a two-day workshop covering modern Wordpress blogging techniques and hacks to help you start-up your own structured blog and a new career.

Why are we organizing this workshop?

Many bloggers get started with high hopes for getting rid of their full-time jobs and earning a living from their blogs. While it's certainly possible, a very small percentage of bloggers get to this point. For those who have been able to achieve pro blogger status, consistency and long-term focus is the key. A pro blogger didn't reach that status by giving up when there were a few months of slow growth or because they got tired of the pressure to always be producing new content.

Blogathon is India's first initiative to bring the team of expert bloggers and the starters on a single platform to train and produce the best blogs out of our homeland.

A golden pot for all

Down the line 5 years as of now, Indian entrepreneurship is well on its path of global domination and holds the promise to aid the national economy in terms of providing employment and bringing about development in rural areas. The changed and charged environment of entrepreneurship in the country motivates many brilliant young people to opt away from fat salaries in MNCs and work in their own ventures.

Aligning towards the spontaneous growth of startup industry, we are bringing a whole new experience of blogging hackathon – a workshop for those who want to accelerate their career in the blogging scenario.

Is this workshop for me?

Rather than listing down a set of compatibility factors on why you should attend **Blogathon**, here are few good reasons to attend the workshop:

- From grabbing the best layout for your online startup to setting up your blog, learn the basics of Wordpress blogging from the experts (**who know the industry**).
- Insights on custom designing and CSS Hacks
- Designing and customization of Wordpress themes for your blogs.
- Learn step-by-step procedures on dominating Search Engine rankings for your blogs.
- Science of using right Plug-ins and beyond
- Know the top advertisers and learn the secrets of monetization to start instant passive income.
- And much more...

You'll probably find not just Wordpress lovers but also web geeks passionate about everything surrounding the web. This is a great opportunity to meet new people and perhaps even, who knows, find that co-founder or build your own team you're looking for.

For more details



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