



# Media Mashup 2011: Using a Variety of the Latest Media to Enhance Your Site

PART 1

Looks DO Matter

by Janice Croze

[www.5minutesformom.com](http://www.5minutesformom.com)

[@5minutesformom](https://twitter.com/5minutesformom)

*“Looks DO Matter”* - making your blog look professional and appealing with basic design concepts, photography, images and art.



It is what separates the amateurs from the professionals.

It is what draws readers in and coaxes them to stay.

It is what will allow your blog to grow...



It doesn't have to be perfect to be beautiful.™

MEET THE NESTER BEST OF THE NEST ARCHIVES

23500 readers  
BY FEEDBURNER

## Inexpensive Wall Art

10:04 AM BYNESTER



I finally came up with a solution for this wall in our bedroom.

.....

GIVE- **bird watching**  
 ALWAYS **seasonal**  
*sisters* NESTING  
*window mistreatments*  
 budget living **QUICKIES**  
*hate me* IDHTBPTBB  
 PHILOSOPHY

.....





WELCOME

My name is Gabrielle Blair. I'm a designer and mother of six (our new addition was born last May). We are spending a year abroad in France. I post on where design and motherhood intersect.

Like what you see? Fantastic. Subscribe to my [RSS Feed](#). Like me on [Facebook](#). Follow me on [Twitter](#). See my photos on [Flickr](#).

SPONSORS



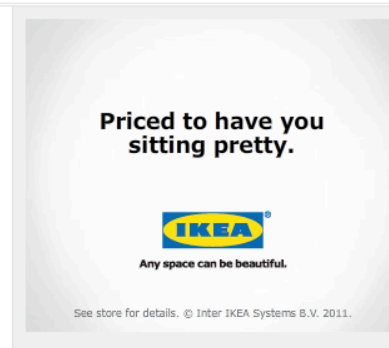
Dye Baths

APRIL 5, 2010



I love sitting at my desk at the beginning of a new week. Answering email. Making notes about possible blog content. It feels especially good after a holiday weekend. I like getting back into a familiar rhythm. And I like knowing there isn't another major holiday/event at our house until this baby's arrival. How about you? How was your weekend? Too short or too long? Anything particularly lovely happen?

My favorite part was dyeing eggs. It happened on Saturday afternoon. We did 3 dozen eggs total, but I reserved a dozen just for me. Because that's how Design Mom rolls. I tried mixing dye baths in glass containers ([a la NotMartha](#)) and I was in love with how they looked. Gorgeous, right?



LOOKING FOR SOMETHING?

To search, type and hit enter

IN THE NEWS



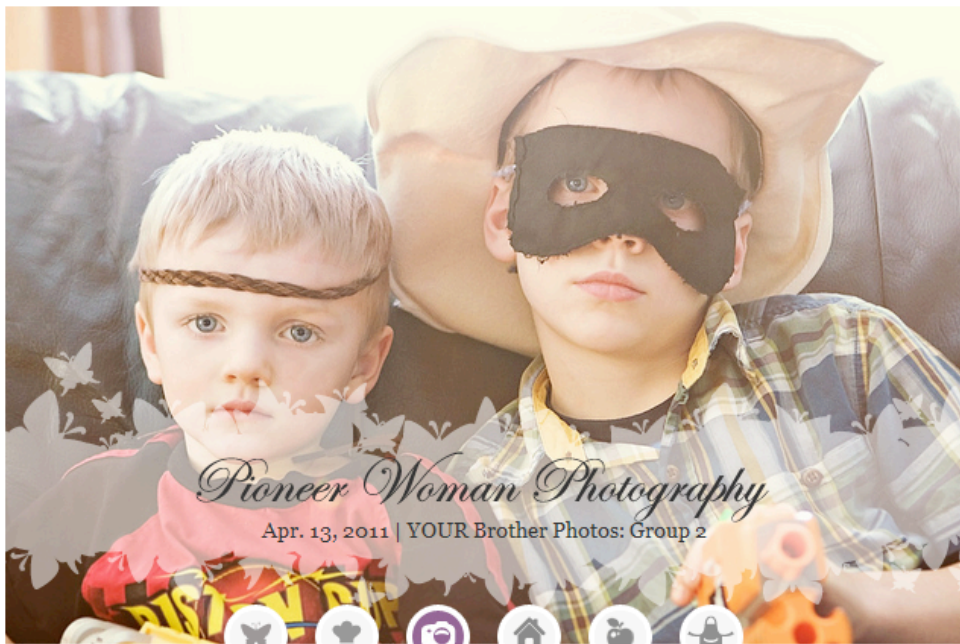
Wow! Time Magazine named Design Mom a [Top Website of 2010](#). I'm blushing! See the [writeup about Design Mom here](#). And see the [full list here](#). You can find more press links, interviews and articles [here](#).

ARCHIVES

Select Month

WELCOME SPRING!





*Pioneer Woman Photography*

Apr. 13, 2011 | YOUR Brother Photos: Group 2



Recently on ThePioneerWoman.com



**YOUR Brother Photos: Group 1**

Apr. 11, 2011 in Photography  
Here's Group 1 of your Brother photos! This might be...



**My Nephew's Caregiver**

Apr. 11, 2011 in Confessions  
Yesterday was my sister-in-law Missy's birthday, so I leaned over...

**New PW Photography Assignment: Brothers!**  
Apr. 11, 2011 in Photography

**Vegetable Lasagna**  
Apr. 11, 2011 in Cooking

**When Sparrows Fall**  
Apr. 11, 2011 in Homeschooling

**Smartyants Answers and Winners**  
Apr. 10, 2011 in Homeschooling



*My Name is Ree*

I'm a desperate housewife. I live in the country. I channel Lucille Ball, Helen Reddy, and Ethel Merman. Welcome to my frontier!



Homemade Doughnuts



Light, fluffy, and perfect homemade glazed doughnuts. Try them! You'll absolutely love them.

[Read](#)

My Brother's Chicken Tacos



You only have seconds to impress when you walk into a job interview; you have even less time when someone opens your website.

If you don't instantly communicate to your readers that you know what you are doing they'll will benefit them if they stay, they will click away.



Readers who do linger and give you a chance are quickly *forming impressions and feelings* about you and your site. They are deciding *whether or not they will come back.*

Now, for an example of  
what NOT to do...



Home | News | About Me | Colour Coding | Body & Style Assessment | Wardrobe Planning  
Personal Shopping | Presentations & Workshops | Price List | Resources

**Why look good when you can look great!**

#### WHAT IMAGE IS



Looking good and successful is important to people throughout the world!

Image is the beliefs that we have about someone or something. It may be the impressions we form when meeting someone new, or it may be an individual's or company's reputation that has developed over time.

#### YOUR IMAGE SPEAKS VOLUMES ABOUT WHO YOU ARE!



Statistics show that you have about 30 seconds to make a **FIRST IMPRESSION** which is based on:

#### First Impression



**Genie Weber-Coetzee**

**Image Consultant  
Personal Stylist**

Tel:  082 862 6655 

Fax: 086 529 0879

Cape Town

email:

# The BRUTAL part here, is this woman is an IMAGE CONSULTANT!!!



Home | News | About Me | Colour Coding | Body & Style Assessment | Wardrobe Planning  
Personal Shopping | Presentations & Workshops | Price List | Resources

**Why look good when you can look great!**

## WHAT IMAGE IS



Looking good and successful is important to people throughout the world!

Image is the beliefs that we have about someone or something. It may be the impressions we form when meeting someone new, or it may be an individual's

## First Impression



**Genie Weber-Coetzee**

**Image Consultant  
Personal Stylist**

There are some blogging design sins that are holding many bloggers back.

Many of the common blogger mistakes fall into two major categories:

## **Bad Design**

- Distracting, dated, or just plain, bad backgrounds, designs and themes
- Bad headers – a lack of design, poor design, over-used stock images
- Lack of white space and too much going on
- Too many buttons or badges in sidebars

## **Bad Use of Images**

- Images, banners or badges that are incorrectly sized
- Images not aligned, centered or formatted properly
- Poorly shot photos
- Untouched photos
- No photos at all!

But the good news is:

***You don't need to be an expert to look like an expert.***

ALL of these problems can be corrected.

*Let's get into the details of how to fix the problems.*

# DESIGN

Have a professional header designed

- Headers can be affordable!
- Ask for referrals
- [fiverr.com](https://www.fiverr.com), [tenbux.com](https://www.tenbux.com), [twentyville.com](https://www.twentyville.com),  
[fittytown.com](https://www.fittytown.com), [hundoville.com](https://www.hundoville.com)
- [99designs.com](https://www.99designs.com)



# Sweet Greens

your Earth friendly guide to all things green

HOME ABOUT PRESS FAQs SPONSORS GUEST GREENIES GIVEAWAYS ASK SWEET GREENS SUBSCRIBE NEWSLETTER ADVERTISE SHOP



Hello. My name is Jennie Lyon. I am a green lifestyle writer and mother of one little boy in Palm Beach, Florida. I post on simple, fun ways for families to go green together - starting with my own. I am also the green lifestyle writer for Cascadian Farm and Inhabitots.



WANT MORE SWEET GREENS?

Subscribe to my [RSS Feed](#).  
Find me on [Facebook](#).  
Follow me on [Twitter](#).  
Get Sweet Greens [Goodies](#).  
Check out my Eco photos on [Flickr](#).

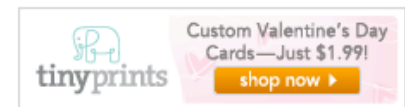
TUESDAY, APRIL 12, 2011

## Photos in Motion



Have you seen the animated work from New York photographer Jamie Beck of [From Me to You](#)? I just saw them over at [Honestly WTF](#) and they made me smile -- I think the taxi is my fave, although the bicycle is so springy. Which is your fave?

### MY LOVELY SPONSORS



[Sustainable New Homes](#)  
[Biodegradable Pet Waste Bags](#)  
[More than just a day care?](#)  
[Looking for a Virtual Assistant?](#)

### IN THE NEWS





# the imperfect home

simple solutions one day at a time

HOME KRISTIN LINDSTROM SUBSCRIBE PERFECT READS

## Blogroll

5 Minutes for Mom  
Apartment Therapy  
Chez Larsson  
Decor8  
Do It Delicious  
Freshome  
Mommyfriend  
NAPO – NE Blog  
The Jewel Box Home  
The Nutter Sisters  
The Pixel Boutique  
Waterstone – the blog  
Whole Living

## Archives

Select Month

Search for:

Search

## Linens & Things



## Organize-IT



## Organizing Art Supplies

By Kristin · Comments (2)

Apr 10

Organizing your kids art supplies can be a great challenge because it is one of those things that multiplies while you're not looking. Grandma brings over a new box of crayons every time she visits and it seems like the best option when they're begging for a toy at Target.

No surprise here, but the key to keeping the supplies organized is to limit them. Weed through what you have and if there appears to be an abundance of markers, crayons or paints then put some of them away in a tote until you need to replenish.

Another idea is to make a small portable kit that they can bring outside for crafts or in the car on long rides.

Keep their options to a minimum and make certain that everything has a defined home so that it is easy for the kids to put away.

Now for some eye candy so that you can think about how to contain your budding Picasso's art supplies.

This is adorable but also a great use for your old soup cans.



Source: [hgtv.com](#) via [Pinterest](#)

Very clever option on a lazy susan.

## connect



## Grab My Button



```
<br><a href="http://imperfecthome.com/"><img src="http://imperfec
```

## Categories

Select Category

## Tags

amazon bag bed bed storage birthday car Closet Clutter.com containerstore container store Creative Everyone full disclosure fun gift Happy holder home hook house idea kitchen Let look Motivation office Organizer Organizing Paper

# DESIGN

If you want to build an empire, OWN the empire!

- Buy your Domain – [GoDaddy.com](http://GoDaddy.com)
- Leave Blogger... We suggest self hosted Wordpress (NOT wordpress.com)
- [LiquidWeb](http://LiquidWeb.com) is awesome – but for dedicated servers
- We suggest [iPage.com](http://iPage.com) or [FatCow.com](http://FatCow.com) -- simple set up of Wordpress in a couple of clicks

# DESIGN

Use a quality THEME – not a free one!

- **Woothemes**

- **Studiopress** - part of Copyblogger Media and used by Chris Brogan, ProBlogger, Copyblogger and more

- **Thesis** - needs knowledge of design but is very design-friendly. There are some excellent ready-made Thesis skins at [kolakube.com/skins](http://kolakube.com/skins)

- **Headway** - similar to Thesis and the 5m4m sister sites use this

# DESIGN

How does your site make you FEEL?

- Embrace white space – less is best
- Only use essential badges and banners
- Consider putting small ads in a 2x2 or 3x2 or 3x3 box to provide polish and order
- Avoid clutter!



cannelle et vanille

food, life & photography

[about](#) [my book](#) [licensing](#) [portfolio](#) [recipes](#) [links](#) [press](#)

4.11.2011

### Spring & Its Tutti Frutti Crumble

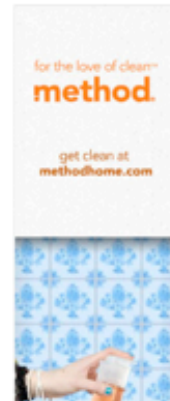


[Follow Me on Twitter](#)

[Follow Me on Flickr](#)

SUBSCRIBE

[RSS](#) [Email](#)



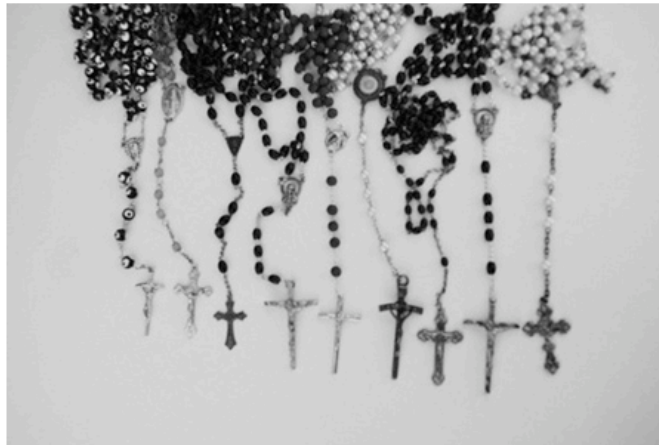


# the RunaMuck

a journal by Amber Haines

## A Letter To My Freshman Roommate's Catholic Mother

by AMBER on APRIL 11, 2011  
in CHURCH, DEEPER STORY



To My Freshman Roommate's Catholic Mother:

You taught me how to do my cat-eyes back then. The thick liquid liner, black. My eyes, green and sultry. You had to have known how hard we partied, and I knew you prayed for us, however it is you prayed. You were Catholic, did it all funny, unbelievably to me. I wasn't living right, but I certainly wasn't Catholic.

[...Continue reading at Deeper Story.](#)

## Posts to your inbox

Enter your email address:

Subscribe

Delivered by [FeedBurner](#)

# a deeper story

Tales of Christ and Culture

[home](#) [about us](#) [contact us](#) [the storytellers](#) [we recommend](#)

## Leading People Away From Grace

by SARAH on APRIL 13, 2011



**"It's within your right to divorce her," the pastor counsels the husband. "In the Bible God allows for divorce for infidelity."**

He shifts on the stool at the counter and hangs his head in his hands. The pain of betrayal is almost too big to bear alone. He is still weeping tonight like he has been doing all afternoon. He has found himself in the kitchen of his senior pastor, not knowing where else to go.

His little girl plays in the living room with the pastor's wife and some make-shift toys in a house that hasn't seen little hands in 20 years. Some Tupperware, a few plastic spoons and cups. She bangs them all together, completely unaware of what is happening to her family.

**The husband cannot fathom his tiny family being split. He also can't fathom sharing a bed with his wife ever again.**

"So what are you going to do?" The pastor asks.

He seems to imply that no one will think worse of you if you leave her. No one will question you if the

## socialize



## authors





# IMAGES

Make sure your images *look good*

- Ensure you have images aligned or centered appropriately
- Sometimes a border adds polish to an image
- Resize your images to fit your site
  - [Wylio.com](http://Wylio.com) - resizes Flickr images

# i heart this blog



## Tasty Tuesday

April 12, 2011 - food & drink.



1 combine whole wheat flour, sugar, baking powder, cinnamon, & salt in a large bowl.



2 add butter to dry ingredients.

### About Me

I heart 'I heart', and I heart this blog. More...

### Contact Me

natalie@iheartthisblog.com

### Find Me

twitter  
bloglovin'  
chictopia  
independent fashion  
bloggers

### CURRENT GIVEAWAY

Cupcake Cherry Quartz  
Earrings

### Sponsors



# IMAGES

## Photography Tips

- Rule of Thirds
- Get in close
- Change your angle
- Study good photographers and sites
- Consider a DSLR – but even an iPhone can work...
- Lenses! Your lens can change everything!

shutter  
sisters

★click



Shutter Sisters Book  
Now Available!

**EXPRESSIVE  
PHOTOGRAPHY**  
The Shutter Sisters  
Discover the Art of  
Creative Photography

click to buy!

**camp**  
shutter sisters

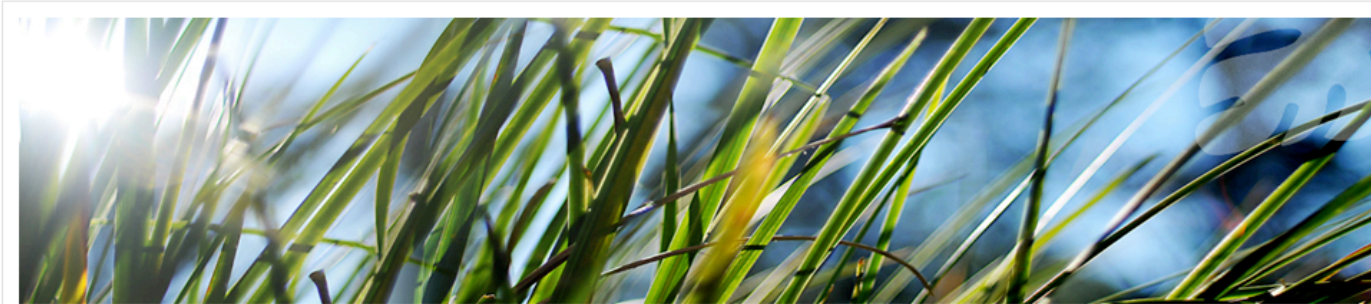
take  
the  
sisters  
survey

refresh



explore

# CHOOKOOLONKS KAREN WALROND



## THE BLOG



### The Beauty Of Different Podcast, Episode #4: Photographing Kids, Featuring Cameron Rafati

Welcome to Episode #4 of The Beauty of Different podcast! This week we focused on photographing children, with help from my long-suffering-but-generally-game daughter, Alex. Today's photoshoot is inspired by the amazing work of Cameron Rafati, specifically his song "Battles," a beautiful, summery song with a slightly bossa nova beat. So click on the triangle below to listen to the podcast, and scroll through the photographs while you listen to Cameron's song. And if you'd like to buy Cameron's music (as I suspect you will, once ...

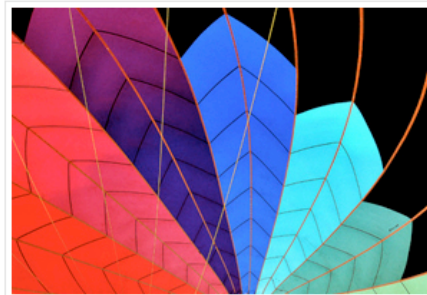
[Continue reading →](#)

## THE PROJECTS



### The Motherhood Project

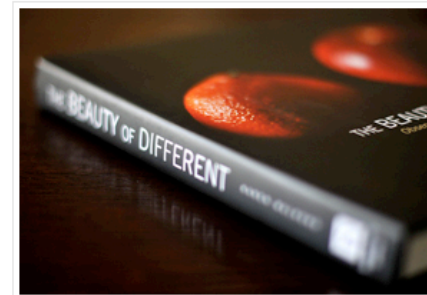
*In cooperation with Procter & Gamble.*



### Up, Up And Away

*In cooperation with Nikon.*

## THE BOOK



## THE TWEETS



**Karen Walrond**  
[@Chookooloonks](#)

The inimitable [@AnissaMayhew](#).  
<http://post.ly/1u0oY>  
about 2 hours ago



## 5 Tips for Photographing Older Newborns

APRIL 8, 2011

in PHOTOGRAPHY TIPS, TUTORIALS



Written By: [Kara Wahlgren](#)

retweet

Fourteen days...if you photograph newborns, you know that's the magic number. You've probably memorized the mantra: "Newborns are best captured within the first 14 days of life. Please call as soon as your [baby](#) arrives."

Still, you may occasionally find yourself photographing a baby after the ideal two-week time frame. Life happens, babies are unpredictable, and those first few weeks disappear in a flurry of doctor visits, family flocking in from out of town, sleepless nights, and the crazy adjustment to life with a newborn. It's not surprising that photography sometimes gets lost in the shuffle.

Get free daily updates!

enter your email



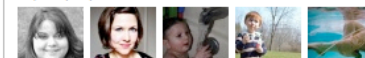
POPULAR GUEST JUDGE PHOTO CHALLENGES

- Photography Tutorials
- Tutorial - Meet Your New DSLR Camera
- Challenge Winners | Hearts
- 7 Tips for a Newborn Photography Session Gone Wrong
- Pondering Lightroom vs. Photoshop
- How It Works

I Heart Faces on Facebook

Like

24,873 people like I Heart Faces.



Facebook social plugin

# IMAGES

## Editing Tools

- Picnik, Photoshop Elements
- Lightroom
- Actions, Presets, Filters, and Textures
- Apps – Instagram, Camera Bag, Hipstamatic
- Animoto
- Pro Show Web



Search

[My Account](#) | [My Wish List](#) | [My Cart](#) | [Checkout](#) | [Log In](#)



# Welcome

MCP Actions helps professional and hobbyist photographers improve their photography. Our innovative Photoshop actions make photo editing and retouching quick and easy. MCP Actions provides interactive online training classes, workshops, and free Photoshop video tutorials. See how we can help your photography stand out while saving you time.

## Actions

[shop actions ▸](#)

Our professional Photoshop actions make editing and retouching your digital photography simple and flexible. Download our free Photoshop actions today!

## Training

[learn more ▸](#)

Improve your photo retouching and editing skills with our Photoshop training and video tutorials. Individual and group live online workshops are available.

## Blog

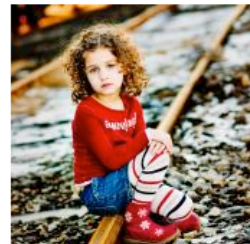
[visit the blog ▸](#)

Get the latest Photoshop tutorials, step-by-step before and after blueprints, enter contests, and read about current trends and photography discussions.

### Best Sellers



MCP Fusion Photoshop Actions



All in the Details Photoshop Actions



Incredible Retouching: Photoshop Actions Package



Rounded Blog It Boards (Set 1 & 2): PS Actions Package



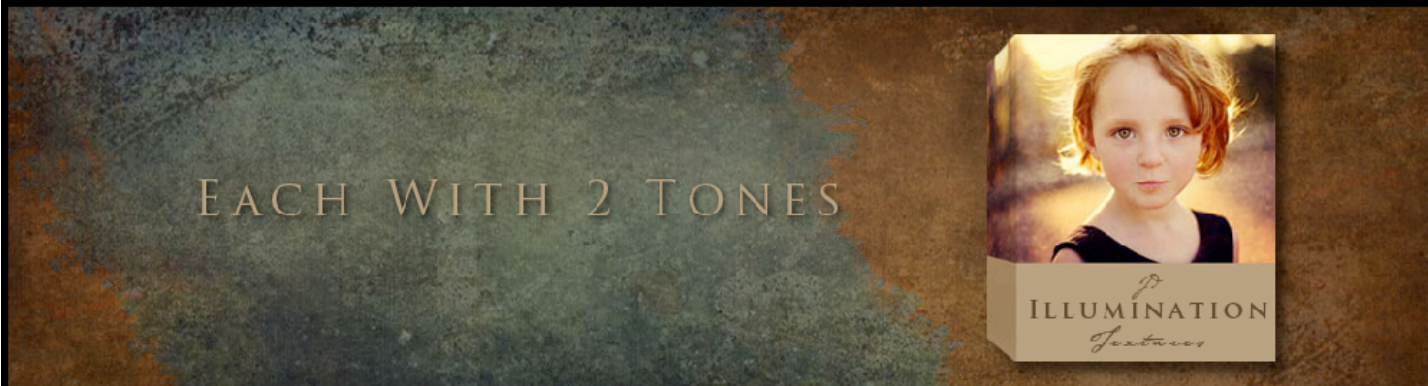
Bag of Tricks Photoshop Actions




J  
JESSICA DROSSIN  
*Textures*

[Home](#) | [Texture Shop](#) | [Video Tutorials](#) | [Tech Support](#) | [Freebies](#) | [Facebook Group](#) | [Let's Connect](#) | [Featured Artists](#) | [Recommended Resources](#)

### Introducing JD Illumination Textures (aka My New Baby)



 ADD TO CART

JD Illumination Textures are different from my other packs in a couple of ways. While there are 25 unique, high resolution textures as in Texture Packs 1-4, Illuminations also offer a second take on each texture by having it available in both warm and cool tones\* for a total of 50 textures.

These textures are available at an introductory price of \$30 USD. (The price changes to \$35 May 1, 2011).

Most textures in the JD Illumination Texture pack were created with new texture users in mind -- I created simpler, less contrasty interiors and easy-to-integrate tones. Seasoned texture users will enjoy them because they pop color and contrast but are simple enough to use that they don't take a lot of time to tweak. These textures will work well for softer subject matter - boudoir, newborn and families.

To see 1/2 of the textures (I picked some warm versions - some cool versions) please click [here](#)

10% OFF MEMBERSHIPS FOR  
JD TEXTURE FANS!



B3740 - Valid until May 31,  
2011

JESSICA DROSSIN TEXTURE  
PACKS ONE, TWO, THREE  
AND FOUR (NOT JD  
ILLUMINATION TEXTURES)

PURCHASE JDT PACK 1 -  
\$25 USD







## Animoto combined with Video

# IMAGES

## Editing Tricks

- Cropping – remember the rule of thirds
- Exposure/Levels/Brightness – this depends on your program, but with all of them, you can add more light to your photo
- Blacks/Levels/Contrast – again depends on program, but you are adding contrast and making your images pop
- Saturation/Vibrance – not always necessary, but makes colors richer
- Transform your photos – Lightroom, PS, etc. either manually or with Actions, Presets, Filters and Textures



[www.onewillowboutique.com](http://www.onewillowboutique.com)

# IMAGES

Always include Images with your posts

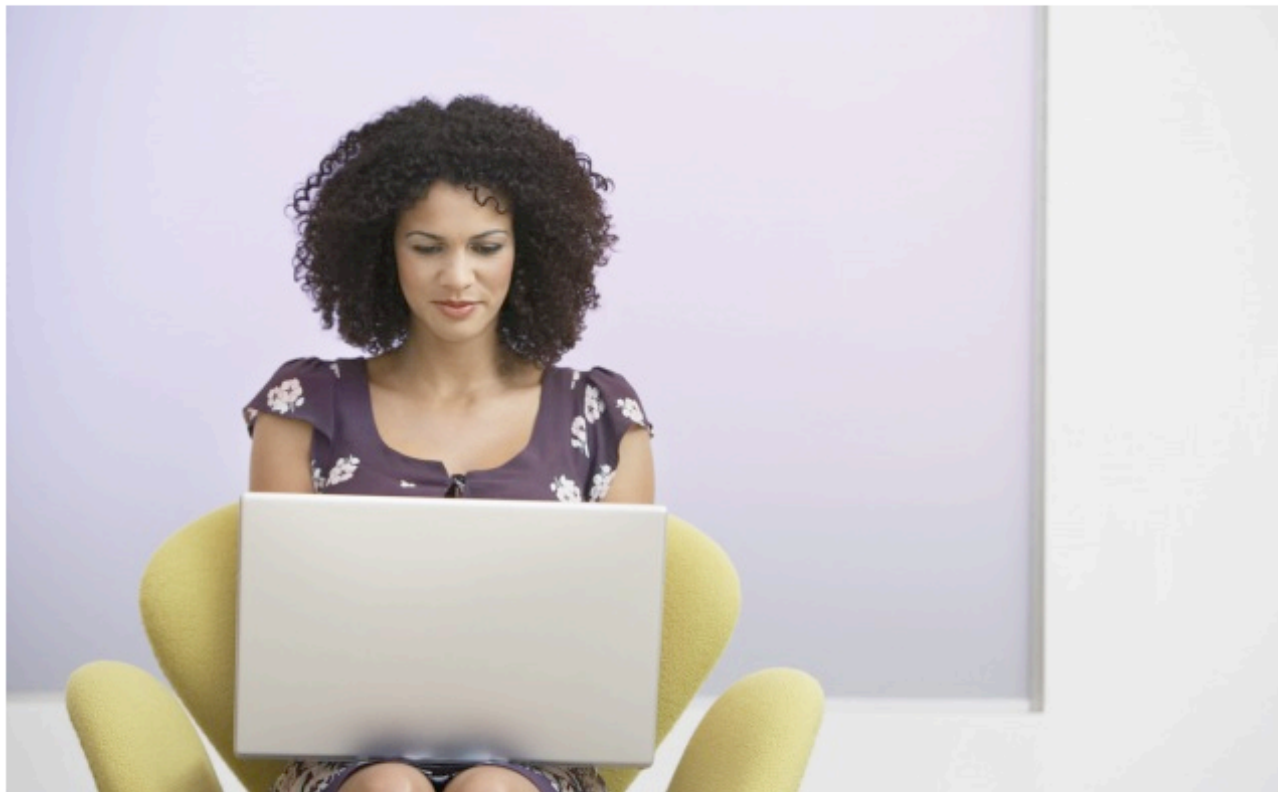
- Don't have a photo? Grab your smart phone and use an app to trick it out!
- Don't limit yourself to just your own images
- Clip art can sometimes have good images or illustrations
- Use screenshots – [Snagit](#), [Jing](#), [Camtasia](#)
- Google Images
  - Check usage rights on advanced search
- Purchase or use free stock images
  - [iStockPhoto](#), [Stock.XCHNG](#), [fotolia](#)
- Flickr
  - Creative Commons License – credit and link!

# Jennifer James ONLINE

[ABOUT](#) [WRITING](#) [MY CALENDAR](#) [MY SITES + BLOGS](#) [PRESS](#) [WORK WITH ME](#) [CONTACT ME](#) [DISCLOSURE](#) [FREE E-BOOK](#) [ABOUT.ME](#)

## MOM BLOGGERS: IT'S ALL ABOUT THE BIG PICTURE

Posted by *Jennifer James* on November 8, 2010 · [37 Comments](#)



AS SEEN ON



CONNECT WITH ME!



EMAIL SUBSCRIPTION

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Sign me up!



Search

Jump to



by Gigi Ross - Business Columnist

April 7, 2011

Filed under:

Like 2 people like this. Be the first of your friends.

### Mommy Bloggers and Money: A Tangled Web



How do mom bloggers make money?

How much do they make?

Get She Posts news sent to your inbox:

Your email address

Sign up!



ShePosts on Facebook

Like You like



More subscription options »

SHARE YOUR TIPS WITH OUR READERS

Find great sitters and nannies near you

Mom-Reviewed Profiles



care.com

Search Now







Tue, Sep 14 2010 | Published in [About Blogging](#), [Featured](#), [Mom Blogs](#), [Moms Online](#), [Resources for Blogging](#), [Social Media](#), [Useful Blogs](#), [Work At Home](#) 49 Comments

## When and What Should a Blogger Charge for Their Services?

By: *Janice*

✓ Like Susan Carraretto, Rachel Matthews and 36 others like this.

93 tweets

retweet

Perhaps the hottest topic in the blogosphere the last couple years — bloggers and compensation.



Experienced bloggers are powerful influencers, rich with talents and social media knowledge. We are extremely valuable to companies, helping them share their message, build relationships and trust with consumers, and navigate the waters of New Media.

Many of us work full time in the social media space and, as professional bloggers, need to be compensated for our time.

### OUR MISSION



5 Minutes for YOU to read, relax and connect with other moms online. We're here to inspire, encourage & empower you.

- Susan and Janice

### CONNECT WITH US



Twitter



Facebook



Newsletter



RSS

5 Minutes for Mom.com™

Ultimate 2011



# 5 Minutes for Mom.com

bringing *MOMS* together

Powerpoint available at:

[www.5minutesformom.com/mom20](http://www.5minutesformom.com/mom20)

Please note: Download contains affiliate links