



with AT&T. His first Unix machine was a Sun 3/60 running SunOS. It was quickly replaced with a PC running first Coherent, and later Red Hat 4.0.

Robertson has held a number of interesting jobs involving computers, first in hardware, and then in network applications, and finally in software. Robertson's software-development credits include web applications based on the LAMP platform since 1997.

He has also founded two companies, and he was editor of the Digital Music blog (<http://digitalmusic.weblogsinc.com/>) until it closed, early in 2007.

At present, Robertson is a full-time blogger, which is a very mobile job for him. He's blogged from Halifax (Nova Scotia), Nashville, Atlanta (his current home), and points between.

## **If You Build It, They Will Come**

Robertson says his most rewarding activities have been advocacy work for first open source software, and later, the Creative Commons family of licenses.

"Sometimes," he notes, "those two things collide, such as the period in which I was program director of Freematrix Radio, a now defunct online radio station that ran entirely upon open source software and broadcast entirely Creative Commons-licensed programming."

### **What is your background, leading up to blogging?**

I was a systems administrator for a long time. I worked in computer support and such, and always had a deep interest in music. I've done some mild production work for small bands, but I eventually got into software development. I was a big open source advocate and user, and I guess those things, all taken together, led me into blogging. It was sort of a natural progression. I've always been into writing, and writing on things I'm passionate about. I would have loved to have been a fiction writer, but nonfiction writing started to appeal to me, and then became more and more a part of my life. Blogging sort of followed.

### **You were formerly the lead for Weblogs, Inc.'s Digital Music Weblog, but it has been retired. Were you with it from the beginning?**

Not from the beginning. Brad Hill was the first blogger there. I started writing for The Digital Music Weblog in April 2006, so I was there for the better part

of a year, since the blog closed in [February] 2007. [The Digital Music Weblog is still online as a searchable archive at <http://digitalmusic.weblogsinc.com/>.]

### **What kind of blogging did you do before that?**

My first real serious blog was a political humor blog that was mostly photos and funny captions, during the 2004 election. It was a whole lot of fun! I posted three or four news photos a day, with captions that were sort of over the top—really out there. That was a fun project to do.

After that I started getting into music blogging a bit, and in January of 2006—it was actually before that, but January was the start date—I started a project called Creative Commons 365 [[www.indieish.com](http://www.indieish.com)]. It was a music blog, but with a different philosophy. We only posted material that was licensed under the Creative Commons, and freely available to download, keep, and share. We did one song a day, and tried not to repeat artists through the entire year. We did a fairly good job of that. I think we missed a couple of days here and there throughout the year, but we did a fairly solid job of it.

### **Did you have ads with the Creative Commons 365 blog?**

Just Google ads. It wasn't really a for-profit kind of deal—it was more of an activism, Creative Commons promotion sort of thing. It was a fun project. We got a little bit of coverage from BoingBoing.net and from the official Creative Commons blog, and a lot of support from people with the Creative Commons Foundation. It was pretty heartening to see that there was that much support behind the Creative Commons. I had been doing some stuff for Creative Commons music previous to that, and I really wanted a project that would allow me take it to a wider audience—so that was why I originally started that blog.

*“If you are publishing solid content and have a reasonable level of traffic, then content will spread and that will draw in a lot of viewers.”*

### **How did you hook up with Weblogs, Inc. and The Digital Music Weblog?**

My blog had pretty wide critical acclaim. I think that's how Brad found me originally. He contacted me in March of 2006. He had been following my

Creative Commons blog and asked me if I would write for The Digital Music Weblog.

### **How many bloggers do you have working with you?**

At Download Squad we have, I believe, 18 currently. We're always looking for new people. It's a lot of fun, and we have a really good group going.

### **Is this your full-time job, or do you have other work?**

Since I'm currently in the middle of my move [from Nova Scotia to Georgia], blogging is my full-time thing. It may not always be that way, but it has served me really well as a full-time [job] while I was living in Canada.

### **Do you make any special efforts to get traffic, or does that just happen?**

I think content drives traffic. Most of my effort to drive traffic is put into creating good content. It's sort of a field of dreams: "If you build it, they will come." If you are publishing solid content and have a reasonable level of traffic, then content will spread and that will draw in a lot of viewers.

### **How do you feel about SEO (search engine optimization) and PayPerPost (PPP)?**

There certainly is something to be said for honest search engine optimization—types of things. Tagging, for example, and deeper linking within your own blog are good healthy search engine optimization techniques. When you get into the black hat SEO—paying services to spread your links, get you in links, and that sort of thing—that gets into a very dark ethical place. I'm definitely not a fan of what I would consider black hat SEO, but I think there is certainly something to be learned from the SEO community. There are healthy and ethical techniques to take away from that.

As far as PayPerPost goes, again it's a very dark ethical area. Blogging is really supposed to be about your own perspective, and once you enter into any sort of contract with any commercial entity to write about their products, that takes away from the honesty of conversation.

At Weblogs, Inc., we have a very strict policy where we don't accept anything for free—absolutely nothing. If we are given anything from any company, we give it away to our readers. And we do absolutely zero pay-per posts.

**That echoes what a majority of bloggers interviewed here say. Speaking of other bloggers, do you get much chance to look at other blogs, competing or not?**

Oh, I'm constantly reading other blogs. I would estimate I have somewhere in the neighborhood of 200 to 250 RSS feeds. I think reading other blogs should be a requirement. You really have to stay in the conversation, because it is a constantly evolving conversation.

**Do you pause to make comments on other blogs?**

I am not a big commenter. I do comment on other blogs occasionally, but only when I have something absolutely pointed or poignant to say, or something really drives me. I'm not a constant commenter like some people are.

**How much time do you spend on blogging and management duties?**

Day to day it varies. I would say in any given week, probably somewhere in the neighborhood of 35 to 50 hours reading, writing, and managing other writers, editing, and all of that.

**What is rewarding about blogging for you?**

There's a lot really. I find it gratifying to hit a chord that resonates with people and put something out, to write something that has legs—I guess that's the best way to put it. I've had many of those moments over the last two years or so. It never ceases to amaze me how, if you put it down and get the right message—saying what everyone else is thinking—so that stories end up having life, it never fails to amaze me, and that is really gratifying.

I'm a big numbers person. I'm constantly watching traffic and trying things to improve traffic or making plans to improve traffic. That's sort of a game for me, just day to day—a “beat this goal, beat this goal” kind of thing. When you hit those goals, it's always very gratifying.

*“You really have to stay in the conversation, because it is a constantly evolving conversation.”*

In the community of bloggers, I find that I really do enjoy a lot of the relationships that I've forged with other bloggers and other people in different walks of life. A good example of that would be Ray Ackerman. He writes Recording Industry vs. The People [<http://recordingindustryvspeople.blogspot.com>], which is a great blog. Ray is a lawyer, and he's very terse—his explanations are typically not what the average reader will understand. I forged a really great relationship with him in reading his blog, and sort of interpreting the legalese and writing it in ways that appeal to a wider audience. Ray and I have gotten to be fairly good friends over time. This is a relationship that would not exist without blogging. That's a really important thing.

**There's sort of a low-level cooperation among blogs with similar themes, isn't there? I've been told that staying in touch with competing bloggers is like joining a community.**

There certainly is that aspect to it. It's sort of a big extended family kind of thing in some ways.

**What do you find difficult about running Download Squad?**

I don't know that I would say "difficult." I wouldn't say difficult enters into it. I love doing what I do, and I don't think that anything about what I do strikes me as difficult.

*“Constantly engage in the conversation, find the things that you're passionate about, and write about those things.”*

There are challenges involved, certainly. Probably the biggest one would be that we've gotten more into covering news items, and that is a very time-critical thing. When you're covering new software and new releases and stuff—when you're covering features—it's not quite as time-critical.

If you've ever read Stephen King's *The Langoliers*, where the monster comes along and eats time, it's like that—you've got to stay one step ahead of it.

Being the lead on a larger blog since The Digital Music Weblog retired, I've learned a lot more about managing writers and how to work with my bloggers. We don't have quotas or anything like that, so our approach to getting writers to write is more positive encouragement, and not a “produce or you're gone” type of thing—which is great. I think you get more honest

content that way. You get things that people are interested in. But it's definitely been a change in mindset for me to deal with people's differing styles of productivity. So that's been a challenge.

### **What would you tell other bloggers about working toward success?**

Be dedicated to it, would be the number one thing. Constantly engage in the conversation, find the things that you're passionate about, and write about those things. Just constantly put yourself out there, even when you feel that you're not getting anywhere, or you're not progressing at the speed you would like, or you're not getting more readers—that sort of thing.

You have to plug along at it. I don't want to say it's cyclical, but it is sort of an up-and-down thing. You find that at certain times you won't have the traffic you expect, but at other times you'll have more traffic than you expect. If you constantly plug along, you'll hit those high-traffic levels, but if you let the low times discourage you and back away from conversation, you're squandering opportunities that may come down the road.

### **Points to Review**

One of Grant Robertson's ambitions was to be a "ranking pro-blogger." That ambition was realized when Download Squad broke into Technorati's Top 100 list of Most Linked To blogs. He has amassed much blogging wisdom on his journey to the Top 100, which he has graciously shared here. Here's a summary of the wisdom to be gleaned from Robertson's experience:

- Content drives traffic.
- Although some SEO tricks, such as linking deeper into one's own blog and using tag words, can be effective, it is best to stay away from the darker and more unethical tricks.
- Dedicate yourself to your blogging.
- Constantly engage the conversation in your field or subject area, on other blogs and in forums.
- Find the things that you're passionate about, and write about those things.
- Now matter how little (or how much) progress you are making, just keep working. Things will change.

