Style For Life: A Fashion Blog Analysis

by
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ABSTRACT
LYNLEY-LOVE JONES: Style For Life: A Fashion Blog Analysis
(Under the direction of Dr. Kathy Wachter)

Social media usage has drastically increased and has made interacting with a much larger

number of people from around the world possible. Because social media has allowed

increased interaction, blogging has been able to capitalize on this by building brand

awareness and exposure in the market with more people as a result. This has also helped

fashion blogging become a huge part of the fashion industry, with it now being viewed as

a respectable facet of the industry. These people have become hugely influential in the

fashion world, having been deemed the title of product influencers. Consumers become

invested in bloggers largely because they view them as incredibly trustworthy and not

trying to necessarily sell something for the sake of selling; they truly believe in and use

the product/service being promoted. These blogs become a sense of community for

readers, and readers look to them for advice on their product purchases. Advertisers and

companies see how influential bloggers have become on the consumers they are trying to

target. They now use these sites for their advertisements. Secondary research was

conducted to learn more about what fashion blogging really is, why it is important, and

who are the notable people in the industry. It was found that consumers read fashion

blogs for various reasons, but they really like them for their relatability and authenticity.

Many of the notable bloggers had a wide range of the number of followers.

I also created my own blog, Style for Life, to showcase a personal fashion blog and to really see what it is like to be a fashion blogger.

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INTRODUCTION

Social media usage has drastically increased in America, with 5% of American adults using at least one social media platform in 2005 to 69% of American adults using some form of social media in 2017 (Social Media Fact Sheet, 2017). Some of the most popular social media platforms include Facebook, WhatsApp, Instagram, Tumblr, and Twitter, to name a few (Chaffey, 2017). Social media has allowed us to communicate in ways unlike ever before, and people have become obsessed with social media networks. One of the biggest impacts of social media on communication is the ability interact with a much larger number of people, which has helped blogging become so successful (Edwards, 2015). Blogging can be used to promote, maintain, and build brand awareness and gain valuable brand exposure in the market (Content Blogging, 2016).

Additionally, from a business and marketing standpoint, companies should utilize blogs in order to enhance visibility, build credibility and trust, promote products, and generate leads (Makovsky, 2012). These are some of the reasons why fashion blogs have become popular and prevalent in both business and marketing. Without social media, it would be impossible to communicate with tens of thousands of people from all over the world, and these networks allow opinions to be shared with a far wider audience (Edwards, 2015), making blogging a viable way to reach people globally.

Fashion blogging has slowly gained respect as being an integral part of the fashion industry. Back in 2005, Pamela Pekerman, a handbag blogger, was unable to obtain invitations to the highly coveted New York Fashion Week because blogging

was not seen as credible enough to get the ticket to fashion week. People looked down upon blogging, especially established writers frowning upon their unedited opinions (Stephenson, 2014). Now though, it is a different story. Just a year later, she scored invitations to more than 20 notable designers' shows. Gone are the days of bloggers being snubbed as inferior, especially with advertisers spending more of their advertising budgets on these influencers (Dodes, 2006).

According to Maximillian Arasin, who operates an agency that pairs brands with bloggers, the blogging audience is more valuable than people seeing an advertisement on a billboard (Stephenson, 2014). One reason for this is the cost-effectiveness and trustworthiness from blogging. Advertisers can better attract their target market audience and viewers see bloggers as more trustworthy than a more traditional advertising outlet (Stephenson, 2014). The numbers are also quite astonishing, with over 409 million people viewing more than 20.4 billion pages a month on WordPress alone (Asano, n.d.). Consumers tend to base their purchasing decisions on what they see on blogs, with 41% of consumers revealing that blogs are one of their top three sources that influence their purchasing decisions (Jones, 2014). However, these extensive numbers have a tradeoff, greater saturation, resulting in higher competition for obtaining advertisers' money. Still, as we continue to move into an even more digitally focused world, advertisements on blogs will continue to be an accessible and viable solution for advertisers (Asano, n.d.)

WHAT IS BLOGGING

Some fashion scholars argue that creating a form of community aids marketing research and while gaining consumer feedback (Pihl, 2014). Initially, fashion veterans and industry designers viewed bloggers as a threat to their brand, but now they are seeing the value of them as bloggers are being recognized for their power and prestige (Duffy and Hund, 2015). The inclusivity and prestige is great, but what exactly is fashion blogging and what does it really entail?

According to Merriam-Webster Dictionary, a blog is a website that contains online personal reflections, comments, and often hyperlinks, videos, and photographs provided by the writer (Merriam-Webster, n.d.) Blogs originated from what was called a web log, where a person would virtually journal about their days. From this came the term blog (Duermyer, 2016). These sites are usually updated quite frequently, have certain focal topics, and content that can be seen by a variety of people (Evans, 2017). There are also several reasons why blogging has become so popular in today's modern world. First, with the advent of search engines (e.g. Google), blogging can be used as a successful search engine optimization tool. Reader engagement (e.g. readers' time spent on blogs and commentary) is critical to blogging, and blogs allow readers to be up-to-date on current content, deals, and tips. Bloggers need engagement and readers to spend money through the links on their sites.

Additionally, even though there is a marketing aspect to blogging, the opportunity to collaborate with big companies through sponsorship has increased this opportunity. Free, unpaid publicity is also a benefit companies receive from blogs because bloggers post content about what they are wearing, some on a daily basis, without being paid or promoted to do so. They simply are posting their own personal outfits while inevitably giving companies free publicity. With that comes a sense of authenticity and a trusting rapport that is built with blogs due to this. Viewers see personal pieces of people's lives through blogs, and they begin to feel as if they know them personally. This creates a sense of trust, while the blogger markets various products to the readers (Duermyer, 2016).

GETTING STARTED WITH FASHION BLOGGING

Gone are the days where fashion blogging is solely a hobby that someone enjoys every now and then. It is now a viable business, where one can gain millions of followers, land mega campaign deals, appear in highly coveted fashion magazines, and even launch their own line, be it clothing, jewelry, accessories, etc. It sounds so simple and the rewards seem grand. But if this were really the case, everyone would be doing it. Readers visit a sight and it seems put together, engaging, trendy, and relevant to their style. Yet, the hard work and time required to make the blog come to life and continue to grow an audience or market can be forgotten. It is important to analyze what makes the highly successful blogs come to life and gain popularity.

The first step to creating a successful blog is to create compelling content that is kept current and up to date. Frequent posts are vital, and content is key for audience engagement.   A blogger's goal is to build relationships with already existing bloggers, as forming relationships with successful key influencers can create exposure for a blogger's own blog (Dean, 2017). Examples of ways to do this include sharing fellow bloggers' content, responding to their questions, or commenting on their blog. Sending an email provides a direct way to engage with bloggers to create deeper relationships with them. Creating authentic relationships is the end goal and compelling content designed to engage fellow bloggers is an effective method to engage followers (Dean, 2017).

Providing bloggers' followers with quality images to capture intricate details and multiple views of the images being posted is important. In today's world, people are constantly on the go and may not read all the text you post. Clear, detailed pictures are a fast way to view your content, making them critical for the on the go reader. Lifestyle blogger Alyssa Campanella stresses the importance of high-quality photographs due to photography being such a large part of engaging with readers (Mitchell, 2015).

Timing and maintaining a schedule is crucial as well. The last thing a new blogger wants is for readers to stop visiting because there is no up-to-date content being posted regularly. A few days may not seem like a lot of time to many people, but for avid readers who check the site daily it is. People expect constant 24/7 communication, which is why bloggers need to continue to update their sites regularly to avoid turning fellow bloggers and followers away for lack of new content (Burke, 2016). Creating strong social media accounts paired with blogs expands one's reach and ways to connect with followers on a day-to-day basis. Even though blogging can be seen as a fun career, you have to treat it the same way you would any other more traditional career or business. It can be fun, but it requires branding and treating it like a true business (Mitchell, 2015).

Collaborations and partnerships are the goal for many bloggers, as this is a key component to monetizing their blogs. Collaborating can also be one of the most effective measures when looking to gain exposure and increase readership, and doing this generates mutually beneficial ideas and increases the likelihood of sharing (Mitchell, 2015). However, it's important to choose these relationships wisely, as these collaborative relationships need to match your brand and your followers. Maristella

Gonzalez, a blogger herself, says compromising content for money is not the way to go. You need to match your content and posts that reflect your values, audience, and brand over accepting promotional ads not aligned with your audience/followers. Not doing this may compromise followers' trust in your content and comments (Bobila, 2016).

Being patient and passionate about your work is critical to becoming successful. Overnight success is not prevalent, and creating a long-lasting, successful blog takes hard work. Authenticity is also important, even more so now that there are so many blogs existing in the industry. Having your own style and voice, as well as creating content that gets readers excited and interested is essential (Mitchell, 2015). If a blog doesn't have a following of readers wanting to consistently check a blog, then it is not as successful or effective as it possibly could be. Lastly, and possibly most importantly, maintaining an active social media presence is key (Mitchell, 2015). A majority of readers will initially come from social media, at least at first, making social media accounts vital to gaining necessary initial readership (Mitchell, 2015).

In conclusion, maintaining quality content and posting frequently is imperative when starting a blog. Without content, followers cannot continue to engage with your blog, making this the first step in creating a blog. The images contained in the blog need to be crisp and clear to aid in being able to quickly view a post. Lastly, collaborating is a way for bloggers to gain more readership, as this increases a blog's ability to grow through audience and reader expansion. These points combined create more effective fashion blogs.

WHY FASHION BLOGGING IS IMPORTANT

Fashion blogging can have an influence on fashion marketing. Research Now conducted a study that found 84% of consumers make purchases after reading about a product or service on a blog (Gunelius, 2014). Bloggers' ability to build relationships with followers gives them influence over other content-sharing audiences. Consumers like bloggers for many reasons, among them their relatability. They are regular people that they can relate to, and this resonates with them. Numbers support this, too. For example, fashion and beauty blogger Zoella Sugg was featured on the cover of Company Magazine. After sharing it with her followers, the magazine's web traffic increased by 87%. They noted that they don't get numbers like that even when they feature big name celebrities (Deo, 2016).

Burst Media conducted a survey to learn about social media and blogger influence on purchase decisions. 57% of respondents said they read blogs, and 65.5% of respondents said a brand mention or promotion influences their purchasing decisions. When respondents ages 18-34 were asked about blogging influencing their purchasing decisions, the numbers increased dramatically, with 79.8% women of that age group saying bloggers can be influential in their purchase behaviors (Meyer, 2016).

Arielle Charnas, another fashion, beauty, and lifestyle blogger, posted a repair mask to her Snapchat and within 24 hours, 502 purchases of this mask were linked to this post alone with sales totaling to $17,564. This could result in $123,000 of sales in a

week, $527,000 in a month, and almost $6.4 million in a year (Stugatz, 2016). She did an appearance at a retailer in New York for her fitness and athleisure collaboration with a company called Koral. A few hundred people were expected to attend the event, but instead 1,000 of her followers visited, with one follower flying in from Toronto just to meet the fashion blogger (Stugatz, 2016). It is undeniable how much influence these notable bloggers have on consumers' purchase behaviors and patterns.

NOTABLE FASHION BLOGGERS AND ANALYSIS
INTRODUCTION

There are many factors that go into what makes fashion bloggers popular and worthy enough to be deemed as some of the most notable in the industry. Fashionista comes out with a new list almost ever year highlighting those that are worth talking about. They base their analysis on the following criteria: followers and engagement on social media (Instagram, Twitter, Facebook, YouTube and Pinterest), website traffic, brand extensions (personal lines created and/or collaborations), the "it" factor (bloggers who collaborate with high-end brands and those who are currently popular with advertisers according to industry insiders), and Google searches. Excel was used to determine the final numbers and list (Indvik, 2016). Some of the bloggers amongst the top 20 include The Blonde Salad by Chiara Ferragni, Song of Style by Aimee Song, Gal Meets Glam by Julia Engel, and Wendy's Lookbook by Wendy Nguyen (Indvik, 2016).

Two blogs and their respective Instagram accounts were chosen to analyze, The Blonde Salad and Last Night's Look. The first represents a more experienced blogger (that launched in 2009) with a large following and the second represents a less experienced blogger (that launched in 2015) with a smaller following. There were several criterions for choosing the most and least successful blogs. The first criterion was recognition by fashion sites as one of the best or notable fashion blogs. Other criteria were length of time since launch, keeping a regular posting schedule, ranking, awards

received, traffic, pages viewed per visit, number of keywords, monthly clicks and click value, and Instagram analytics. TBS is number one on Fashionista's list of influential personal style bloggers, which is one of the reasons why it was chosen as the blog of analysis for the "most successful" blog (Indvik, 2016). It has also been in existence for eight years, has won several awards, and has high traffic and domain results. More specific data on TBS is in the information to follow.

Because being recognized as one of the best or notable fashion blogs is again a key criteria and Last Night's Look has yet to be deemed by fashion sites as a key blogger/influencer, LNL was chosen as the blog of analysis for the "least successful" due to it not appearing on any lists or receiving recognition. Additionally, it went through a period of not being updated for months (Hawkins, 2016), has only been in existence for two years, has not won any awards, and currently has low traffic and domain results.

Platforms Used and Explanations

One platform used to analyze these blogs was SimilarWeb, a platform that uses "statistical sampling to measure a representative sample of the web and then make intelligent and precise estimations about actual web usage" (Our Data and Methodology, n.d.). SpyFu is another platform that was used, which allows one to use search engines to search for domains and see keywords bought, organic ranks, and all ad variations in the last ten years (What Is SpyFu, n.d.). Lastly, Websta was also used, which is an analytics website that shows data and statistics on Instagram accounts in an easy-to-understand way.

Some of the analytics one can find on SimilarWeb include both the website's country and global rank, various engagement rates with regards to number of visits, and

traffic data. It allows you to compare two websites side-by-side too, which gives an even better visual of comparison. Some of the analytics one can find on SpyFu include organic keywords, estimated monthly clicks and click value, top competitors, and top keywords. Websta shows how many total posts and followers an individual account has and popular hashtags found on the page. It also shows several analytics for the latest twenty posts, which include engagement rate, total likes, and total comments.

Blogger Introductions – The Blonde Salad and Last Night's Look

Chiara Ferragni and Riccardo Pozzoli launched TBS in 2009. It started off as an outfit blog but has since evolved into a fashion and travel magazine and later a digital platform and lifestyle experience. It has won many Bloglovin' Awards, including Newcomer of the Year in 2011, Business of the Year in 2012, Best Personal Style Blog in 2014, Blogger of the Year in 2015, and a Lifetime Achievement Award in 2016 (Bloglovin' Awards, n.d.). It was also featured in the Harvard Business Review as a case study in 2015, which named Ferragni the "globe-trotting founder of the world's most popular fashion blog" (Keinan, Maslauskaite, Crener, Dessain, 2015).

Kristin Taekman launched LNL in the summer of 2015 as a fun hobby to showcase what she was wearing on Bravo's hit series, The Real Housewives of New York City (Moeslein, 2016). LNL was created to share inspiration and ideas on beauty, makeup, fashion, travel, and mom wisdom. Taekman considers her personal style that is showcased on her blog to be a combination of Carrie Bradshaw and Jackie Kennedy (Taekman, n.d.). Whereas TBS has won many awards, LNL hasn't reached that caliber yet. One reason for this though could be TBS is Ferragni's job and LNL is simply a fun outlet for Taekman.

However, Taekman is making a name for herself in the blogger world nonetheless, having been invited to the RewardStyle annual convention this year. RewardStyle is "the first and largest invitation-only end-to-end content monetization platform for top-tier digital style influencers and brands around the world" and has been recognized by The Wall Street Journal, TechCrunch, and Bloomberg (RewardStyle, n.d.). Taekman was invited to their 2017 convention, an invite-only convention for their top 200 bloggers.

AN ANALYSIS OF BLOGGERS

Figure 1 shows an overview of the criteria used to analyze The Blonde Salad and Last Night's Look. More in depth analysis and information from this chart can be found in the sections that follow.

The Blonde Salad and Last Night's Look Analysis – Figure 1[1,2, 3,4, 5,6]

Criteria	The Blonde Salad	Last Night's Look
Engagements		
Country Rank	6,057	567,506
Global Rank	70,406	2,186,755
Bounce Rate	51.17%	37.91%
Monthly Clicks	125,900	2,000
Click Value	$41,000	$2,600
Traffic		
Total Visits (last 6 months)	431,000	7,600
Average Visit Duration	0:02:12	0:01:27
Pages Per Visit	6.63	2.53
Direct Traffic Source	21.19%	80.30%
Search Traffic Source	56.71%	8.28%
Keywords		
Unique Keywords	1543	44
Search # For Top Keyword	300,990	22,200
Keyword Groups	161	2
Filters and Hashtags	shoptheblondesalad	liketkit
Instagram		
Followers	302,000	208,000
Posts	2325	2,511
Analytics for 20 Latest Posts		
Engagement Rate	13.20%	9.27%
Likes	39,668	18,757
Comments	250	525
Highest Hashtag Percentage	39.10%	11.50%

The Blonde Salad and Last Night's Look Analysis – Figure 1

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[1] Theblondesalad.com Domain Overview, SimilarWeb

[2] Lastnightslook.com Domain Overview, SimilarWeb

[3] Theblondesalad.com SpyFu Keyword Research Software

[4] Lastnightslook.com SpyFu Keyword Research Software

[5] Theblondesalad.com Websta Instagram Analytics

[6] Lastnightslook.com Websta Instagram Analytics

Rankings[1,2]

TBS's home country is Italy and its country rank, which is the traffic rank of the site compared to all other sites in its leading country, is 6,057. The global rank is 70,406, which is the traffic rank of the site compared to all other sites in the world. Whereas TBS's global rank has improved, its country rank worsened. Comparatively, LNL's home country is the United States. The country rank for the site is 567,506 and the global rank is 2,186,755. Although both of LNL's rankings have improved, these numbers are drastically different and, more specifically, worse than TBS's rankings.

When looking at traffic by countries, Italy, TBS's home country, makes up 26.04% of its market, a number that is down by 19.68%. In comparison, the United States, LNL's home country, makes up 92.96% of its market and is up by 25.95%. While TBS's website reaches a broader range of countries (which is most likely attributed to its dual language option), LNL's website more successfully reaches its home country. Both blogs are classified in the Arts and Entertainment > Fashion and Modeling category, with TBS ranking 42 and LNL ranking 1,202. Both of these rankings have improved, but again TBS outranks LNL by 1,150 spots.

Traffic Overview[1,2]

Traffic overview looks at total visits on desktop and mobile web over the course of the last six months. As you can see in Figure 1 above, TBS has had substantially higher number of visits in the past six months. When you look at the two blogs individually, you will find that TBS's total visits are up by less than 5000% and LNL's total visits are up by 33.04%. Again, both sites are having growth in number of visitors,

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[1] Theblondesalad.com Domain Overview, SimilarWeb
[2] Lastnightslook.com Domain Overview, SimilarWeb

but TBS's numbers are growing at an exponentially higher rate. Average visit duration

refers to how long users stay on the site on average, pages per visit refers to the number

of pages a user visits in one browsing session, and bounce rate shows the percentage of

visitors on the respective site who navigate away from that particular site after viewing

only one page. Although users stay on TBS's blog longer and view more pages, fewer

users navigate away from LNL's blog after viewing only one page.

Traffic Sources and Audience Interests[1,2]

Traffic Sources look at the main sources of desktop traffic. Figure 1 shows data

retrieved from the March 2017 analysis. The majority of TBS's referrals come from

searches (80.30%). The two most popular search terms to get to TBS are "the blonde

salad" and "chiara ferragni." The majority of LNL's referrals come from direct referrals

(21.19%). The three top referring sites for TBS are Fashionista, Chebuoni, and

Bloglovin. There was not enough data to determine the top referring sites for LNL.

Audience interests, which show what is interesting for the respective site's audience,

gave four categories for each blog. The categories for TBS were Internet and Telecom,

Shopping > Clothing, Business and Industry > Marketing and Advertising, and Books

and Literature. The categories for LNL were Arts and Entertainment, People and

Society, People and Society > Genealogy, and Food and Drink > Cooking and Recipes.

Monthly Domain Overview[3,4]

The domain overview of SpyFu details information on keywords with regards to

web searches, estimated monthly clicks, and estimated monthly click value. Organic

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[1] Theblondesalad.com Domain Overview, SimilarWeb
[2] Lastnightslook.com Domain Overview, SimilarWeb
[3] Theblondesalad.com SpyFu Keyword Research Software
[4] Lastnightslook.com SpyFu Keyword Research Software

keywords are unique words seen for a particular domain. More specifically, this number

shows how many words when searched on Google show the respective domain, or blog

in this case, in its top 50 search results. For TBS, this number is 1,543 but only 44 for

LNL. SpyFu also gives an estimate of the number of monthly clicks, which are the

number of clicks a particular domain gets from the keywords mentioned above. This

number is determined by averaging the rank for each individual keyword. The monthly

clicks for TBS are 125,900 and 2,000 for LNL. Lastly, one can also find the estimated

monthly click value on SpyFu's domain overview as well. This number is a compilation

of all of a domain's keywords and their collective value that their clicks generate. Again,

there is quite a difference between the two blogs, with TBS's clicks averaging at $41,000

and LNL's clicks averaging at only $2,600.

Keywords and Market Research[3,4]

In addition to how many keywords when searched on Google display the

respective blog in the top 50 search results, SpyFu also details more specific information

on keywords. Exclusive keywords are keywords that are not ranked as keywords on

competitors' keywords but are ranked on the respective site being analyzed. In this case,

TBS has 1,521 keywords that its competitors do not have in their keyword rankings, but

LNL only has 41 exclusive keywords. Out of the entire unique keywords list for TBS,

"dave franco," "love yourself," "doc marten's," "dr marten's," and "leo di caprio" have

the highest monthly search volume, with "dave franco" having 300,990 monthly

searches. LNL's top five keywords by monthly search volume are "last nights," "days till

christmas," "oprah's favorite things," "last night," and "bloomingdales," with "last

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[3] Theblondesalad.com SpyFu Keyword Research Software
[4] Lastnightslook.com SpyFu Keyword Research Software

nights" having 22,200 monthly searches. Additionally, when comparing the two blogs'

keywords against each other, neither of the blogs share keywords.

One can also look at keywords by groups. In the top 1,000 keyword groups, TBS

has 161 groupings, with groups such as "trends," "couture," "denim," and "metallic."

LNL's groupings aren't nearly as extensive, having only two keyword groups in the top

1,000. These two groups are "oprahs" and "other," so even the two listed are very

generic and not representative of a fashion blog, especially when compared to TBS. If

one were to look at TBS's groupings without knowing what type of website it was, one

could most likely deduce what type of website it was. However, one most likely couldn't

deduce what type of website LNL was simply from looking at its keyword groups due to

it being incredibly short and not specific.

Instagram Analytics[5,6]

TBS has 302,000 followers, 2,325 posts, and is classified as a Social Media

Influencer and Fashion Blogger on Websta. LNL does not have its own Instagram

account like TBS but is instead housed jointly with Taekman's Instagram account, having

the link to the blog appearing in the bio of her account. Taekman has 208,000 followers,

2,511 posts, and does not have influencer or blogger credentials listed on Websta.

Websta has analytics for the most recent twenty posts, and these include engagement rate,

total likes, total comments, popular tags, and filter and hashtag usage.

Websta's engagement rate is calculated by adding the total likes and comments

from the latest twenty posts and dividing that number by total followers. TBS's

engagement rate is 13.20%, total likes are 39,668, and total comments are 250.

[5] Theblondesalad.com Websta Instagram Analytics
[6] Lastnightslook.com Websta Instagram Analytics

Taekman's engagement rate is 9.27%, total likes are 18,757, and total comments are 525. Although TBS's numbers are better than Taekman's in every category except total comments, the differences aren't quite as extreme as with their blogs, and Taekman has had more comments in her latest twenty posts than TBS.

Popular hashtags are the hashtags, from the latest twenty posts, that have gained the most likes and comments. For TBS, some of these include "shoptheblondesalad," "pimpyourdenim," "gasjeans," "tbscrush," "designer2know," and "daywear." For Taekman, some of these include "lnltravels," "40andfabulous," "fashionblogger," "omaginsiders," "workingonmybirthday," and "springday." Whereas TBS's tags contain only fashion related hashtags, Taekman's tags contain hashtags that are not related to her blog. This can most likely be attributed to the fact that her Instagram account is not solely dedicated to her blog.

Additionally, TBS has a predominate filter/hashtag that makes up the majority of her hashtags, shoptheblondesalad (39.1%). Taekman doesn't have a filter/hashtag that's the dominant one, and this could result in users being less clear about what Taekman's account is about when compared to TBS. However, the filter/hashtag with the highest percentage for Taekman is liketkit and rsthecon (both 11.5%).

TBS has been in existence for six years longer than LNL and is Ferragni's full-time job, which could explain many of the major analytical differences between these two blogs. Time was mentioned as a critical factor in getting started with fashion blogging, and since Ferragni has had more time and experience as a blogger, it is understandable due to that factor alone that hers is the "better" blog in this case. Additionally though, TBS's country rank outranks LNL by 561,449 spots and averages 423,400 more visits

than LNL in the six-month time frame analyzed. Viewers only look at approximately 2.53 pages of LNL at a time but 6.62 pages of TBS at a time.

However, Taekman has a better bounce rate and her Instagram account is more competitive than her blog. Even though her engagement rate is behind Ferragni's, there is only a 3.93% difference, which is a smaller difference than the previous data mentioned. It is also important to note that Taekman was invited to RewardStyle's exclusive convention, which could mean that her blog is on the rise. The following section details a personal blog created by myself. The steps to start a fashion blog as well as what the two analyzed blogs did well vs. not as well were taken into consideration in effort to make my personal blog more successful.

THE AESTHETICS OF STYLE FOR LIFE

Style For Life is a personal blog created by myself to be the focus of my thesis. I used the blogs mentioned in the previous section for both inspirations of what I wanted and didn't want my own to look like. However, Style For Life was ultimately created based on my personal preferences and aesthetics. It was designed to look chic, expensive, clean, and modern. I wanted it to look incredibly luxurious, with graphic photographs and block texts standing out on the pages. Balancing between clean minimalism and the "wow" factor was the main idea behind the layout, design, graphics, and aesthetics.

Graphically speaking, I wanted it to look eye-catching and intriguing, all while still being inviting and making the reader want to engage with the site. Additionally, white space and uncluttered backgrounds were incredibly important as well. I wanted the main graphics and the actual content of the site to be the focus, so the page backgrounds needed to be relatively simple. That is why you will see all white backgrounds on the home page and only two thin banners on the about page.

The photographs I did choose had intense color hues, which was intentional. The few featured pictures needed to have a captivating look to them, but they did not need to be too overpowering, which is why you will only see one large photo on the home page and a few small thumbnail photos on the about page, along with a neutral grey and white marbled banner. The neutral marbled banner was the right choice because it added

texture and highlighted the title of the website. It draws one's attention and separates the various elements of the site. Additionally, it provides great contrast against the rest of the clean background, enhancing the design in a modern, luxurious way. Since marble has a rich texture, it was the perfect design to add a small piece of visual interest.

The home page features an incredibly graphic image taken by me at the Isaac Mizrahi exhibit at the Jewish Museum in New York City. I chose it because it was eye-catching and bold, but it also represented my minimalist style with regards to my black and white color scheme. Although black and white is the focal point, a hint of color can be seen on the sides, just not in focus. I also liked the contrast between a modern, graphic tee and an intricate, more traditional beaded jacket. Contrasts end up being an unexpected theme on the site. This can also be seen in the title, with style and life being bolded and the middle word being thinner in font. I wanted the focus to be on style and life, as I believe style is a way of life and lasts a lifetime, making it fitting to draw attention to those words and less to the connecting words.

The home page also has a side bar of tags that shows the various brands and types of items featured in the posts. These range from designers, to store names, to color combinations, and to product features. Readers can choose to click on a tag and be taken to all of the posts that contain content about that tag. This could be an important feature for someone looking to read about something specific like fray hems or metallic heels. I tried to make the titles of the posts as catchy as possible as well. I thought people might be more inclined to read a post if it piqued their interest by being unique, rather than being boring and telling the reader from the beginning what the post was about (ex: Sundress and Sandals).

By giving each post a unique title, one would hope that the reader may not know exactly what the post is about and be more inclined to click on it to find out. If they knew precisely what it was about from the title alone, readers may not be as eager to click on it if they feel they already know enough about that topic/item or they do not like that topic/item. I wanted to use a little uncertainty and surprise to my advantage.

A New York Minute page features photographs I took in New York. The locations range from boutiques to exhibits and department stores. I chose to do a mixture of both street fashion (boutiques and department stores) as well as high-end fashion (exhibits) to contrast the two but mainly to show that fashion encompasses so many different forms. Fashion can be seen in a Missoni poncho, a vintage designer dress with tulle and lace, a simple bohemian patterned dress, and a gold trench coat in front of graphic artwork. Fashion is relative and is seen in so many different forms; there is something for everyone to enjoy and appreciate.

 The top of the page features the same neutral marbled banner with the title of the page in the center. This again breaks up the white space but also adds an element of cohesion. Although it would have been fine to only have this banner on one page, adding it on another page adds consistency to the visual branding. Viewers can see tangible elements that link elements of the site together.

Additionally, there is a photograph banner much like the photograph banner on the About page.   Again, this also adds consistent visuals that link the various pages together and exhibit cohesion, but this banner is slightly different. First, it is not my photography. These images have been compiled from various fashion Instagram accounts and linked accordantly for credit. I chose to use images that were not mine

because I wanted them to have a certain aesthetic and give a different impression than my own would have. These images needed to be more interactive and not so standstill; I wanted them to look like fashion in action rather than a still shot. Because of this, you will see clothing that is being created, women in trendy street-style, and a model. The banner also takes up the width of the page and the images themselves are larger, with the increased size making a statement that can be seen very clearly. Most of the photographs are vibrant in color, which is why you will see all of the photos lined up in the middle of the page. That way white space can be seen on either side and in between photos to break up the bright hues.

The About page, like noted above, has the marbled banner and a picture banner as well. The photographs seen on this banner are my own work and were taken at the Isaac Mizrahi exhibit at the Jewish Museum. He saved many of his fabric swatches and had them displayed on pieces of paper in showcases according to the colors, and several of these collages are featured on this banner. The swatches were a nice touch because it showed the very beginning stages of fashion and the initial steps to get clothing to come to fruition.   Sketches were chosen for mainly the same reason, but also because they were both stunning and iconic. The last sketch of the oversized black and white coat is not something you see everyday and it is not your typical piece of clothing like the other sketches seen on the banner. Again, I wanted to show both contrast and variety. Featured posts are also on this page, so viewers can easily navigate to posts even from this page.

The Gallery page continues the marble banner theme but does not have a picture banner. The reason for this is because this page is solely a gallery of images, and I did

not feel it needed a banner with more images. I wanted the focus to be on the image content, not the images on the banner, and I also did not want a banner of pictures to distract from the main images or clutter the page. White space is incredibly important for a page like this that is so image dominant (since there is absolutely no text).

The goal of this page was for it to resemble an Instagram feed. Some people are too busy to scroll through a blog or website and read stories and content, but they still want to visit these types of sites to see fashion news and inspiration. By offering a gallery page, viewers who are more on the go can quickly look at the latest images of products featured on the site and get their "fashion news" without any text or a lot of time.

Although I did not know this until researching similar blogs, many bloggers have this similar feature on their sites as well. One thing they did differently though was linking all of the images to the places to purchase. This makes it easy for viewers to simply click on an image of clothing they like and instantly be able to purchase it. This is a feature I believe would be important to implement if I was going to use this platform later and with the goal of getting visitors and purchases. I do not think I will be doing this though, and due to time constraints, I chose not to implement this feature.

The following section shows parts of Style For Life. The first image is the main heading of the site, and it was chosen because I believe it represents the essence of Style For Life due its color composition and design. The following two images are page borders and the last image is the footer of the site. The pages that follow are some of the posts contained in the blog.

STYLE FOR LIFE
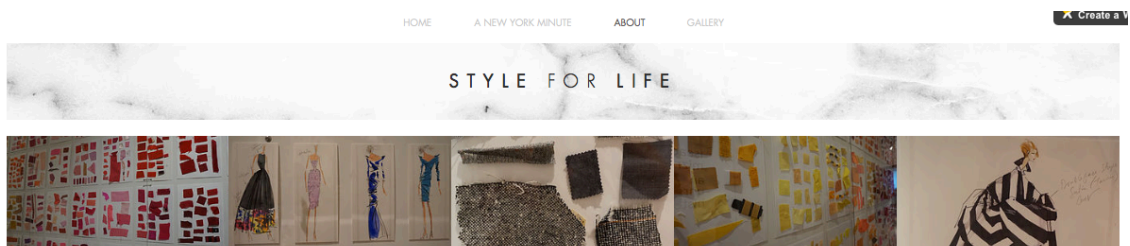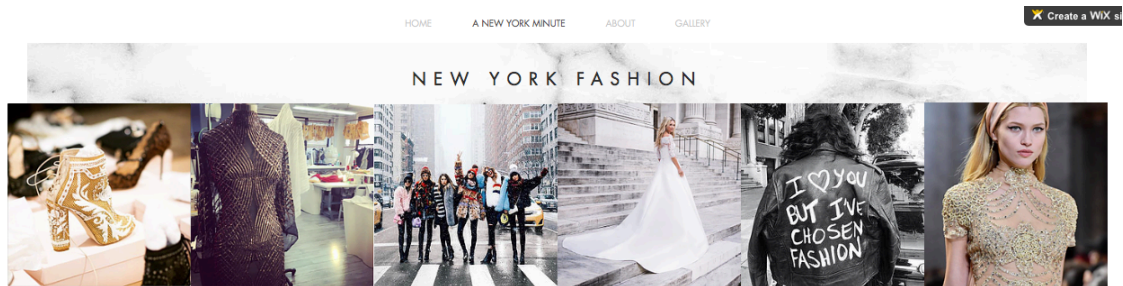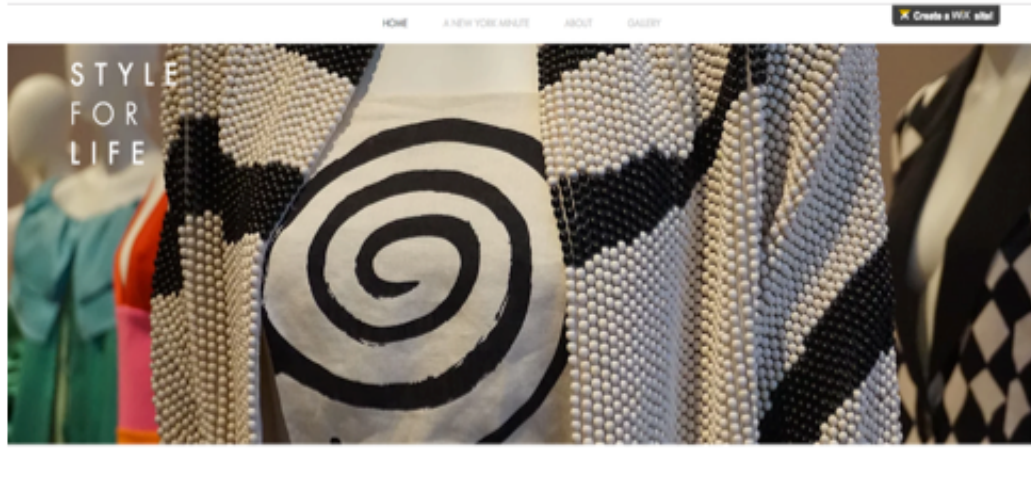
A Little Piece of Me - Grams I Love

October 1, 2016

Hello it's me! Welcome to my blog. I'm so happy you're here to read all things fashion and see firsthand the makings of my nontraditional thesis. Since social media has basically taken over the world (okay maybe not, but we now live in a social media-crazed world!), I found it fitting for my first post to be dedicated to social media.

We have so much content that is constantly being thrown at us, so it's really important for a company's social to quickly capture our attention. Everyone is busy nowadays juggling a too long to do list, work, school, etc. The list could go on and on. In between all of that is prime time for social media usage; it's our little oasis. With the plethora of social content that we see daily, social has to always be new, unique, and somehow manage to capture our attention in the midst of the "noise" we call life.

Here are a few of my recent fav Instagram posts. Some are edgy, some are crazy colorful, and some are just flat out fun. Because no matter what kind of day you're having, you can always use a little fun.

My favorite part-hands down the bag. The print is everything.
@ivyrevel

More like happily black here. But what really stands out here is clearly the drama. Why would you want to go unnoticed in your clothes anyway?
@happilygrey

I'm not one to usually be drawn to crazy prints and tons of bright colors, but I can't stop staring at this pic. It's just too cool not to love.
@dannijo

Work Work Work Work Work (Out)

October 24, 2016

Nowadays, athletic wear is creeping its way into everyday wear. And who's complaining?
With so many stylish workout clothes to choose from (and the comfort factor-hello!), I can't say I'm upset about this. Whether you're going to class, taking a stroll, or simply wanting to be comfy yet chic on a Saturday, this trend is for you. And hey, maybe shopping for cute athleisure wear is just what you need to finally motivate you to hit the gym. It's a win-win!

Left: Good hYOUman; Right: Eleven Paris
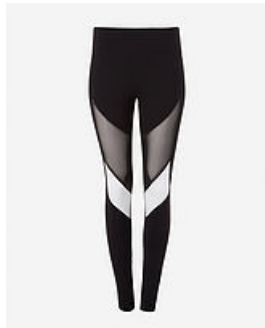
Left: Express; Right: BP

Flat's A Fact

October 26, 2016

Flats - love them or hate them, I think it's safe to say they are here to stay. I used to be that girl who never believed flats were appropriate to wear, well, hardly ever, but that mindset has begun to shift. Many people I think (myself included) view(ed) flats as boring, frumpy, and not very fashion-forward. But let's be honest, there are times where wearing any form of heel, even a small one, just isn't an option.

Whether you've had a long day, your feet are still recovering from last night, or you just aren't in the mood to put your feet and ultimately yourself in pain, have no fear because you can actually choose both comfort and style when it comes to dressing your feet. The flat world has stepped its game up. Praises! My feet are forever grateful.

Check out these flats below that are so chic you won't think twice about ditching the heels!

Ivory Booties: Urban Outfitters; Snake-Embossed Espadrille: Vince; Taupe Tie Espadrille: Steve Madden; Print Sneaker: L.K. Bennett; Studded Espadrille: Ash

Tags: flats   chic   Urban Outfitters   booties   espadrilles   Vince   Steve Madden   L.K. Bennett   Ash   Studded Espadrilles   snakeskin

f Share on Facebook   Share on Twitter   in   P   G+

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Balancing in Heels - Kristin Cavallari

October 15, 2016

Kristin Cavallari - not only is she a total #girlboss, raising the cutest family while building a business empire, but she also manages to look completely flawless while doing it. She definitely proves that just because you're a mom, you don't have to be frumpy and even though you're a business woman, you don't have to dress stuffy. Even in casual wear, she always looks put together. She's definitely mastered _Balancing in Heels_.

It's inevitable that we have closet envy with Kristin. I mean, how could we not? Look below to see how you can have a piece of her closet. No promises it'll instantly give you the ability to balance in heels though!

Look-Alike

White Sleeveless Blazer: <u>SheIn</u>; Sleeveless Tank: <u>Eileen Fisher</u>; Ripped Skinny Jeans: <u>7 For All Mankind</u>; Fringe Booties: <u>Sam Edelman</u>; Bag: <u>Guess</u>; Sunglasses: <u>NY Glass</u>

Follow Friday
November 11, 2016

It's Friday! The weekend is so close. Help pass the time and get you to the weekend by checking out more of my favorite accounts to follow. Enjoy!
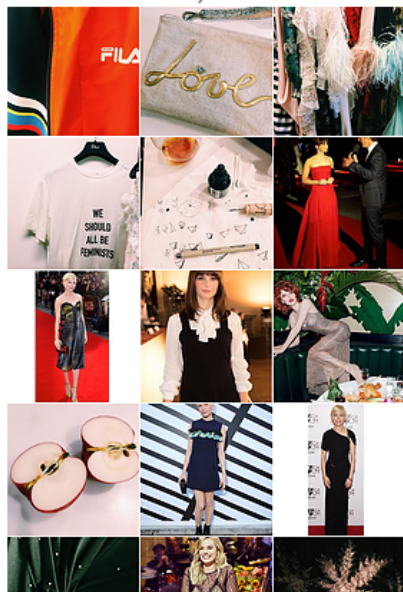
Kelly Framel
Multi-media creative director

Kate Young
Stylist

Erica Hoida
San Diego-based blogger and stylist

Not Your Grandmother's Embroidery
November 16, 2016

Embroidery - a new 2016 trend you're starting to see everywhere, and I mean *everywhere*. On the ends of clothing, jean jackets, patches to create your own unique pieces. Love it or hate it, but I think it's here to stay for at least little while.

Just because a trend pops up doesn't mean you have to immediately incorporate it into your closet. Really, you don't have to partake in it at all. But if it's something you like and want to invest in, it's often times hard to find ways to make it unique to your personal style. You see it so much that it can be a challenge to make it your own. My tip is to find pieces that stick out to you, pieces that you see and days later can't stop thinking about. That's how you know you really want and love something - when you can't stop thinking about it (I know what you're thinking - it's just clothing).

You don't want to just buy into these trends on a whim simply because they're popular *right now*. Because you just don't know how long these types of things will stick around. And if you buy just to buy into the trend without *really loving* in, years down the road you will look back at pictures and think "Man, what was I thinking?" Trust me on this one!

Retro Blouse: Ramy Brook; Sweater: Helmut Lang

Embroidered Skirt: 3.1 Phillip Lim
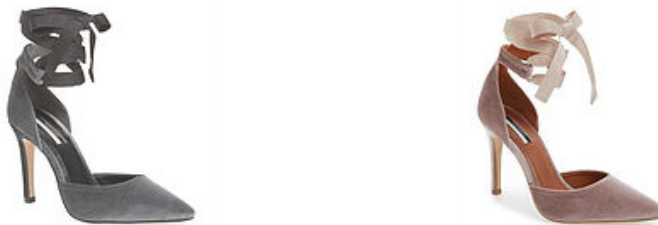
Heels: Topshop

Boyfriends Are A Girl's Best Friend

November 24, 2016

Boyfriend jeans – the perfect mix between rugged + nonchalant and really, really cool. They make you look casual and cool while still not feeling super dressed up or like you tried very hard. And the bagginess? Hello, comfort! In a way they are yoga pants in jean form, which is a match made in heaven for every girl out there. I like to pair a more structured jacket with boyfriend jeans just to give your outfit a little shape and to counteract the bagginess. Add funky accessories to complete the look.

Grey Moto Jacket: 1. State; Embroidered Bomber: Endless Rose; Velvet Jacket: Forever 21

Cream Tank: ASTR

Destroyed Boyfriend Jean: Madewell; Distressed Boyfriend Jean: STS Blue

Leather Ankle Booties: Sol Sana
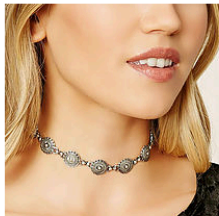
Ornate Medallion Choker: Forever 21; Cat Eye Sunglasses: Prada

Tags: moto jacket grey embroidered bomber Embroidery embellishments velvet velvet jacket jackets 1. State Endless Rose Forever 21 Boyfriend Jeans ASTR distressed destroyed denim Madewell STS Blue leather ankle booties Sol Sana choker ornate medallion cat eye sunglasses Prada

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Sunburst of Style

December 2, 2016

I love a good flowy skirt. They are so freeing and lightweight and not to mention fun! I particularly love pleated skirts because they add an extra element and style, ultimately elevating your outfit. I'm also slightly obsessed with turtlenecks this season, and a fitted one goes perfectly with a flowy skirt. Have skirts with elastic or grosgrain waistband? Add a belt to cover it up and give you a more finished, sophisticated look!

Mesh Turtleneck with Flare Sleeves: AQ/AQ

Sunburst Pleated Skirt: Alice + Olivia

Taupe Buckle Belt: B-Low the Belt

Neutral Suede Ankle Boots: Iris and Ink

Tags: turtlenecks   AQ/AQ   Dion Lee   pleated skirt   Alice + Olivia   B-Low the Belt   Iris and Ink

Dreaming in Watercolor

December 10, 2016

Florals can be rather tricky for many reasons. They can be too big and overwhelming, too small and prairie-child like, or they can be extremely outdated (to name a few). Avoid this conundrum altogether by choosing a watercolor floral. Instead of the print overpowering you, it's delicate but still exquisite. You still get the floral print but it's much more subdued and oh so dreamy.

Floral Watercolor Dress: Show Me Your Mumu

Platform Espadrille Wedges: Tory Burch; Pointed Lace Up Flats: Kendall + Kylie

Gold Bangle: Kate Spade; Gold Ring Set: Gorjana; Crystal Cuff: Marchesa

Tags: watercolor   floral   Show Me Your Mumu   flowy dress   floral dress   platforms
espadrilles   espadrille wedge   lace up flats   Tory Burch   Kendall + Kylie   bangles
gold   Kate Spade   Gorjana   crystal cuff   Marchesa   effortless style   ootd

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A Kiss is Art

December 21, 2016

Fashion and art are often intertwined in many people's vocabulary. Clothes are something everyone wears everyday, making people literal walking canvases. You get to express yourself and your style with what you choose to wear, and you can be whomever you want to be by simply changing your outfit.

This look is the epitome of the cool girl that's walking art. She's confident, edgy, and up-to-date on the latest trends. She's not afraid of standing out and she likes to push the envelope. This could be you everyday, or it could simply be you one day out of the month. Either way, you're sure to feel instant confidence just by putting on something like this. And who wouldn't want that?

Military Vintage Shirt/Jacket: AS65

Sparkely Lip Tee: Make Me Chic

Dark Skinny Jeans: Paige

Black Knee-High Boot: Sam Edleman

Retro Round Frame Sunglasses: Sunglass.LA

Tags: art fashion ootd girlboss express yourself edgy trendy military jacket vintage graphic tee AS65 Make Me Chic skinny jeans Paige knee-high boots Same Edleman retro round sunglasses Sunglass.LA patches

Bootie Crush

December 24, 2016

I have had the biggest crush on these booties from the moment I saw them. They're described as basically a magic carpet you can wear online, and I couldn't think of a better way to describe them! From the embroidery, to the colors, to the shape and heel height, it just doesn't get better. Truly. Some people might think that they are a little too flashy to use on a regular basis or be a little apprehensive on how much they will actually wear the mix of colors, but I promise these beauties will find their way into so many outfits you'll almost wish you had bought a backup pair. Trust me!

Sweater Dress: Topshop

Embroidered Bootie: Rebecca Minkoff

T Bar Pearl Ring: Luv AJ; Marble and Stone Ring: Wanderlust + Co; Iridescent Drusy Ring: Kendra

Quilted Leather Tote: Love Moschino

Tags: booties embroidery bold colors sweater dress Topshop Rebecca Minkoff
bar ring marble drusy Luv AJ Wanderlust + Co Kendra Scott Love Moschino

Just Playing Around
January 6, 2017

Rarely do I meet a jumpsuit I don't like. It takes a daring, bold person to don the grownup version of a playsuit, but they don't disappoint. They're playful and fun and not to mention can be worn a myriad of ways. Dress them up or down, day to night, workday or weekend wear, layered or alone, heavy or lightly accessorized, you name it, you can probably do it to a jumpsuit. Which is great because often times people think of them as limited in usage since they're a one-piece and can't be mixed and matched as separates. That couldn't be farther from true though!

Yes, you do have to plan what to wear with it a little more in effort to change it up (I know, you don't want to be labeled as the wardrobe repeater), but looking good takes a little effort, right? And when it's fun, it's never work.

Striped Wide Leg Jumpsuit: Topshop

High Heel Suede Mule: Jeffrey Campbell

Crystal Statement Necklace: Baublebar; Gold and Crystal Earrings: Kendra Scott; Leather Square

Tags: jumpsuit   black and white   Topshop   mules   Jeffrey Campbell   crystal necklace   Baublebar   Kendra Scott   Marc Jacobs

One Dress, Three Ways
January 17, 2017

You fall in love with a beautiful, stand-out piece and then debate whether or not you should purchase it because you don't know how many times you'll truly be able to wear it due to it's stand-out nature. Well, go ahead and buy that dress because with the right accent pieces, you can change it up to look like completely different outfits all while looking equally as fabulous.

Jackets, coats, and shoes are your best friends when it comes to changing up those stunning pieces that many wear once and then shove to the back of their closets. I know, we all fall victim to this sometimes. But never again!

Look One

Look one is for when you want a no-fuss look. No frills, nothing super extra, just the focus on the dress (and a little on the shoes, okay). Both the dress and shoes are so stunning though, you can definitely look impressive opting for a more simplistic route.

Ornate Sequin Mini Dress: Free People

Scalloped Wrap Heel: Schutz

Gold Y Shaped Necklace: Robyn Rhodes

Look Two

Look two is for when you want to really impress and look like you belong on the streets of New York City. The wool cape exemplifies chicness and sophistication, and the structured boot looks like something you've never seen before.

Tan Wool Cape: Blaque Label

Pointed Toe Mid-Calf Boot: Stuart Weitzman

Look Three

Look three is for when you are in the mood to dress up a bit but you don't need to look like you're going to a cocktail party. Maybe you're going to a nice brunch or an early dinner an you want to look pretty and put together but maintain a little more casualness when compared the prior two looks. This oversized wine jacket paired with a low block heel will do just the tri

Oversized Wine Red Jacket: Lulus

Leather and Suede Block Heel: Raye

Tags: versatility   stand-out pieces   sequin mini dress   Free People   wrap heel   Schutz
Robyn Rhodes   New York City   cape   Blaque Label   Stuart Weitzman
oversized jacket   Lulus   block heel   Raye

Because Options Are Always Good

January 20, 2017

I think women have the desire for options engrained into their DNA. What if it rains, gets cold, gets hot, you feel extra full, you're struggling to get moving, you want to be comfortable, you want to be extra stylish, you have an unexpected lunch meeting come up, etc. The list could go on and on.

I like to think that because we live in such a "now" world with so many demands and things to check off on our to-do list, we gravitate towards options, but let's be honest, we would probably want more choices without being pulled in so many directions. The fact of the matter is our "need" for options most likely isn't going away, so we might as well revel in it.

Army Green Lace Cami: Cami NYC

Tailored Shorts: Vince

Black and White Stripe Sweater Vest: Vince Camuto; Grey, White, and Black Color Block Vest: Love Token

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Suede Boot with Gold Hardware Heel: Kat Maconie; Embellished Wedge Sandal: Marc Jacobs;
Fringed Tassel Boot: Matiko

Mirrored Dot Miniaudiere: Halston Heritage; Burgundy Velvet Clutch: La Regale
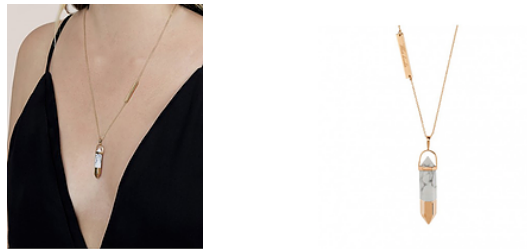
White Howlite and Gold Tipped Necklace: Samantha Wills

African Jade Stud: Samantha Wills; Leather Wrap Bracelet: Tory Burch

Tags: options   ootd   army green   Cami NYC   Vince   Vince Camuto   black and white
color block   vest   Love Token   netrals   pop of color   Kat Maconie   embellishments
Marc Jacobs   Matiko   Halston Heritage   velvet   La Regale   Samantha Wills
wrap bracelet   Tory Burch

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Flares of Fun

January 26, 2017

I LOVE a good pair of flare jeans. Give me the choice between skinnies or flares, and I will go for the flares nine times out of ten. They look way more chic and can be dressed up a lot more than your trusty pair of skinnies. Not to mention they make your legs look miles long, and I will never turn down an article of clothing that makes my legs look leaner and longer. I love all types of washes, but the darker the wash the nicer and dressier they will look.

Off the Shoulder Sweater: Leith

Flare Jeans: Stella McCartney

Sky-High Block Heel Bootie: Steve Madden

Star Charm Choker: Frasier Sterling; Stainless Steel Square Watch: Larsson & Jennings

Embossed Python Satchel Bag: GiGi New York; Clear Cat Eye Sunglasses: Free People

Tags: Leith   Stella McCartney   leather ankle booties   bootie   booties   Steve Madden
          choker   Fraiser Sterling   Larsson & Jennings   satchel   GiGi New York
          cat eye sunglasses   Free People

To view the blog in its entirety, as well as additional posts, images, and pages, please visit http://styleisforlife.wixsite.com/style

Style For Life, The Blonde Salad, and Last Night's Look

The main aesthetic differences between the three blogs are the color choices. Whereas TBS uses bright graphics, neon purple logos, and rainbow themes throughout, mine uses black and white designs with occasional neutral marble banners for texture and variety. LNL is more similar to mine than TBS, but it uses a pink color scheme paired with a modern, sleek design. Her pink theme is much more prominent than the marble banner theme in mine, but it gives color variety to the clean, simple design much like mine.

After completing the analysis, I believe hashtags need to be utilized well as this is one way that could increase blog traffic. Because people can search on social media search engines with hashtags, if LNL had stronger hashtags that suggested what the account was about, this might result in LNL having better and more keyword searches. This is something that I would need to implement with SFL should I continue this blog.

TBS has collaborated with more brands and has won many awards when compared to LNL, which has increased its awareness and broadened its engagement. For STF to be successful, I would need to find other bloggers or brands to partner with to increase readership and reader visibility. Again, content is key, so making sure posts are consistently being updated and the pictures contained in the posts are high quality is important as well. I would also need to make sure the content in SFL appeals to the readers looking at it, as TBS gets more total visits and more click value than LNL.

Without blog traffic, companies will not want to collaborate with you, and it will be

much harder to turn the blog into a viable business that generates income.

FOCUS GROUP ANALYSIS

What follows are summarized results of the focus group discussions. These summarized results center around questions related to blogs in general and primary reasons to engage with blogs with regards to posting, purchasing, social media, layout and design, and what followers would like to see in blogs.

I lead two focus groups in order to get insight into students' thoughts on blogs in general and feedback on my personal blog. I obtained IRB approval, and then students were able to sign up for the study in Sona if they qualified for it. For students to qualify for the study, they had to state that they read fashion, style, and/or beauty blogs. If they stated they did this, they were then able to select a focus group time. Focus group participants' identity for this analysis remained anonymous, and they were informed that their responses were being recorded only for research purposes.

The focus group was divided into two parts. They were asked a series of questions about both blogs in general and my blog specifically (although they didn't know at the time it was a blog that I created) and were instructed to comment and give honest feedback. For the second half (which was focused on Style For Life), the participants were given a packet that contained the posts of the blog they were to discuss. This was so they could read the content and see it more clearly than looking at it only from a screen. I had them read individual posts and then asked questions about them after they finished reading them. A total of 16 females participated, with 10 attending the first session and 6 attending the second session. Participants gathered around a table for

the session and a computer screen was set up in the middle to show the blog for the second half of the session. See appendix for complete transcripts of the focus group sessions.

Blogs in General

Some of respondents' favorite fashion bloggers include Madisenonmadison, Laurenkaysims, Thriftsandthreads, and Thecollegeprepster. When asked what keeps them going back to their favorite blogs, someone said if it is personable and they like the content, another said if it is relatable, and lastly if they stumble upon them. The last respondent said she does not go out of her way to search for blogs. Primary reasons for looking at blogs included keeping up with the latest trends, seeing how other people look in the clothes, getting new ideas of stuff to wear, seeing how to fix up stuff they already have in their closets, and getting fashionable work attire inspiration.   Blogs are also a way for them to keep up with the changing trends or get affirmation of previous purchases.

Blog Posts/Visits

Respondents agreed that when people post, reading about clothes they personally like and would wear makes them want to go back to the various sites. They like to see things they can incorporate into their wardrobe, and they want content to be relatable to their style. One student mentioned affordability as a factor dictating whether or not she would revisit a particular blog.   The aesthetic of bloggers' pictures also was a factor, and they particular respondent said she wants the pictures to look pretty. Even though the students favored blogs that represented their personal style, they still would follow people

who post content they personally may not wear. 80% of participants said they visit their favorite fashion blogs two or three times a week, and 20% of participants said they visit them four or five times a week.

Blog Purchasing

Responses for inclination to purchase products that favorite bloggers post about varied, with 69% of respondents saying they have purchased something they viewed on a blog. Those that said they were more inclined to purchase these products said the reasons for this are because the clothing looks good on them most of the time and they know more about the quality. Yet another respondent said they aren't going to just go out and buy something because a blogger posted about it. However, if it is an item she was already thinking about getting, if it goes with stuff she already has, or reaffirms her own decision, then she would purchase an item a blogger posts about. One person said it was rare for her to purchase one of a blogger's products.

Blogs Versus Pinterest (Social Media)

Pinterest was a social media outlet respondents liked but found to be frustrating as well because users are not always able to purchase what they see. The links are not great often times, and some pictures do not even have links at all. Blogs facilitate purchase ability better and easier because they are designed to show the links for viewers to easily purchase what they see. Additionally, with Pinterest, even if links are present, a respondent said you are not going to be able to have links to all of the different pieces of the outfit. This differs from a blog where all of the pieces in an outfit are linked for easy purchase. Another respondent said Pinterest is really simple but blogs have the details.

Blog Layout and Design

When it comes to the design of blogs, 88% of participants prefer to read less text, and only one person said they did not care about post length. One respondent said she prefers to see a lot of outfits in blog posts. She wants to see how the blogger is pairing things and items paired multiple ways because she feels this is more practical. They like seeing different angles to really grasp how an outfit looks, and one respondent mentioned the new scroll option on Instagram as a good feature to see in blogs. This way viewers have the option to see multiple angles but pictures are not in a row where you are forced to see all of them if you do not want to. Finding balance between text versus pictures was mentioned to the group, and one person responded by saying she feels bloggers' posts do get a little long because they start talking about something they are passionate about and can go on and on. She did not criticize them for this though as she understood it was their passion. Another respondent said she thinks viewers are more accepting of a longer post if you like or care about what is being posted.

Missing Elements from Blogs

Despite blogs being widely popular, there are still elements consumers wish they would see more of. Reasonably priced items were a common request, as was seeing outfits in a lifestyle situation where they could actually see themselves wearing it. One student also commented on not liking when bloggers ramble about one thing. Most of the participants liked the concept of an Instagram feed-like option on blogs, which is one element that can be seen on my blog.

Respondents generally have a positive attitude towards blogs. They especially like blogs if they are relatable, and they look to them for inspiration for their personal

style. Blogs give them new ideas of stuff to wear, ways to stay up to date on the latest trends, and easy navigation to instantly shop items they like. Pictures are important, as is finding the right balance between the amount of text and pictures. Blogs are helpful because they show how other people pair different items, sometimes in ways respondents would never think of and it ends up looking cute and fashionable.

The following information is from responses to a new and unknown fashion blog. I began by showing them my personal fashion blog and had questions to follow.

Overall Impressions

First impressions of my blog were mostly positive. Participants were shown the home screen, A New York Minute, Gallery, and individual post pages. The individual posts shown were Not So Off The Wall – Spring 2017 RTW, Flat's A Fact, Follow Friday, Not Your Grandmother's Embroidery, Sunburst Of Style, Dreaming In Watercolor, A Kiss Is Art, Look Alike // Blake Lively Edition, Just Playing Around, and Flares of Fun. Some of these were just shown to participants and some both saw and read the content.

One student said it was very clean and sleek, which were two of my main goals. They liked the slideshow of pictures and responded well to posts that gave several options within the outfit. Another student expected a little more color, but yet a different student liked the neutral color scheme. This goes to show how different people's opinions can be and how one blog cannot please everyone. It also shows that relatability of blogs is relative, and different people will consider different blogs to be better than others based off of their different personal styles. One respondent liked the blog as a whole but didn't like the New York Minute page because it was too broad for her taste.

She wants to see things she can buy (if she likes them), making that page not for her because it is dedicated to the appreciation and inspiration of fashion (not clicking to buy it). Lastly, another student liked the nude colors, simplicity, and relatability.

Content and Posts

There was a general consensus that the blog had variety, discussed current trends/topics, and showed fashionable clothing. Someone found it to be relatable because she said no matter what your style is, you could find at least one thing you like because there is variety in the posts. She liked how there were both edgy and girly posts, as this appeals to a broader range of people. Another participant said she liked the variety but it is not a blog she would "go for." This was because this person wears the same type of clothes and is very consistent when it comes to her style, but her friend she said is all over the board with her style and would love a site like mine because of the variety. Specific posts the respondents favored included Not Your Grandmother's Embroidery, Dreaming In Watercolor, A Kiss Is Art, and Just Playing Around. Lastly, seeing newer, not so popular brands and designers on the site was also a popular preference, with 94% of participants saying they liked this feature.

Post Frequency

The number of times the blog should be updated each week had a high degree of variance amongst participants. Some thought it should be updated daily whereas others thought it should be updated only two or three times a week. The main critique for those who preferred less frequent updates said they did not want to have an overwhelming amount of posts to catch up on should they miss a few days of checking the site.

Purchase

When asked which products they would be most likely to buy, regardless of price, responses also varied. Shoes were mentioned by more than one respondent, with one of them saying they would probably get them all if price was not an option. Another student liked the shirts, specifically a cold shoulder shirt featured. Lastly, a student liked the jewelry, especially because jewelry is something that you generally know will fit.

Recommendations

Participants responded positively to my site and had good critiques and recommendations for it. They wanted categories for easier access to specific trends or types of clothing. Another interesting idea was incorporating price categories similar to what Google implements with its dollar signs. Filtering by price was liked by many of the respondents, with one saying she "was ballin' on a budget. There's only so much I can buy from certain websites because of prices." Again, color schemes were brought up, with one student suggesting more playfulness in the color choices.

SUMMARY AND DISCUSSION OF RESULTS

Blogs and bloggers have evolved over the years and have now become prominent areas in the fashion industry. Now that they are more respected, companies have begun using blogs and influencers to promote their products and be brand ambassadors. Due to their large numbers of followers and their ability to reach consumers, it is evident why brands are now taking advantage of bloggers and what they have to offer. As they become more and more numerous though, bloggers will have to find ways to stay relevant and offer readers content that other bloggers are not offering.

As you saw in my analysis, these bloggers' sites can greatly vary in a variety of ways, such as the number of total visits, visit durations, country dominances, traffic sources, and followings. Aside from an analytical standpoint, they can offer differ in aesthetic ways as well, such as the content being offered, design of the site, and voice of the content. Each blogger has his or her own aesthetic and what draws one consumer to a blogger's site may turn another consumer away. This was evident especially from the focus groups conducted. Some participants liked certain elements of blogs in general or Style For Life, but others disliked those same elements. This shows the subjectivity of blogs, as different people like different things. Because people have different preferences, this allows for a large number of blogs to have a viable place in the marketplace. Consumers can find blogs that are personally relevant to them since there are a broad variety of types in the marketplace.

Creating my own blog was an exciting experience, but it was not as glamorous or easy as it seems. Navigating a website host site is not easy, especially when you have never used it before, and creating site elements that look simple can take much more time than one would expect. I also found how difficult it was to find specific articles of clothing or accessories needed for certain outfits even though one might assume that to be fairly easy due to the vastness of the Internet. Incorporating variety into posts was important to me too, as I wanted to showcase a style that personally represented what I liked. Sometimes I had to compromise my personal aesthetics though for the sake of cohesion or variety. I accomplished what I set out to accomplish with Style For Life though as I believe it exemplifies modern, chic fashion that is on trend and interesting to look at.

LIMITATIONS AND CONCLUSIONS

With regards to my website and my thesis as a whole, there are several limitations to it. First, I never publicized or tried to generate traffic to Style For Life. That wasn't my intentions of the site, but should I have chosen to do that, I could have analyzed data from the site traffic. I also could have seen how traffic changed the more I posted or when I wrote about certain topics. Additionally, if I had promoted the site in any way, I could have gotten comments and feedback on the blog itself via the comment section of Style For Life. This could have been valuable having information from people voluntarily looking at the site, not just from people in a focus group setting.

Lastly, posting compilations of model pictures instead of real life pictures of myself in the whole outfit was a limitation as well. This limitation was inevitably unavoidable though as I am not a professional blogger with a budget to continuously buy new clothes nor do I have companies sending me clothes as part of sponsorships or promotions. It is harder to visually see how an outfit works together in individual pictures as opposed to seeing it all together in one image, but that was the best way to represent outfits with the minimal resources I had.

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Appendix

Focus Group Transcripts
General Blog Questions:

Me: The first question is going to be about blogs in general. Who are some of your favorite fashion bloggers?
-I have a sorority sister who graduated last year called Madisenonmadison. She just started working in New York, and I like hers just because I personally know her. It's cool to see someone you actually know.
-I follow a girl called Laurenkaysims and she is linked to LikeToKnow it. Anything that I like they send me an email with a link to everything she has on.
-I follow an account called Thriftsandthreads
-Carlee the college prepster
-Olivia Rink, she's big on Instagram
-Kaylee Adams

Me: When these people post, what do you like specifically in their posts? What makes you go back to them?
-A lot of the stuff they post is stuff that I like and would wear
-The aesthetic of their pictures. They look pretty.
-I like the ones that are easy to read and easy to follow. If I like an outfit, I want to figure out what I can do with it, where I can find it, or if I can find something in my closet that can match it. I'm not a huge fan of modern; sometimes it's harder to look at.
-The ones I like are good at being relevant and not just posting stuff from the runway. Yeah it looks cool, but I would only ever see it on the runway. Ones that present themselves on social media and show realistic ways to wear them.
-I agree, I like things that I can see in my lifestyle or if I'm going out instead of being like oh no people are going to judge me for wearing that because it's from the runway. And then it would be more relatable to my style instead of having to change my style
-If it's something I would like to wear then I'll click on it, but if it's just something that I don't think I would wear or I don't think any of my friends would wear then I'm probably not going to read it or I'll just skip to the next one
-I like to read stuff that I can afford so if I actually like it I can try to find it or find something similar to it to get for myself.

Me: Do you follow people that post stuff that you personally may not wear but you still follow them?
-Madison does a lot of things that I would never be able to pull off or look good in but the fact that she tries it or she's willing to go out. Recently she changed her hair and it's something I could never pull off. She did straight across bangs and I could never do that but props to her for being able to do it and try it.
-One girl that's different from me but what she wears looks good on her and I like to see that.

-There's a girl from my hometown that's a fashion blogger and some of the stuff she wears I'm like ehhh, I wouldn't wear it personally, but when I look at her it yells her personality.
-I follow a girl from Starkville and she has different colors and designs and I like the way they look, but I wouldn't wear it.
-My friend's older sister does one and she is super high maintenance and we are totally opposites. If it it's not Chanel she won't wear it. So I like to see her stuff because it looks cool but sometimes it's too dramatic and not my style.
-I still look through it but I won't look at it so closely, I'll just kind of scroll through the pictures and then scroll to the next thing.
-I will Insta stalk it for 15 minutes and then probably not look at it again for a month.
-Definitely one of those that you could look at in a group but if it kept coming up, I would rather look at something that I could see myself wearing than not, but if it's an every once and a while kind of thing it's okay.

Me: What keeps you going back to various blogs?
-I just have to follow them. I don't usually go out of my way to search for fashion blogs, if I stumble upon them and like them then I follow them and that's how I'm going to see them. It will just be reoccurring, especially if they're good on social media because then they are always giving that attention and posting.
-I think it's personable, like the content.
-If it's relatable.

Me: What are your primary reasons for looking at blogs?
-There are a lot of reasons, and it kind of depends on the day. Sometimes I'm like my closet is looking a little bare and I want to see new trends so I know what to start buying or some days I see something online and I don't think I'll look good in it but I want to see how others look in it.
-I think for me personally it's because I'm going to the business world, I'm trying not to look black and white and like an old grandma. I want to look some type of fashionable. I even see older ladies dressed up and I'm like you look fabulous.
-There is a friend of mine and she sees things on the streets and then tries to go to blogs and find things similar to what she sees.
-Day to day, sometimes I look to them for inspiration or different ideas. Sometimes I go to my closet and I think I have nothing to wear.
-I think Pinterest also has helped, even though it's not a blog itself. I have clothes that are similar but I don't know how to put it together, so Pinterest shows me how to put stuff together.
-To get new ideas of stuff to wear, to see how I can maybe fix up some stuff that I already have in my closet and make that better and wear that in different ways and see how others are wearing things and see if I want to change things up. Since clothes change with trends, I like to stay up to date with that as well.
-I think more like before I'm going somewhere, like a vacation, I check and look in my closet or see what I can buy, what's new and trending, and see what I want to go out and get.

-I like to see every season what the new style is and if I want to buy a new skirt or shirt. I like to see how other people pair it, like if you see leopard paired with something that you never would think to pair and you think it looks really cute. I would have never tried that but if I see other people doing it and I'm like that's cute, then I'll wear it more

-I'd say affirmation. Most of the stuff I see in stores and I think oh this is cute and then I'll look on Instagram and see how to wear it so I stick my neck out there and see if this is doable or if I have buyers remorse. It's definitely affirmative if you see something that you already have or something you want to get and it's being rocked and you think okay, I can do this.

-Oxford is so limited, it's not like we can go to a big mall or somewhere glamorous like New York and see what's trending so it's kind of our way of having a big city feel where you can actually see what people are wearing and what's new. With online shopping being so big, you can get that inspiration and then go and figure out places to buy that. Unfortunately we don't have a ton of good shopping here.

-Umm, I'm kind of different in a way. I'm not a huge fan of shopping or having to go to a store and pick something out, that's not my thing. But scrolling through Pinterest or something, I'm like oh that's really cute. I need to know one-where to get it and two-if I can pair something I have that I didn't think of pairing it with. Maybe since I don't like shopping, when I do go I can say oh I remember this so what keeps me coming back is with the blog, if I can find somebody that I have a similar aesthetic, I can kind of keep up with what they're are posting. Not necessarily copy them, but have more ideas from them.

-They kind of do the shopping for you.

Me: What do you think about Pinterest and comparing it to blogs, which do you like better/why/compare the two. Do you find Pinterest frustrating because you can't always shop what you see?

-I'm designing an app in class that's about this. Yes, it's very frustrating. I see the cutest outfit but then I don't know where I can buy it.

-I think with a blog it's easier to get information on it and get descriptions of it. Sometimes with Pinterest the links aren't great and you're not going to have links to all of the different outfits versus a blog shows the shoes, the purse, you can easily navigate it and cater it more to your style so you find the person who is your blog icon whereas Pinterest everything is mixed together.

-I would say the same, Pinterest seems really simple. If you're just looking for ideas it's great, but if you're looking to get the details or figure out if something would work for you or not then I would go to the blog.

-Quality on blogs is a lot better. Pinterest will say custom-made dress and then it takes you to this dark website that you're like how did I get here.

-Pinterest you can click and it's not what it's supposed to be.

-I guess I'm just not interested in it as much. Pinterest is great, I love it, you can hop around but I guess I don't use it. Like blogs, I've been to a blog before so I like it, but I would never get on my computer and type in her blog. That would not be me. But if I'm on my phone and I know I have an interview this week and need an outfit and think how can I pair what I have, then I can go to Pinterest and see different things. I also like how Pinterest shows you more than one person.

-Pinterest gives you lots of search options, like you can search for sundress or more general pieces.
-There are pluses and minuses to both.

Me: How many times a week do you visit your favorite fashion bloggers sites?
-80% said 2 or 3 times
-20% said 4 or 5 times

Me: Are you more inclined to purchase products that your favorite bloggers are posting about?
-Yes. It looks good on them most of the time.
-Yes. I know more about the quality.
-If it's something I was already thinking about getting and they post saying how much they like it and it goes with a bunch of stuff and reaffirms the decision if I'm on the fence. Otherwise I'm not going to go buy something just because they post it.
-I have to have some sort of interest. I'm not just going to buy because someone posts about it.
-Unless it's super different and edgy or really cool and I'm like I've got to have that, where is that from. But that's rare.

Me: Have you purchased something based off of seeing it on a blog?
-Yes, often
-No
-Sometimes I'll try it. Some blogs have more expensive stuff and sometimes you can find cheaper things that are similar. So sometimes I'll use blogs as a guideline as to what to go get from like Forever21 rather than something more expensive.
***11/16 have purchased something from a blog

Me: What would you like to see more of in blogs that you aren't currently seeing?
-Reasonably priced stuff.
-I agree on that.
-I don't like how they ramble on about one thing and it's kind of aggravating. I don't like reading into that much.
-I like seeing outfits placed in a lifestyle situation. So if I'm looking for active wear, I really want to see someone rock climbing or snowboarding in whatever they are trying to sell me to make sure it's functional. If I see a nice long skirt with a cute top, I want to see you out walking in the streets going to brunch or something. So I think if you can visualize it in the situation, it helps you realize it on you as well.
-I laugh sometimes when I look at blogs. I like to see myself wearing it. I go more for what I would see myself doing. Some girls walk out of their house and they have the same picture but ten different outfits. Or a million pictures of one outfit but it's very artistic, so it's nice to look at. But I'm more short, sweet, and to the point. I really like that outfit, where can I get it, price point, everything else. More of is it comfortable, did you like wearing it, not my friend is a photographer and this is really cool.
-Cool photographs are cool, but they aren't really practical

Me: Do you prefer a lot of text or no?
-Prefer to read lots of text : 2/16
-Prefer not so much text: 14/16

Do you know of blogs that they either write so much or they post so many pictures. Does length of a post turn you off? Do you think bloggers find a balance between this or do you think a lot of bloggers have issues finding a happy medium between pictures and texts?
-I like lists
-I want to see a lot of outfits. How you're pairing things, one pair of pants different ways. That obviously you can do a bunch of pictures with. So it's more of a practicality thing.
-I don't want descriptions of products as I want more real life application.

Me: Do you like a lot of pictures (different angles) or fewer?
-I like the concept of Instagram's new things where you have the option to see different angles, but it's not in a row where you are forced. I like how if you want to see more angles feel free to scroll through but you don't feel like you have to scroll down to see 7 versions of the same picture.
-I like different angles to see how it looks.

Me: Do you know of blogs that they either write so much or they post so many pictures. Does length of a post turn you off?
-Yes.
-One person said no, they don't care about the length.

Me: Do you think bloggers find a balance between this or do you think a lot of bloggers have issues finding a happy medium between pictures and texts?
-I feel sometimes they do get a little long because they start talking about something and they get so passionate about it that they go on and on. You can't criticize them for it really because that's their passion. It just depends on how they are feeling.
-I don't notice length as much though on posts that I'm really passionate about
-If you're passionate about it it's easy to sit through and read all of the information, especially if you're considering buying it. You want to see what this person is saying, what this person is saying. I feel like you're more accepting of the information whereas if you don't really like it or care about it you're going to think why is all of this information here.

Me: Do you follow fashion bloggers who have now moved into lifestyle?
-6/10 do

Me: Do you prefer lifestyle over fashion?
-I like it.
-They tie their outfit into like a trip and it's cool.
-I know a girl that I follow that's not just fashion divas. They are into nutrition and detoxes and it's pretty cool.

Me: Have you seen bloggers doing any of the sole picture feeds, almost like an Instagram feed?
-Yes, where they put the link to the designer for you to buy it.

Me: Would you be more inclined to look at that type of page verses a blog? Why?
-100%
-It's a lot easier if you decide you want it.
-It's efficient and effective. I can figure out what I want in a group, I can find the outfits I would wear. Some people have preferences.
-It's easy to navigate through fairly quickly, if you have limited time especially.

My Blog:

Me: How many of you follow blogs who have the Instagram-like picture scroll feature?
-5/10 do

Me: Do you like this feature? When do you look at this vs. the blog?
-I think it's nice when you know what you want and it takes you straight there. There's no having to read or search, it just takes you straight to what you want. It depends on my schedule if I want to look at a scroll of pictures or a blog. If I'm really busy I'll look at the scroll but if I have more time I will look at the blog.
-If I want to read more into it, I'll look at the blog. I'm not really a reader; I don't read that much into a product.

Me: What are your first impressions of the features/components of this blog, both positive and negative?
-I like it but the part where you were showing with just images I didn't like because it was so spread out. I guess it's a new york blog but it's so broad, I just wouldn't even consider wearing or reading into (New York Page). It's interesting I guess if you like to read into it but I'm more if I see and like it and I want to buy it.
-I kind of like having not a lengthy description but where it's from and a price under it if I'm really considering buying it because I don't like to see something I like and then click to see it's a $700 pair of jeans. I don't like these jeans anymore. So I kind of like a heads up when I'm scrolling through where it's from or the price so I know if it's something I would buy. I'd like for the price to be available without having to go to the site.
-I'm a visual person so I like it. It reminds me of Visco, like the gallery. It's more pictures in general than texts and I like that.
-I like to see actual people wearing it and maybe different types of people.
-I think it's very clean and sleek. You see the white marble and thin lines going up on every blog now, and I like the slideshow of pictures because it gives you a couple of options instead of just like this outfit. You can make it another kind of outfit.
-I would have expected a little more color, especially for the kinds of clothes it is presenting. There are flowery and happy colors in the posts, so something like pink fonts

with what they are advertising. The edgier stuff fits more of the layout versus the flowery stuff.

-I like that everything is pretty much nude colors. It's not too much, they kept it a little simple and I guess this is more relatable for more people.

Me: With respect to the content and posts, do you think there's variety, current trends/topics being discussed, fashionable clothing, etc.
Variety:
-Yes.

-I think it's relatable because no matter what your style is, you could find one thing in there because they have casual and with the floral dress you could dress it up or dress it down. And I liked how they put in an edgier post because not everyone is going to be a girly-girl and they a little bit of difference.

-It's a very clean website and that's what I look for. I like websites that are easy to navigate and I know what I'm getting when I get on there. I like the variety, but that would not be what I would go for. I would find a blogger that goes with me more specifically. My best friend is all over the board, you really never know what she's going to walk out of the house in, and she would love that site. That's not me, you can pretty much clock me on what I'm going to wear. So the variety of blogs, but I'm more the type to find the person that has the same thing. I like them to throw in an edgier every now and then because you need some variety, but keeping it constant is good.

Current trends/topics:
-Yes. I think it gives you options too. Like how it gave you two types of shoes or for the skirt or top, I think it's helpful to see it in more than one way.
-I like to have options.
Fashionable clothing:
-Yes.

Me: What are specific posts that you liked better/look at more:
-Even though the embroidery post was lengthier and I'm not someone who likes to read a lot, I think it's interesting and I would probably read that if I had time.
-I like how there were options. It had a graphic post but then it had a watercolor dress post, so that could appeal to multiple people.
-I also liked the watercolor post because it gave me options. When I go through a website I don't want to copy exactly what they are wearing from them, so options provide me with more variety.

Me: Do you like seeing newer, not as popular brands and designers being showcased, or is this something uninteresting to you?
-Yes. 15/16 like it
-I like the small ones, I can relate to them more. Me and Chanel aren't super tight buds, only on the weekends.
-Only on Saturdays for Sunday brunch am I friends with Chanel.
-It's more stuff you would actually go out, get, and wear. Like Chanel, you wouldn't wear on a daily basis. Stuff you would get more use out of.

-You're attracted to the similar lifestyle of the bloggers and what they are doing, so you want to see and keep it consistent with what you're seeing and how to relate your fashion to it.
-They take the work out of it. I know I can go to my blog and avoid the trouble
-It prevents having repeat outfits with your friends

Me: How often would you want this particular blog to be updated in order for you to continue to regularly check this?
-3 times a week. Not everyday but a couple of times a week.
-2-3 times a week.
-Daily. I don't want to check it yesterday and it still be the same.
-2-3 times a week. That way if you do miss a few days you can scroll back and look at the stuff, but there's not too much for you to look at.
-Daily. I can scroll back.
-Daily.
-5 times a week.
-2-3 times a week I wouldn't check it everyday because I don't have the time. Maybe I check it every two weeks and I wouldn't want them to post everyday because then I would have to see 14 new posts, and I don't have time for that either. If I don't check it everyday and when I do check it and there's not a new post, then I'm going to stop looking at it. So it needs to be updated but not be annoying.

Me: Have you ever followed blogs but stopped following them because new stuff isn't being posted?
-Yes. I just stop looking at it.

Me: What would you like to see more of on this blog? Any recommendations?
-Different body types
-Going off on what she said about price, on Google they have dollar signs for how much things cost. I think that would be cool to incorporate on a fashion blog, maybe even as a tag. You can click on certain prices and it shows you options
-Or just like a filter option like you can on websites for color, for example. Filtering by price could be extremely helpful because I know on fashion blogs if you are doing bigger name brand things how expensive that can be. For me personally, I'm a college kid that's not loaded in money and so I'm ballin' on a budget. There's only so much I can buy from certain websites because of prices.
-Maybe more differentiation between different styles with the setup.
-Categorize it. I know you can have tags, but even just having tabs up top showing what you're feeling today, what's your style. And probably more playfulness, everything did seem pretty neutral tones. Especially the article with the jumpsuit, I would love to have seen something like baby blue or red that's fiery because it's already such a bold piece. Which I guess it doesn't have to be, but when I'm wearing a jumpsuit it's not modest. It's a jumpsuit!
-I like the categories. That would be something I would do. If I'm in a going out outfit, I don't need to find runway outfits.
-If a blog categorized how Forever21 does-going out, Saturday afternoon.

-I would love the Instagram style page. I actually love that jumpsuit, but I'm not going to spend 20 minutes to go find it. Another thing I don't know if blogs could do, but if I like one person, she gets ideas. Where does their inspiration come from? A little recommended thing – if you like my stuff, you'll probably like her stuff. But I'm staying within the same area, not going from Hernando to New York.
-Guidance without advertising other people would be good.

Me: Would you want to see a blog that's solely budget friendly or do you still like to see more expensive items incorporated?
-I like it to be incorporated but I also like the know-how in it. I want to be able to know how much it costs like People magazine does.
-I think People does this too where it shows name-brand places where you can get a purse and something that looks similar to the name-brand but it's a lot cheaper. So you have a cheaper option.

Me: There's a post here that shows Blake Lively and options that are similar to what she's wearing for less. Would you want to see more posts like this?
-Yes

Me: How likely are you to tell other people about this site/share it with others? In what ways would you share it?
-I personally am more of a word of mouth person so I would tell my friends before I would share it on Facebook, but I would tell my friends.
-I would tell my friends and sisters and if they wanted to see it, I would share the link to them but I wouldn't' share the link on Facebook.
-Unless it's really talked about, I'm definitely not going to post about it to Facebook or talk about it with people. Unless it's brought up, I'm not going to talk about it.
-I would talk about it, and I would share it on Facebook.
-I would talk about it and say hey look what I saw that's cool. If I feel who I'm telling is giving me positive response, then I'll share it. If not, I'll keep it short.
-I would talk about it more than share it on Facebook.
-I would share on Facebook.
-I would talk about it more than share it on Facebook.
-I would do word of mouth, especially if I bought something from the blog and got complimented on it. I would be like oh I got it from so-and-so, go check her out it's cute. That's the extent of my sharing.
-I would screenshot it and be like y'all should check it out.
-That's what my friends do because they know I like to have ideas but not all the time. I think word of mouth is the best thing. Compliments are always fun, I would love to say that I made this but usually people are like so where did you get that idea.
-I wouldn't go out of my way to share their posts.
-It's fun to help out with someone if you know them.
*Word of Mouth: 13/16
*Facebook: 3/16
*Not at All: 2/16

Me: Which products featured would you be most likely to buy, regardless of price?
-All the shoes I rally liked. If price weren't an option, I would probably get them all
-The jumpsuit
-I liked the shirts and the cold shoulder one was cute
-Jewelry, especially online because it's really hard for jewelry not to fit, followed by shoes, and then I would worry about actually clothing.
-Shoes.
-I love online shopping, but I'm almost 6 feet tall so it's very hard to find things that fit me. The good thing about blogs though is you can find people who are also 6 feet tall so that works too.