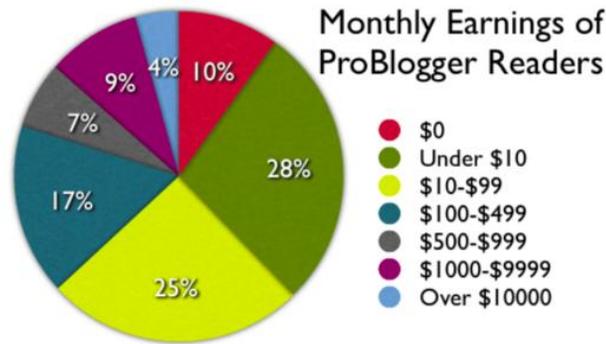


How Technology is Changing the Food Blogosphere

Food blogging is big. Big enough for people to quit full time jobs, sometimes even inspire their partners to quit their jobs too and make it into a livelihood. What are the reasons? Many. At the crux of which is technology. People are relying more than ever before on tech to cook. From foregoing recipe books for Google, to advanced cooking techniques like Sous Vide, tech is stimulating people to cook and the consumer base of food blogs has mushroomed pretty much overnight, in part because of the popularity of cooking shows like Masterchef, Hell's Kitchen, The Great British Bake off etc.

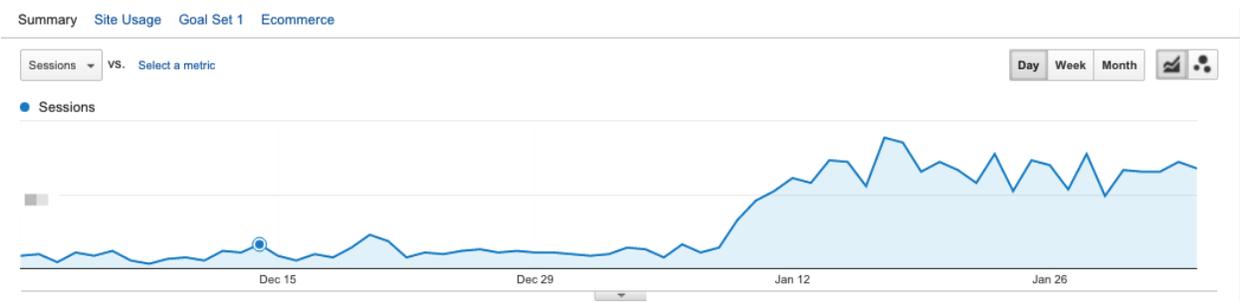
How Much You Can Earn



But it's not easy. It involves taking care of everything, from content creation, promotion, photography, website maintenance, hosting, domains, plug-ins, page design, checking Google updates; the list is endless. This is where Cucumbertown comes in. Eliminating all the tech related workload from a blogger's plates is what the premise of Cucumbertown is. Hosting, website maintenance, themes, keeping up with SEO demands, working around bugs and just about everything that a blog requires besides content creation and promotion is handled by Cucumbertown. And this includes monetization too.

Cucumbertown's tech has been built with this as the focus. It is with this idea that technology is constantly being optimized to the extent that basically all non content related issues are eliminated for the blogger. SEO friendly editing interfaces, inbuilt monetization, enhanced page speed with CDN, free hosting, lower bounce rates etc meaning that a blogger can just focus on creating quality content and sharing it with the world. For instance the Cucumbertown Editor uses schemas for SEO compliance. This has been done using a plugin in Wordpress. And that usually relies on hRecipe which we felt doesn't work as well as schemas.

A popular Cucumbertown blog Saffron Trail by Nandita Iyer: - Search Traffic Increase in January 2016

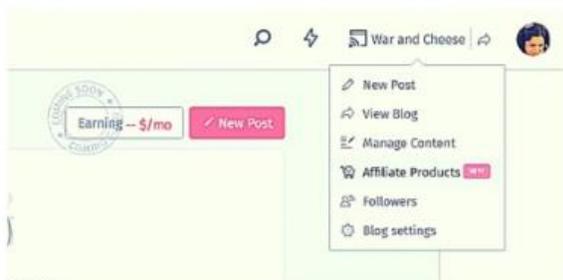


Ad strategies have also been optimized using DFP in addition to an inbuilt affiliate feature that can seamlessly integrate with any vendor & enable bloggers to recommend products & earn commission through sales, and soon the platform is looking at e-books, photo licensing, and premium content and so on. Also blogs are now served from an https address — i.e. your blog has an SSL certificate – thereby increasing the credibility and this gives certain websites a definite edge over others.

Besides the convenience angle of things, a huge cost aspect of blogging is also eliminated by Cucumbertown. For instance, when a blogger moves past a certain traffic threshold, hosting charges move up considerably. Apart from this Cucumbertown also manages the monetization in a far more efficient way. The most common way to optimally monetize a food blog is through advertisements, sponsored content and affiliates, however most people tend to veer away from this, since they may not have the right knowledge and approach to use and to input these tools onto their blogs. There is also a lot of effort that is involved in choosing the best ad network; optimizing floor prices and making sure that ad slots get 100% fill rates all the time.

Cucumbertown's easy-to-use affiliate feature

STEP 1: CHOOSE THE AFFILIATE PRODUCTS FROM YOUR BLOG DROP-DOWN



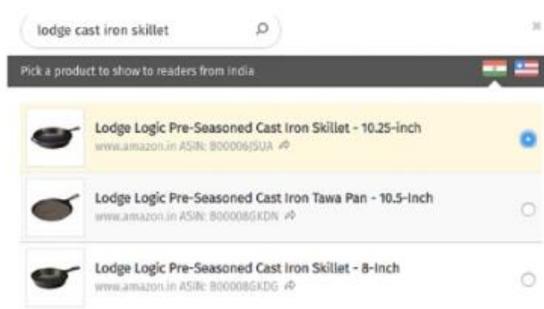
STEP 2: CLICK ON ADD NEW TO ADD THE PRODUCTS YOU WANT TO RECOMMEND.



STEP 3: SEARCH FOR THE PRODUCT TO BE ADDED. ONCE ADDED, YOU CAN USE THESE ACROSS MULTIPLE POSTS.



STEP 4: IDENTIFY THE PRODUCT YOU WANT TO CHOSE AND CLICK ON 'DONE'



The collective effect of this is great news for any blogger, because this means that users are being kept engaged now more than ever before. And this is definitely not be the end of innovation; there are a lot of improvements being worked on constantly and these results will show that there will be an increase in the number of food bloggers, especially in the millennial age bracket – since the youth is extremely in tune with technological changes. This proves that because of our fast paced lives, it is imperative that technology continues to advance at a fast rate and that advanced tools are provided so that processes are made easier and simpler.