

I was recently contacted by the guys from CaptainUp (www.captainup.com). For those that don't know, this is a free / affordable platform for gamifying websites and until recently I had been using it for about 2 years. Then I stopped and they were interested to know why. The main reason was how intrusive it was to my readers, with popups and flashes and the like distracting from the content.

So they asked if I was willing to try something - a package they wanted to test that was less invasive and focused more on just gently thanking my readers for their loyalty. So it is, CaptainUp is back on the blog - just slightly more low key. You get one popup asking you to join my little club. After that there is always a small bar at the bottom of the page that will let you join should you wish. There is a leaderboard as well. Badges can be earned for simple things such as liking and tweeting. There are a couple of missions as well (more to come). The first you should try is the Onboarding one. See the progress bar on the left of the page? Click it and it will show links I feel all my readers should have looked at to understand my content better



I aim to contact top followers from time to time with offers and just general thanks as well as try to add some more fun stuff to the blog. I will also integrate the blog login with the gamification stuff as soon as possible, but for now it is separate. This is just here as a way for me to try and nurture a community rather than bribe you into actions, so we shall see how it goes.

As part of the process, all scores from before 2 weeks ago have been removed as the new badges and points and stuff all carry different values now. It's just a game after all ☐

Let me know what you think?

Please wait...