

BLOGGING

Blogging is a way of sharing ideas and interacting with other people on the internet using posts and comments. Blog sites are a way of gathering opinions and learning about new perspectives. You can share personal interests, a classroom can share information on a topic they are learning about or a business can use a blog to keep their clients up to date with what is going on with their business. Blog sites have many applications, more than those just mentioned here.

Tips for Blogs

Tips for creating a blog.

There are no hard and fast rules on how to blog. Having said that, bloggers will likely increase their exposure by following some simple blog guidelines.

1.) Stay on topic.

Opinions are generally accepted but the content of the items in the blog should all relate to a general theme. Unless you have an uncanny knack for wit, humour or cynicism, the majority of your readers will be interested in the content that relates to a specific defined theme or loosely defined area of interest. Most readers won't care that you eat Cheerios for breakfast. They may, however, be interested in the fact that vinegar takes out stains and that toilet paper rolls make great wreaths. Define a topic and stick to it. This will ensure that you create a loyal following of interested readers.

2.) Stay informative.

If you are attempting to create the impression that you are knowledgeable about a specific industry or sector, be sure that you stay current on news. If you are endorsing a product or voicing an opinion, be sure to check your facts; your reputation is at stake. If you are offering an opinion, be sure to qualify your post, making it clear that the content is intended as an editorial.

3.) Old news is not news.

While blogging every day can be a drain, it is important that the information presented is current and accurate, writing an article or blurb about something that happened 6 months ago, will not be of interest to many. Telling your audience that Martha Stewart was convicted and will be going to prison, after her sentence is completed will make people question the value of your columns.

4.) Adhere to a schedule.

Create a schedule and stick to it. Realizing that blogging requires time and effort, don't create unrealistic expectations and be unable to deliver. An occasional lapse or holiday is generally understood but readers returning to find stale, out-dated content are going to find another blog with similar content. New blogs and RSS feeds are popping up on a daily basis. If you have worked hard to develop an audience and a community you don't want to lose them due to lack of communication.

5.) Clarity and simplicity.

Keep your posts and blog entries clear and easy to understand. Remember, the web is global and expressions, idioms and acronyms don't always translate. Sometimes a little explanation goes a long way.

6.) Keyword-rich.

If the goal of your blog is to increase your visibility, include related keywords in the title of the blog. Use the title as a headline to attract interest. Each item post should have a title that will attract attention but still be relevant to the post. The title should be no longer than 10-12 words.

7.) Quantity matters.

In order to attract the attention of search engines, you will need to develop content and substance. A headline or simple sentence is not going to generate the interest of readers or help with search engine ranking. Be sure to archive old blog posts to develop a large portal of similarly-themed content.

8.) Frequency.

If your blog content is updated frequently, search engines will tend to spider the pages at regular intervals.

9.) Spell checking and proof-reading.

It only takes a few extra moments and can save you from having to make embarrassing explanations. Remember that whatever you publish on the Internet can be found and archived. Think carefully about what you post before doing so.

10.) RSS.

RSS will increase your blogs reach. It is important that you include your blogs content in an RSS feed to increase readership and distribution.

Most weblog audiences are small, but with time and regular updates audiences grow. Bloggers may never have more than a few hundred readers, but the people who return to regularly are generally interested in what you have to say.