

# Ten Tips for Blogging

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- 1** Define your **objectives**:
  - Decide on your goals for your website/blog
  - Determine scope and themes
  - Focus, stay on topic
- 2** Establish trust and **credibility**:
  - Include an “about” section
  - Post regularly
  - Keep pages, numbers, statistics up to date
  - Get your own domain (not blogspot.com)
  - Include your photo
- 3** Be **reader-friendly**:
  - Provide useful and/or entertaining information for your readers
  - Give, give, give. Don’t be afraid of outgoing links.
  - Put “news you can use” at the beginning of the post (pyramid style)
  - Write benefit-driven copy
- 4** Maximize **scannability**. (80% of readers scan rather than reading online text.)
  - Short paragraphs, subheads (“chunk” the copy), white space
  - Short and simple sentences
  - Bulleted or numbered lists
  - Bold text
  - Use links for background or explanatory information
- 5** Be **search engine-friendly**:
  - Use descriptive post titles, custom title tags, meta-descriptions
  - Use keywords effectively
  - Use tags selectively
  - Include captions and alt-text for images
  - Avoid puns and clever headlines
- 6** **Organize** your information:
  - Use categories judiciously
  - Make evergreen articles easy to find, or list your top ten posts
  - Many e-zine themes make this easy. Use “sticky” tags
  - Be clear about where links go
- 7** Be **accessible**:
  - Include an RSS feed
  - Consider an e-mail sign up
- 8** **Think twice** before posting:
  - Your parent, child, or a future employer may read your posts
  - Once you post, it’s archived, cached, and indexed (you can delete, but not re-call)
  - Be respectful of others
- 9** Show your **personality**:
  - Use first-person conversational style
  - Write about what you care about
  - Quirky, specific, and focused are all good
- 10** Have **fun!**