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Top 10 Blog Writing Tips

By Patsi Krakoff and Denise Wakeman

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Most of the "rules" about writing for ezines and newsletters apply to writing posts for your blog, but there are some important differences. Keep these 10 tips in mind and you'll be publishing great blog content that attracts prospects and clients in your niche market.

1. Write with the reader in mind. Remember WIIFM? It's marketing jargon for What's In It For Me? That's what you should be keeping in mind. Your reader will read your post looking for what's in it for them.
2. Make it valuable and worthwhile. Don't waste people's time. If you don't have anything to say, no problem, plenty other people do. So share their articles, do an interview, review a book.
3. Proof-read for typos and glaring grammatical errors. You wouldn't go out of the house with dirty hair or missing a sock, so why would you publish spelling mistakes? Respect your readers by polishing up your stuff.
4. Keep it short and simple, sweetie. (KISS). Most people are scanners. You may have a lot to say and think it interesting, and it may be. But people are reading online and out of time. Get to the point quickly. Publishing short posts more frequently is a better format than publishing lengthy articles every few weeks.
5. Keep it lively, make it snappy and snazzy. Even if you aren't a natural born writer, you can write for your blog. Just write like you're speaking to your friend...or to yourself! Remember though, get to the point quickly. Keep in mind the journalist's rule of 5 W's in the first paragraph: who, what, why, when and where.
6. Link often. This builds credibility and positions you as an expert in your field. People don't have time to know what others are doing, you should tell them. Linking to other blogs and websites also helps you build a network of associates who will in turn link to your blog.

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7. Use keywords often. This will help you stay on purpose, and the search engines will love your blog. Your rankings will go up. This is one of the reasons we have you write out your purpose statements before beginning your blog. The clearer you are about your purpose, the more consistently you will deliver messages that are on target. And the more often your keywords show up, the better your search engine results.

8. Write clearly (short sentences, only one concept per sentence). No double speak or jargon; no more than one idea in one sentence– don't make your readers have to think about your meaning. Spoon feed them. Use commas and dashes liberally.

9. Write like you talk. It's okay to use common expressions from speech.

Examples:

Go figure.

Don't even go there...

Now, I ask you...

Gotta love it...

(And, remember the age group of your readers...)

10. Use a clear headline, and don't be afraid to make bold statements (but don't mislead people either). Make it snazzy and use key words. Example: Ex–Techno–Weenie Masters HTML Code

BONUS: After you write a post and **BEFORE** you hit the save button

Use this checklist to ask yourself a few questions as you are reading through for typos and grammar:

Is the topic clear to someone who only reads the headline?

Does the lead paragraph tell who and what the story is about and why the reader should care about it?

Is the angle you've used likely to seem newsworthy?

Would someone who knows absolutely nothing about this topic understand this post?

Is the post free of jargon?

Is it written in journalistic style and does it make an effort to be objective?

Have you peppered the headline and the post with keywords and phrases that will be attractive to search engines?

Did you remember to ask your readers a question at the end, or something to stimulate readers to comment?

Did you remember to write with the reader in mind, always keeping in mind WIIFT? (What's in It for Them?)

Getting Your Blog Indexed And More Exposure

By James Calvin

Top 10 Blog Writing Tips

A blog is defined as a website that contains information, comments, thoughts and links by a writer. A blog can be a very personal site for writers looking to express their innermost personal thoughts or can be very general. Blog indexing means that blogs are listing on cross Internet searches and search engine sites. There are special sites that lists blogs that makes them easy to find for readers

When you first start writing a blog, it is usually because you have something you want to express. If you choose to share your blogging thoughts, you will want a steady stream of readers for your blog to be successful. More exposure to your web blog means more readers. Blog exposure is important and one way to get this type of exposure is through blog indexing.

Readers can find a blog about almost any topic in the world and in any language. A blog index helps readers find what kind of blog they are most interested in reading. Some blog indexing sites list several different topics to choose from and then list blogs that relate to a particular topic. For blog writers this can mean increased exposure to a blog site.

Blog indexing can also include indexing your blog pages within your site. When you add an entry to your blog, it will be included with a link on your site. Keeping these links can help readers go back and read your past entries. Many times, when you include certain keywords within your blog writing, a search engine can also pull up your past blog entries. This makes it easy for your readers to catch up with current entries as well.

Web searching through blog indexing is very beneficial. You can have the option whether or not to include searches to your site. When a blog is indexed, it helps readers easily locate your site. If you do not index your site, it still may be found using a search engine; however, the link will be blank if the entry is old or if you have removed it for whatever reason. Indexing your pages and including searches to your blog site means that a reader can enter your blog they are looking for and produce results.

When you get ready to index your blog pages and implement searches, there are few tips that can help readers easily locate your entries. One easy tip is to keep your page noticeable. This means that you want to keep your search options easily accessible for your reader. Also, enter your blog on as many search engines sites that you're possible can. Many search engines sites such as Google and Yahoo have steps you can use to enter your web site on their search engine. This process may take a couple of weeks, but it is well worth it if you are interested in more exposure through your blog.

Another way to increase the traffic on your blog with indexing and searching, make sure all of your links works. Check your links often and make sure that they are leading your readers to your site or to where you want them directed. Also, if you change your web blog location, you will need to update your search engines or include a link from your old site to your new site. If a reader clicks on your link to get to your blog and finds that it is no good, chances are that they will not attempt to find your location.

You can also increase traffic to your blog site by using a blog-hosting site that is easy to use and that offers features such as searches and indexing. There are many blog sites that are available to those that want to blog, but some may not offer the type of features you want to use. If you choose to keep your blog personal and private, then you will not need to worry about indexing or entering your blog on

a search engine.

Blogging can be a great way to share your writing with others. In order to make sure that you have the maximum amount of exposure to your blog consider indexing and search engines. This can help readers easily locate your blog and will help them locate interesting entries in the future.

Learn the 4,961 Internet Marketing Words And Phrases That Sell Like CRAZY! Go to

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