

How to Keep a Successful Blog

adapted from:

<http://www.alistapart.com/articles/writebetter>

<http://www.problogger.net/archives/2005/12/30/tens-tips-for-writing-a-blog-post/>

<http://website101.com/RSS-Blogs-Blogging/blog-writing-tips.htm>

http://www.editorswelblog.org/multimedia/2008/06/how_we_read_online.php

****<http://www.useit.com/alertbox/9710a.html>****

1. Narrow your niche.
2. Write to inform with clarity and brevity.
3. Write frequently—or at least regularly.
4. Add something to the conversation, conversationally.
5. Show, don't tell.
6. Seek out new sources.
7. Have a point of view, but avoid using *I*. We know it's you talking.
8. Disclose conflicts of interest.
9. Make your writing scan-friendly with images, blockquotes, subheads, and bulleted lists. And make your blog accessible to visually impaired readers:
<http://allaccessblogging.com/make-your-blog-accessible.html>
10. Pay attention to spelling, grammar, and punctuation and develop a consistent style.
11. Link often—but only to relevant content.
12. Let your readers know when you're writing. Enable your time stamp. Mention relevant events.
13. Clear headlines are always better than cute headlines.
14. Quote and attribute generously.
15. Use relevant keywords and tags.
16. Incorporate images and embed other media. NO hotlinking.
17. Establish commenting guidelines and abide by them when you moderate comments.
18. Integrate feeds from other accounts to keep content fresh and to provide multiple entryways to your blog.
19. Get familiar with Google's webmaster guidelines:
<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35769>.
20. Blog for the process not the payment (but incorporate ads or donations widgets if you need to).