

Blogging best practices

Keeping the heart in your blog is a little like keeping your own heart healthy. For a health check, try the EKG approach:

- **Engage** with other blogs and your own readers
- **Keep** the material fresh and exciting
- **Give** people a reason to return

People reading your blog want to see:

- Opinion: say what you really think.
- A personal touch: Blogs live, breathe, and die based on the level of involvement with their readers and other blogs. Personality is key in this kind of engagement. Developing a voice and persona for your blog is important, but should come naturally.
- Regular posts:

Post On The Go: From your mobile device of choice, you can publish anytime, from anywhere. Use the [Blogsy app on the iPad](#). Post via email or text message using the [secret email address](#). From your iPhone or iPod Touch, use the [Typepad app](#). You can also sign in to [typepad.com](#) from your mobile browser.

Schedule Posts To Publish In The Future: The *Publish On* status allows you to designate a future date and time for your posts to publish. Scheduling posts is not just for when you go on vacation. If you have multiple ideas for a post, spread out the ideas across several posts. Publish one post now and set the others to publish over the next few days.

Reblog From Your Favorite Sites: Browse your favorite sites for inspiration and [use the Blog It bookmarklet](#) to start your post adding your own commentary.

To attract people:

- Use catchy titles and strong first paragraphs. In the first two paragraphs, try to give the reader an idea of what you're talking about, what you think about the subject, and — towards the end of the second paragraph — a teaser to get them to read more.
- Use a casual tone: pretend that you're having a conversation.
- Keep the discussion open: ask questions...
- **Click your own links.** When you post an article that links to other post or blogs, be sure to click those links after you post. First, this simply verifies that your links work, which is always a good QA check. Second, this will cause your site to show up in the stats and referrer logs of the sites you link to. Most bloggers track their traffic and referrers religiously, so this will make sure they are aware of your post as soon as it's been published.
- **Don't be afraid to promote.** I've written a number of posts that I thought would be of interest to other bloggers or sites, such as Robert Scoble, MacSurfer, and Hacking Netflix. My

first hope was that the writing would be so captivating that the posts would slowly rise to the top of the blogosphere and be noticed. Not a good plan!

To keep people coming back for more:

- Link to other blogs whenever possible. If you link to other blogs, chances are they will read you and link back.
- **Trackbacks** are another way of linking to a blog. Instead of commenting on a blog post you can post your comment on your own blog, and trackback to the initial post. This creates a link on the initial post, so when people read that post, they see that you commented on it and it increases the likelihood that they will click on the link to read your post. And if they like it, they might explore the rest of your blog and come back to read it again.
- **Read other blogs, and write about what you read.** Keep a list of blogs, however short or long, and read them on a regular basis. This will give you an idea what people are talking about in the blogosphere, and bring your blog into the conversation. If you want to comment on something use your blog web address to direct people back to your blog. If you want to write about and/or trackback to another post, link to the initial post in what you write.
- **Turn-around matters.** Things move fast in the blogosphere. A story might catch on with a few blogs, and spread like wildfire to the rest. If you take more than 24 hours to have your say, you might miss an opportunity to attract links, trackbacks, and new readers. Whenever possible, if you want to write about a hot news story that's all over the blogosphere, turn it around by the next day at the latest. And don't forget to link and trackback to other blog posts whenever possible.

Use syndicating technologies. XML and RSS feeds are a technical ways of syndicating your blog to other blogs, a sort of personal AP Wire for your campaign. It is a standard feature of most blogs, but make sure your blog has it enabled, either through RSS (Really Simple Syndication) or Atom.

Sources used for this paper

[Building a Better Blog](#)

<http://www.echoditto.com/blogging>

<http://everything.typepad.com/blog/2012/08/publish-new-posts-frequently.html>