



Blogging Best Practices

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Outbound Links = Currency

- Identify and subscribe to at least 20 popular blogs in your field.
- Review recent posts on followed blogs BEFORE you post to your own.
- Reference valuable posts on other blogs as often as possible (& notify them).

- Excellent RSS reader: <http://www.google.com/reader>
- Technorati's top 100 blogs: <http://www.technorati.com/pop/blogs/>

Notes

Push Value to Your Audience

- Reference and link to valuable and relevant resources on the internet.
- Strive to make your blog the gateway to all relevant content found anywhere.
- Try to incorporate written, audio and especially video content in your posts.

- Multi-media micro-blogging: <http://www.utterz.com>
- Ultimate video portal: <http://www.youtube.com>

Notes

Leverage Social Media Tools

- Register your blog with all the major free blog directories.
- Tag your posts on social bookmarking platforms like Digg and Technorati.
- Regularly submit your blog posts to online magazine publishers.

- Premier social blog directory: <http://www.blogcatalog.com>
- Awesome magazine portal: <http://www.blogcarnival.com>

Notes

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