

## Blog Tips



**Learn from others:** To get an idea of what others are doing, explore the Web for the best blogs. Take note of what they're doing right, so you can incorporate some of the same ideas on your own blog.

**Encourage reader participation:** Open your discussions up to the readers, so they can submit their own tips or comments. Then respond by including some of their suggestions in your next post. This will encourage your readers to participate and return to your blog again.

**Know your audience:** You can't possibly appeal to every group, but knowing your core demographic and what they're about will help you to decide what and how to write. You wouldn't share a beef recipe on a blog for vegetarians. Remember, your audience is constantly going to ask "What's in it for me?" Understand your target audience and write your posts for them.

**Stick with what you know:** Stay focused in your writing. By choosing a theme for your blog at the beginning, you will be reminded to stay on point with your entries. If writing for your business or organization, then this will most likely be decided based on topics relevant to that industry. You can't be an expert on everything, so stick with what you know.

**Be reader friendly:** You want your blog entry to be scannable so that readers can get the gist of your post without reading everything line for line. Chances are most people will not take the time to do that, so making sure you get your message across through key words is important. To be more reader friendly, include bulleted points, short paragraphs, bold headlines, sufficient white space between paragraphs, and plenty of pictures.