

Sirjane-Samples  
PUR 4100  
How to be a Good Blogger  
January 8, 2009

When writing a good blog you should have a clearly defined topic and purpose. Make it so your blog is easily understood by writing casually but clearly. You should clearly define who your audience is and speak to them. Make your blog your own by putting personality into it and by posting from experience. Present your real viewpoint by being yourself and speaking your mind (<http://www.idratherbewriting.com/2007/04/09/twenty-usability-tips-for-your-blog---condensed-from-dozens-of-bloggers-experiences/>). “Establish your credibility to the best of your ability and always be truthful. Be respectful to your audience and to your fellow bloggers. Also understand that on the Internet, your words may live forever (<http://bloggingtips.blogspot.com/>).”

The best bloggers edit so do not leave content in your blog that is unnecessary or irrelevant. Post regularly by making a blogging schedule. Include captions with your photos. Archive your posts by topic rather than by date. Be informative. Passing along knowledge and information is the best way to encourage people to read your work.

“Headline writing, or title writing for bloggers, is a crucial and undervalued art. A good headline should pull readers into an article and make them want to invest the time to see what is inside. However, at the same time it should give as much pertinent information as practical because many times more people will read the headline than the body copy. The best headlines will convey the information that the reader needs to know, while

encouraging them to read deeper into the work

(<http://www.blogherald.com/2008/11/03/6-blogging-tips-from-david-ogilvy/>).”

Most importantly be patient and don't give up. “Most weblog audiences are small, but with time and regular updates your audience will grow. You may never have more than a few hundred readers but the people who return to your site regularly will come because they are interested in what you have to say (<http://bloggingtips.blogspot.com/>).”