

Five Tips for a Successful Blog

- Find a Niche**— Your blog entries should be focused on a specific topic. When people come to your blog, they should know what they expect to find.
- Be Personal**— Find a certain style that is easy to write. That way, readers feel like they are listening to a conversation, not just reading a encyclopedia.
- Keep it Simple**— A blog isn't a place where people do research, but rather where they go to enjoy a topic. Don't give them "information overload" the can lead to boredom.
- Don't just "Link"**— If you only "link" to other sites without giving original information, readers will get bored and your blog wont' be as valuable.
- Don't Get Lazy**— It's important to update your blog regularly. This can be difficult sometimes, but readers get frustrated when they keep checking back and never see any new posts