

# 100 Top Blogging Tips



Hi! My name is Carrie Lauth, and I love blogging.

My guess is that you downloaded this report because you do too, and you want to become an even better blogger. Isn't that what every blogger wants?

Whether you're a brand new blogger, haven't yet launched your blog, or have been at it awhile, I hope you'll glean something useful from this report.

It's a collection of tips I've picked up since I started blogging 5 years ago. I hope you enjoy reading it as much as I enjoyed putting it together. And, you have my permission to share this document with anyone you want.

**Happy Blogging!**

1. **BUY YOUR OWN DOMAIN NAME.** The importance of this cannot be overemphasized. Having your blog on your own domain means your blog's address is easier to remember and will be taken more seriously.
2. **Publish To Your Own Hosting.** Equally important to the previous tip. Do not publish your blog to a subdomain (like .blogspot or .wordpress). Blogspot blogs sometimes get randomly deleted and if yours does, you cannot retrieve your posts. You only truly own your blog if you publish it to your own hosting account. I recommend [Momwebs](#) for their affordable prices and fantastic customer service.
3. **Purpose.** To borrow from Stephen Covey, begin with the end in mind. What is the purpose of your blog? Think about what you want from your blog a couple of years down the road. Is it to share your ideas with a wide audience? To be social? To write your memoir? To make money (and if so, how much)? To get a book deal? To snag opportunities (speaking, consulting, etc)? Write it down. It will help guide your decisions later on.
4. **Set Goals.** Based on your one abiding goal, set small attainable goals, perhaps one for each month. It may be a certain number of comments, a certain number of posts, a traffic goal, or an income goal. If you know what you're working towards, your efforts will be more focused and productive.
5. **Content, Content, Content.** The most important part of your blog is your content. Focus on creating high quality content first and foremost. It's your most important marketing tactic of all.
6. **Design.** Looks are not as important as content, but still important to catch your reader's eye initially. Avoid dark backgrounds, light fonts, and flashy screaming banners and buttons. Just say NO to music that isn't permission based (meaning it plays without your visitor having to ask for it to). I recommend [FreshNets](#) for their affordable blog design services.

7. **Capture.** Keep a notebook handy at all times (or if you prefer, a file on your computer) so you can write down blog post ideas as they come to you. Once you start blogging, everything can be a “blogable” moment if you keep your eyes open to it.
  
8. **Memes.** Participate in memes when your own ideas run short. A great list of these for mom bloggers can be found at: <http://www.profitablemommyblogging.com/have-fun-with-blog-memes>
  
9. **Your Memes.** Start your own memes to drive more traffic to your blog. Use the Mr. Linky widget so that others can link to their blogs. <http://www.blenza.com/linkies>
  
10. **Read.** Great writers are readers. Find and subscribe to the important blogs in your niche as well as a few blogs about blogging itself.
  
11. **Write.** Great writers are prolific writers. The best way to improve your writing ability on your blog is to write more frequently.
  
12. **Link Out.** Don't be afraid to link out more in your posts. Link out to other bloggers as well as other sources of information on the topic you're writing about. If it improves the reader's experience, link to it.
  
13. **Sidebars.** Be picky about your sidebar. Don't fill it up willy-nilly with cutesy, flashy buttons. Your sidebar should benefit you directly, like getting visitors to dig more deeply into your content, making you money (through private ad sales or affiliate commissions) or encouraging people to subscribe to your RSS feed, newsletter, and social networking sites.
  
14. **Keep It Brief.** Respect your reader's time and try to say what you need to with fewer words.
  
15. **Write Longer Posts.** Write "epic" posts. If you have a lot to say about a topic you know a lot about, say everything. While this may seem to contradict the previous tip, it needn't. Some of the most popular pages on my blogs are lengthy posts - 1,000 words plus. Search engines and visitors love it when you provide lots of great information!

16. **Mix It Up.** It's ok to write both long and brief posts. Mix it up to keep your readers from getting bored.
17. **Format.** Internet surfers are scanners. Break up your paragraphs more, use bolding and headline tags where appropriate, and insert visual elements like graphics and photos.
18. **Proofread.** Read your post through before publishing, and spell check. While perfect grammar isn't required, do attempt to write in such a way as to make things easy to understand. Edit!
19. **Be Consistent.** If you post daily, be sure to post daily or else your visitors may be disappointed. If you post weekly, post weekly. If you want to take a break, invite guest bloggers or schedule posts, writing them when you are inspired and scheduling them to publish later.
20. **Blog Frequently.** While it may depend on what niche you're in and your individual audience, many people who love to read blogs will get bored and unsubscribe if you don't update your blog frequently. As for me personally, I blog daily, so I expect the blogs I follow to do the same. Again, if you can't keep up with that frequency, use your scheduling feature to help you out. The more you blog, the more readers you will reach, the more pages will get indexed in search engines, the more page views, the more ad revenue, the more affiliate commissions, the more comments.
21. **Be Yourself.** Don't try to be someone else on your blog. While you can learn from other bloggers you admire, your readers want you. Be yourself and you will attract people who are aligned with your values.
22. **Learn Basic SEO.** Keep search engine optimization in mind when blogging. This doesn't have to be super complicated. Use Google's keyword tool (<https://adwords.google.com/select/KeywordToolExternal>) and try to figure out what keywords your reader might search for to find your post. Use that keyword phrase in your title if possible, in a headline, once or twice in your post, in tags, and when naming graphics.

23. **Balance SEO and Readability.** Keep a balance between making readers happy and making Google happy. Please readers first, then search engines.
24. **Drafts.** When you have an idea for a post, create a draft. Even if all you have is one sentence or a thought, go ahead and draft a post. You can go back and write more later when you have more ideas or time to do research.
25. **Upside Down.** Occasionally, turn your blog post upside down and let the comments be the content. Ask your readers a question or poll them.
26. **Upside Down II.** If someone leaves a really interesting, lengthy, or controversial comment, flip it. Create a new post quoting the commenter, and add your thoughts.
27. **Q & A.** Publish questions your readers email you on your blog (get their permission before using their name). This way, all of your readers will benefit from the answer instead of you taking the time to email just one person.
28. **Forums.** If you post to message forums, copy and paste your forum posts into your blog. Tweak it a little and it will probably make a great blog post.
29. **Signature Lines.** Use your signature lines in your email program and message forums to promote your blog.
30. **Articles.** One way to get a lot more traffic to your blog is to write articles and submit them to article directories like <http://ezinearticles.com> . Take some of your best blog posts, change them a little (the title especially), and distribute them. Article marketing is a fantastic traffic building strategy.
31. **Twitter.** Use your Twitter profile to link to your blog. When you add a new post, tell your Twitter followers. <http://twitter.com>
32. **Stay Current.** Keep up with what's going on in the world (one fast way to do this is to read your news online) and use it to inspire blog posts. For example:

33. **Celebrities.** Use the antics of celebrities to inspire blog posts. For instance, if you're a parenting blogger, write about celeb's good and bad parenting practices (bad: Britney; good: Gwyneth). If you write about fitness and health, expose celebs who starve themselves in the name of beauty and share a better way. Glance at the magazines in the checkout line at the grocery store for ideas.
34. **Stay on Topic.** Once you've defined your niche, stick with it lest you confuse your readers.
35. **Scratch That Niche.** If you have an itch to write an article on a topic that has nothing to do with your niche or target market, consider offering it as a guest post for another blogger.
36. **Branch Out.** If you are considering changing the focus of your blog, consider writing on that topic as a featured expert on another blog, or creating a new "channel" on your blog that is published on a subdomain. A lot of bloggers do this with success. It allows you to explore other areas of interest without confusing your visitors, and keeps your site organized. You might want to look into a "magazine" style blog theme, or even buy a second domain name and publish an entirely new blog in that area.
37. **Rebrand.** If you decide after awhile that you want to go in a different direction, the advice is to "Do it, and do it fast." You will lose some readers, but you will gain eventually - and far more - by being true to your passion.
38. **Controversy.** Don't run from controversy on your blog. While controversial posts will attract negative comments, they will also tell people what you're about, and your loyal readers will love you for it - even if they disagree!
39. **Guest Blog.** Look for opportunities to guest blog for others in your niche if they come your way. The extra exposure and traffic will likely be well worth the time.
40. **Invite Guest Bloggers.** Similarly, invite other writers (both newer and more popular than you) to guest post. Offer them generous exposure (perhaps two or more links back to their site in each post) and make it easy for them to do so. This is nice for you because you

get additional content that you don't have to create, and you can schedule these posts to publish when you're taking a break from blogging.

41. **Ghostwriters.** If you're having a hard time coming up with enough content for your blog and have some money to throw at it, consider hiring a ghostwriter or two to create short blog posts for you. You generally won't have to pay as much for a blog post as you would for a full length article.
42. **Private Label Rights (PLR).** Additionally, consider buying PLR article packs, review packs or recipes to use on your blog. While you wouldn't want to publish it as-is (your loyal readers might know it's not you), you can use it to inspire or organize your own thoughts. One PLR article could be expanded to a series of posts, one for each paragraph. Product reviews and recipes are also loved by blog readers across all kinds of niches. PLR can be good or it can be crappy. To see my personal recommendations, go here: <http://carrielaith.com/blog/tools>
43. **Write For Your Reader.** Keep your reader firmly in mind when writing. Create content that is useful and informative and you can't lose.
44. **Write For Yourself.** Write posts that you would enjoy reading on topics you feel strongly about. Write for the sheer pleasure of it and your readers will enjoy your blogging too. Who doesn't love being around someone who is having fun?
45. **Stats.** Don't obsess over your stats. Check them weekly or monthly to track important metrics (where your readers are coming from, what they're entering into search engines, etc).
46. **Fun With Stats.** Use your stats to inspire new blog posts. If lots of people are finding you for some obscure phrase, create a series of posts on that topic. Create a monthly blog post \*about\* your stats and share the funny, odd phrases people enter into search engines to find your blog.
47. **Network.** Network with other bloggers on message forums, [mastermind groups](#), social media, and the like.

48. **Network Offline.** Network with other bloggers offline at conferences, Tweetups and elsewhere. Build relationships with people in real life.
49. **Comment.** Join the conversation and get noticed by leaving helpful, relevant comments on other blogs in your niche.
50. **Prioritize.** Identify your most important blogging activities and spend your time on those. For example, most of your time should be spent on creating your own blog posts and content, not commenting on and reading other people's blogs.
51. **Set Limits.** Use a timer to set a limit on how much time you spend on social media, leaving comments on other blogs, reading blogs, and the like. These can easily suck up far too much of your time and take you away from your goals with your own blog.
52. **Be a Good Student.** Learn good blogging practices (like reading this report!) from recognized experts in the area of blogging and internet marketing. Join sites like [Blog Energizer](#) and [Mom Masterminds](#) so that you can learn how to be a better blogger, be boosted by other bloggers and in return, boost them. If you're a mom, check out [Profitable Mommy Blogging](#).
53. **Outsource.** Sometimes it doesn't pay to learn everything yourself. It may be far less headache and stress to hire someone else to upgrade your blog, create graphics, or make adjustments to your blog theme.
54. **Contact.** Put a contact form on a page of your blog and link to it prominently in your sidebar or header. Make it easy for your readers and the media to contact you.
55. **Boundaries.** Decide in advance what you will and won't accept in terms of your availability to others. Tell people how, when, and why to contact you. For example, if you don't do link exchanges, let people know before they waste your time and theirs emailing you asking for one. If you require payment for product reviews, let marketing companies know that on your Contact page.
56. **Pictures.** Don't skimp on graphics in your posts. They pull in the reader's eyes and arrest attention. If you aren't a good photographer

or are uncomfortable with using pics of yourself and your family on your blog, install the Flickr plugin for your Wordpress blog so you can use other people's pictures and credit them, or use attractive stock photos.

57. **Giveaways.** Host giveaways on your blog of your own or other people's products to increase traffic and goodwill with your readers. If you get lots of product pitches from marketing companies, insist that they ship directly to the winner instead of eating the postage cost yourself.
58. **Lists.** Create more lists and bullet points in your blog posts. They're easy to read and people love numbers. Numbers tell the reader exactly what to expect. "7 Easy Ways to Cure Diaper Rash for Free" sounds sexier than "Ways to Cure Diaper Rash for Free".
59. **Humor.** If you're funny, don't be afraid to use humor on your blog and don't think you have to be serious all the time. Play a little!
60. **Carnivals.** Participate in blog carnivals to increase traffic to your blog and get to know other interesting bloggers. Find some at: <http://blogcarnival.com>
61. **Host a Carnival.** Consider hosting your own blog carnival. Pick the theme, create a small graphic, and invite.
62. **Blogging Calendar.** Sit down with a calendar and think about timely posts you can write throughout the year. Every month there are dozens of days set aside to celebrate something, even Cheesecake! Here is a site that lists some of these unusual, lesser known days: <http://www.brownielocks.com/month2.html>
63. **Editorial Calendar.** Once you've created this blogging calendar, let your readers know about it so they know what to expect and can anticipate your posts. For example, if you have a parenting blog, let your readers know in advance that you'll be publishing "Top Ten Tips To Ease The Back To School Transition" before August. They'll look forward to it.
64. **Interact.** Respond to your reader's comments as often as you can. Let them know they're important to you.

65. **Don't Give Up.** Don't even consider giving up on your blog for the first year! Thousands of blogs are launched every month, and most die within that same time frame. Be one that lasts, write consistently, and you will reach your goals eventually!
66. **Monetize.** Don't be afraid to monetize your blog. There is nothing wrong with earning money from providing legitimate value to the web. Even if that value lies in making people laugh!
67. **Balance Information With Pitches.** Unless your blog is product focused (such as a review or shopping blog), keep a good balance of informative content to product pitches. My personal ratio is around 4:1, in favor of information.
68. **Fight Blog Envy.** While it's a good thing to learn from great bloggers you admire, don't feel inferior. Everyone started somewhere. Keep writing and you too will be a rock star in your own right.
69. **Milk It.** Reuse your content in different ways to save time and effort and to drive readers deeper into your content. Ideas: Use some of your best blog posts as articles to distribute (#27). Create "best of" posts that list all of your posts on a particular topic. Go back in time, link to posts in a particular month or year in the past. Rewrite a popular post and send it to another blogger as a guest post (check their terms first, some bloggers want 100% unique content).
70. **No More Free Milk.** Are you giving away too much for free? Do you do product reviews for companies with fat marketing budgets? Do you write for free for other bloggers who earn a living from their blog? **Why?**
71. **Deadlines.** Create artificial deadlines for yourself so you can write more in less time. Use a kitchen timer and see how quickly you can write. Challenge yourself to get faster and faster, and you will.
72. **Challenges.** Challenge yourself to reach new blogging heights. Maybe you set a goal to post every day for 30 days. If you're already doing that, go for 2 or 3 times a day. Or sit down for 2 hours and see how many posts you can write in that time.

73. **Publish, Don't Procrastinate.** You will probably never be 100% happy with every single post. If you wait until it's perfect you'll never publish it. Do your best, hit publish and let your readers benefit. They don't know it's not perfect. □
74. **Kill Your Internet.** That's right. Turn off your internet connection and sit down with pen and paper and create ideas for new blog posts. Or turn on your laptop and write, offline. Some of your most productive time may be spent writing in this way, with no Twitter, social media, and email to distract you (who, me?!).
75. **Kill Your Television.** If you want to be a successful blogger, something's gotta give. It might be that you have to turn off your TV sometimes so you can spend more time writing. Would that be so bad? Or at least, use TV to inspire new blogging ideas. (#29,30)
76. **Bookstores.** Bookstores are a wonderful source of inspiration for blogging niches and posting ideas. Browse the bestsellers in an area of interest to you. Try to figure out how the title draws you in and engages you.
77. **Bookshelves.** What books are on your bookshelves? Have you published reviews of these wonderful books on your blog so your readers can benefit?
78. **Magazines.** Magazines are another place to find great ideas for blog fodder and for market research. Flip through magazines in your niche to see what people are interested in. Note how magazines use great headlines on the cover to attract your eye. Look at the advertisers. See if these companies have affiliate programs.
79. **Opt-In List.** I'm of the mind that every blogger should have an opt-in list. Some people will subscribe to your blog's RSS feed, but a good percentage won't. Some may prefer the traditional email format. You can also offer subscriber-only freebies and specials to woo them. An opt-in list will be a huge asset to you as time passes, especially if you're monetizing your blog. I recommend [Aweber's](#) newsletter management system.
80. **Affiliate Marketing.** Affiliate marketing and blogging is a match made in heaven. When your readers know and trust you, as they do

when you are a blogger, they will take your product recommendations seriously. Look for relevant, high quality products to promote to your readers via an affiliate link.

81. **Sell Ads.** Consider selling private ad space (meaning you manage the sale yourself) on your blog once you have decent traffic and influence. For ideas on what to charge, research what other bloggers in your niche are charging (their traffic stats should be accessible on their site).
82. **Information Products.** Why not put your best content into an ebook format and sell it? Some of your visitors may prefer to consume your information this way. If you're a crafty blogger, put your best crafts into an ebook complete with illustrations or video instructions and sell that. Foodie bloggers? Put your best recipes into an ebook and sell that. Advice blog? Create audios with you reading or sharing experiences and your best advice on whatever your area of expertise is. Even if you're giving away the information somewhere else at no cost, you can still add another income stream to your blogging efforts by creating an information product.
83. **Google AdSense.** While AdSense can perform extremely well on static html sites, it typically performs rather poorly on blogs. Experiment with AdSense if you must, but don't be disappointed if you end up pulling it entirely like so many other bloggers, in favor of affiliate marketing or other monetization models.
84. **Test and Track.** Analyze your efforts on a regular basis. Test and track to see what's working. Where is your traffic mostly coming from? Focus your efforts there. Where are most of your affiliate sales from? Promote that product more. Remove affiliate recommendations that aren't working and replace them with things that are selling.
85. **Promote.** Promote other bloggers who are "bigger" and "smaller" than you. Link to their posts that you particularly enjoyed. Promote their products as an affiliate, or just to be nice. One of the neat things about having a blog is that you have a place to do nice things for others. Scratch backs first and you will find others scratching yours. Promoting people who are "bigger" than you often leads to great opportunities as they notice you linking to them.

86. **Picture.** This is more of a personal opinion, but do publish your picture on your blog so that your readers can attach a name to the words. It adds an immediate feeling of intimacy.
87. **Thick Skin.** You will eventually develop a thick skin as a blogger. Stop taking negative comments personally. You can't please everyone all of the time. Be unapologetic about setting up a comment policy, and delete nasty comments. If you wouldn't let them say it to you on your couch, don't let them leave it on your blog. The more success you have, the more turkeys you attract. Get over it. □
88. **Syndicate.** Much of the time, an opportunity to spread your content far and wide is a good thing, as long as you are credited as the author and the publisher has your permission. When others ask if they can publish your content, say yes.
89. **Understand Duplicate Content.** That last tip may confuse some who don't understand what duplicate content is and what it is not. Read Google's definition here: <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=66359> In a nutshell, it says that Google understands the difference between malicious duplicate content (that has the intention of deceiving search engines) and non malicious duplicate content.
90. **Don't Be a Bigheader.** If your header graphic is so large that your reader has to scroll to get to your content, it's far too big. It also causes your blog to load more slowly. Unless your site exists specifically to showcase your graphics or art, make your header smaller.
91. **Avoid MetaBlogging.** Metablogging is blogging about the act of blogging. Apologizing about not posting or talking about how you've been too busy to blog is metablogging and it's annoying and useless. Either post a real post or don't.
92. **Don't Discourage Commenters.** If your blog settings make your readers jump through hoops before leaving a comment, you'll get far fewer comments. Make it easy. And avoid popup comment fields (some Blogger blogs are set up this way), many people can't access them without changing their firewall settings.

93. **Link To Archives.** Link to your archives so that your readers can find them easily. While most of your readers won't go back and read them, some will. Don't frustrate those people by making it difficult to find your archives.
94. **Archives Page.** It's usually best to put your archives on a page instead of prominently on your sidebar. Since only a small percentage of people will ever use them, that space could be used more profitably for something else.
95. **Mixed Media.** Occasionally, mix up how you deliver your content. Instead of always writing a blog post, consider saying it in an audio. Services like [Audio Acrobat](#) make it super simple to publish audios and even podcasts. Create a downloadable .pdf or .doc every once in awhile, and encourage your readers to spread around the content.
96. **Free Stuff.** Create a report, list, worksheet, or other valuable piece of content relevant to your audience and allow them to download it freely. Advertise your blog's url in the footer, and encourage sharing. This is a great way to get more traffic and even earn more affiliate commissions.
97. **Transparent.** Be honest and open with your readers. While you don't have to tell everyone on the internet your business, your readers do expect you to have integrity and tell them the truth. When doing product reviews, tell the good and not so good points about the product. When you make a mistake, share it with your readers. This practice will endear you to your readers and typically will cause them to be even more loyal. "Mistake" posts are sometimes the most popular of all.
98. **Sarcasm.** A little sarcasm is ok every once in awhile to help you make a point, but can be a huge turnoff if there is a steady diet of it on your blog. Noone really wants to hang out with a jerk, off or online.
99. **Get Help.** If you're frustrated or stuck with some aspect of blogging, consider hiring a coach. Whether it's more traffic you want, more income, or help deciding a niche for your blog, someone else has

already done what you want to be doing. Get some help so you can reach your goals.

And finally....

100. **FORGET THE RULES!** Truthfully, there really are no hard and fast rules when it comes to blogging. Do what works for YOU and YOUR market and forget everything someone else tells you. Including me.

### **Thanks for playing along!**

Now, it would be awfully funny to write 100 tips on blogging and not tell you about my blogs, wouldn't it? I thought so too.

You can find me at:

[Blah, Blah, Blog](#) – this is my business blog, where I talk about what it's like to be a full time mom and online business owner. I am a “no fluff” kind of gal and promise to never blow air up anyone's skirt.

[Natural Moms Talk Radio](#) – this is my “mommy blog”, where my podcast is published weekly and where I talk about natural parenting.

Twitter – My username is [@Carrielee](#)

I also offer coaching, so if you're interested in getting a website review or have someone help you launch your blog or get better results from it, take a look at my services [here](#)

**See you around the blogosphere!**