

Optimizing Your Blog

The essential premise of social media and Web 2.0 is that information offered to users will be interactive and easily shared. You can optimize your own blog to allow for more interactivity by allowing readers to comment on or share your content, subscribe to your feeds, or display your content on their own site. It's also important to generate edited content, that way you come off as a true expert in your field and gain credibility.

- √ **Quality content:** Make certain your content is edited. You will be taken more seriously if your blog entries are well-thought-out and free of errors.
- √ **Search engine optimization** can be achieved by adding and implementing the plugin found here: All in One SEO Pack
- √ **Permalinks** are the direct link to your blog posts. Search engines will often ignore links that have special characters in them.
 - √ If you do not set proper permalinks, your page links will look like this: <http://www.yourblog.com/?p=6>
 - √ It is best not to have this type of content (?p=6) in the link.
 - √ More on this here: [Using Permalinks](#)

The Importance of Categories, Tags, and Links

- √ When posting blog entries, you should add them to categories and add tags to them every time. Most blog indexing sites use categories and tags to index blog entries.
- √ Use your list of tags (See section: Preparation) to tag your blog posts and to use as categories.
- √ Link to as many other blogs or sites from within each of your posts as you can. This will get you more exposure in the blogosphere, as these will “track back” to your blog from the blogs you link to.

FeedBurner

- √ Burn the feed to your blog on Feedburner
- √ Feedburner offers tools that can help optimize and promote your blog, as well.
- √ For more information, read this post:
 - √ Tapping into the Power of Feedburner

Social Bookmarking

- √ Make your site easy to save in social bookmarking sites. Provide bookmarklets on your site’s sidebar and in each individual post.
- √ One of the following plugins is recommended:
 - √ <http://www.addtoany.com>

√ <http://www.addthis.com>

√ <http://www.sharethis.com>

Submitting to feed and blog search engines

- √ Go to <http://www.pingomatic.com> on occasion and have them ping your blog for you.
- √ For maximum exposure, use submission software like RSS Submit from <http://www.dummysoftware.com>.
- √ There are also a number of services that submit RSS feeds. Perform a Google search using the phrase “RSS feed submission service.”