TEN THINGS TO MAKE YOUR BLOG AWESOME

BY MARY FRAN WILEY
FREE IS INFERIOR

fo realz! Get a proper domain and stop using services that basically require you to advertise for them. If you can’t take your own photos, buy stock. Free images are icky. *Open source is not the same as free.
nothing is really free. sorry.
Badges can make you look cheap.
yourname.com. buy it already.
Irrelevant links can confuse visitors. So don't confuse them.
QUALITY.
PUT YOUR
SIDE BAR
ON A DIET

if your sidebar is longer than your content you have a problem.
Does it need to be on your site?

Does it improve or impede site usability?

Should it be in your sidebar or on a page?
You’ve heard it before and I’ll tell it to you again. Content. Is. King.

TAKE CHARGE OF YOUR

CONTENT
Have a plan.
But don't be married to it.
If you can often put your posts in multiple categories, you're doing it wrong.
Tags add more detail and if used correctly can be useful for SEO.
A 1-minute lesson in SEO

Basically, links matter.
PLAY NICE IN THE SANDBOX

This one is about karma and a sense of community.
No. 5

STAY

UP TO DATE

Run your updates, backups and anti-viruses regularly. Please.
You are not worried enough about your security. You must backup regularly. Change your passwords often. Stop using "admin" for your admin accounts. Srsly.
Yes, your readers know that your website still parties like it’s 1999. And that is so not awesome. Fix it.
EMBRACE THE RULES OF THE INTERNET

Accessibility. SEO best practices. Or how to be friends with Google.
Don’t use a personal profile page on Facebook to use for your blog. Set up a page so you can get access to analytics (and not get reported for TOU violations).
You can't hide from Google. So get a Google+ page and set up rel="author".
Give credit where credit is due. And err on the side of caution.
Put yourself out there.

Be real. Take risks. Give a little to get a little.
Activity!
MIND YOUR
Pixels

Pay attention to resolution, image area and file size.
JUST WRITE.

Well, duh.
If nothing else, do it for me.
Thank you!

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you rock!