



Cheat Sheet

9 Big Blogging Tips To Help You Stand Out

Full article:

<http://www.marketingforowners.com/big-blogging-9-ways-to-differentiate-yourself-and-stand-out-in-a-content-crowded-world/>

1

Invest A Little

Install WordPress with your own website domain name and get your own hosting. Or use Rainmaker (our site is powered by this). Money well spent. Foundation well built.

2

Don't Wait for Someone Else to Do It

No one can blog about your business, in your own voice, like you can. Start Now

3

Don't Write Short Posts

Take the time to write at least 1000 words per post, if not 1500. You need to be memorable. Give your readers something to sink their teeth into.

4

Don't Be Sporadic

If you want to build a following, you have to be reliable. Your readers have to know that, like clockwork, if they check your blog you'll have new stuff up there.

5

Don't Get Overly Cute

Keep the URL, titles and headlines as clear as you can and you'll attract new readers as well as entertaining the consistent ones.

6

Be One Thing: You

You will earn more loyal listeners by being consistent in your topic and tone choice than you ever would trying to be all things to all people. Be you, consistently, and the readers will follow.

7

Don't Worry About SEO Too Much

Google changes its algorithm too much. The popularity and links back to your blog are the most you can hope for when it comes to SEO success with your blog. So focus on putting out good, consistent content.



8

Ask, Ask, Ask

Ask your readers to interact with and amplify your content. Be crystal clear that you want your readers to share your content and spread the word.

9

Socialize With The Big Dogs

An @mention from a celebrity blogger can skyrocket your following and put you on the map. Don't stalk or demand, but make a point to consistently tweet and Facebook and comment on the blogs of those you most admire.