

Three Steps to Better Blogging

Everything Matters

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Good writing is good writing, right? Yes and no.

Readers' expectations for a blog are far different than for a trade journal or newspaper. Blogging started as a form of an online journal so the style has always been more personal and casual. Readers expect that through a blog, they will get to know you, the writer. They also expect the content to be easily digestible and fun to read.

That's a lot of expectation so I've put together some quick steps to help you get it right, inspired by some of the top bloggers on the LexBlog Network.