

The blogosphere is based on a network of linking and referrals. Some of the oldest blogs were nothing more than a collection of links that readers might find of use. In fact, many blogs are still a collection of links around a particular topic — a news aggregation service is perfect for readers interested in that topic.

LAObserved, the blog of journalist Kevin Roderick, collects information about Los Angeles news and journalism. At www.laobserved.com, the blog is a collection of pointers to other Web sites accompanied by a quick summary and comment as to why the link is significant.

He includes at least one, and usually more, links to news stories, newspaper Web sites, e-mail addresses, and often to the institution where Roderick obtained the information in each post, as you can see in Figure 9-5.

Figure 9-5: LAObserved is a blog that aggregates all the news of interest to the Los Angeles journalism industry.

LAObserved Los Angeles media and sense of place

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Monday, November 15, 2004
Observations by Kevin Roderick • Who? • Email

Latest Posts

- Book talk
- Now *this* is jury duty!
- Nice company
- Sitting together in DC
- Going under the knife
- Coffee Bean left with bitter taste *
- Sunday politics roundup
- Weekend kudos
- Online journals in town *
- Historic Echo Park
- * means updated post

Media topics

- Los Angeles Times
- New York Times

Book talk

California historian Kevin Starr chats with Saul Gonzales tonight at 6:30 on Life and Times on KCET, then tomorrow at 2:30 p.m. sits down for a half-hour conversation about his newest, *Coast of Dreams: California on The Edge*, with Jonathan Kirsch on KCRW's The Politics of Culture.

On Thursday night, police chief William Bratton and author James Ellroy will appear together at Book Soup on Sunset Strip to talk up and sign *Scene of the Crime: Photographs from the LAPD Archive*. They both wrote intros to the compilation. The store expects a crowd for the 7 p.m. event, so tickets are required.

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Don't be afraid to send your readers to other Web sites — including your competitor; if you're doing your job right, they will come back to you. If something your competitor posts on its Web site helps inform your reader, include the link. Ignoring the competition doesn't make them go away!

Lesson learned: Links add value and earn you points for being helpful to your readers. Plus they encourage other sites to link back to you and send you potential readers.