

with a company, because if anyone figures it out and you haven't been up-front, the backlash can overshadow your message, even if you didn't intend a deception.

- ✓ **Guest blogging.** Invite prominent bloggers, industry experts, and other influential people to guest edit your blog for a day or a week. You may have to provide some incentive to get them to help you out. Other bloggers, however, undoubtedly talk about their guest-blog gigs and bring traffic to the site. The real payoff is in the promotion you can do to bring readers in during that time.

If your blogger is well known, you may be able to offer an exchange: Your blogger for mine. This solution is also handy for those days when your blogger wants to take a vacation or is in some way unavailable to blog. Even an unknown guest blogger is preferable to having your blog go dark.

Be sure to talk with the guest about appropriate topics, writing style, and your expectations on the number of posts to be provided. If you plan to edit the guest blogger, state this up front as well.

- ✓ **Add photos to your posts.** Say it with images! A blog can be a text-heavy, boring-looking page, even if the writing is scintillating. The addition of photos, charts, and other graphics can add spice and interest to any blog entry — and readers respond well to blogs that use images.

Keep your images to a reasonable size, especially if you have pages that display several blog entries at once.



## Blog award contests

The Weblog Awards recognizes blogs in all kinds of categories. Go to [www.bloggies.com](http://www.bloggies.com).

The Webby Awards has a blog category: [www.webbyawards.com/webbys/categories.php#webby\\_entry\\_blog](http://www.webbyawards.com/webbys/categories.php#webby_entry_blog)

Marketing Sherpa: [www.marketingsherpa.com/sample.cfm?contentID=2729](http://www.marketingsherpa.com/sample.cfm?contentID=2729)

Techweb tech blog contest: [www.techweb.com/blogawards/nominate.html](http://www.techweb.com/blogawards/nominate.html)

The Guardian British Blog contest: [www.guardian.co.uk/online/weblogs/story/0,14024,1108883,00.html](http://www.guardian.co.uk/online/weblogs/story/0,14024,1108883,00.html)

Best Canadian blogs: [www.blogscanada.ca/topblogs/](http://www.blogscanada.ca/topblogs/)

Forbes review of the Best Blogs of 2004: [www.forbes.com/2003/04/14/bestblogs/lander.html](http://www.forbes.com/2003/04/14/bestblogs/lander.html)

CyberCatholics held a catholic blog award competition in 2004: [www.cybercatholics.com/stblogs/](http://www.cybercatholics.com/stblogs/)

Koufax Awards recognized the best lefty blogs: [wampum.wabanaki.net/archives/000785.html](http://wampum.wabanaki.net/archives/000785.html)