

Creating a blogroll

Most bloggers like to read blogs as much as they like to blog themselves. They have favorites, and they're happy to share them with you in the form of a *blogroll*: a list of links that the blogger regularly refers to. Blogrolls are also a way for bloggers to share blogs they admire with their readers.

Of course, bloggers also create a blogroll for other reasons:

- ✓ It never hurts your search engine rankings to be linking to highly trafficked Web sites.
- ✓ The blog you link to may return the favor, especially if your blog is sending it traffic.

Blogrolls are usually sorted alphabetically and placed in a column on the right or left of the blog content, as shown in Figure 13-4.

You can easily add a blogroll to your blog, but you do have to spend some time researching available blogs to find those that are most appropriate for you and for your audience. People reading your blog while they are at work don't appreciate being sent to something X-rated or frivolous just as the boss walks by.

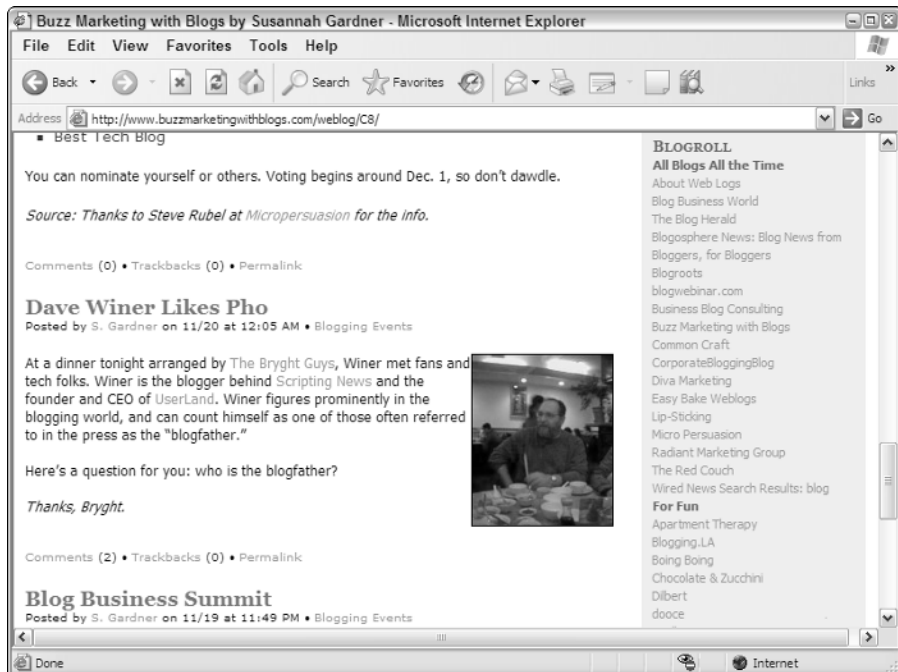


Figure 13-4:
The Buzz Marketing with Blogs blogroll is on the right side of the blog.