

SEOMoz – The Professional’s Guide To Blogging

This article serves as a guide to defining and understanding what blogging is and how a new blogger can create, write, and promote a blog of his or her own. It covers how to choose an appropriate blogging platform, how to optimize a blog for search engine rankings, provides tips on how to brainstorm appealing blog content, and identifies how to promote and measure the success of your blogging efforts. Additionally, at the bottom of this guide are two comprehensive appendices that provide links out to valuable blogging resources, software, tools, and plugins.

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