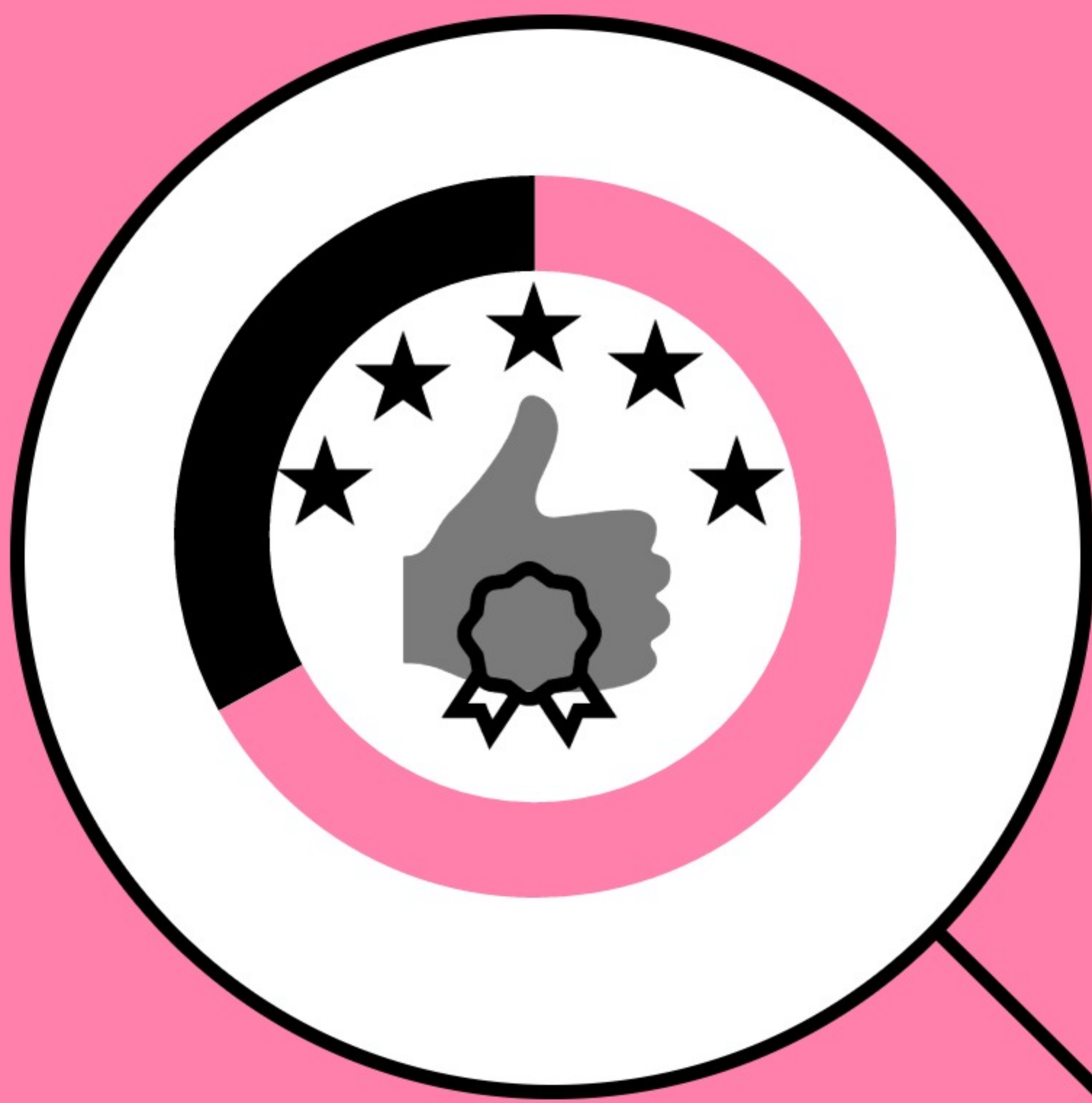


BLOGGING: RESEARCH & CREDIBILITY

AN IN-DEPTH GUIDE TO THE BENEFITS OF RESEARCHING

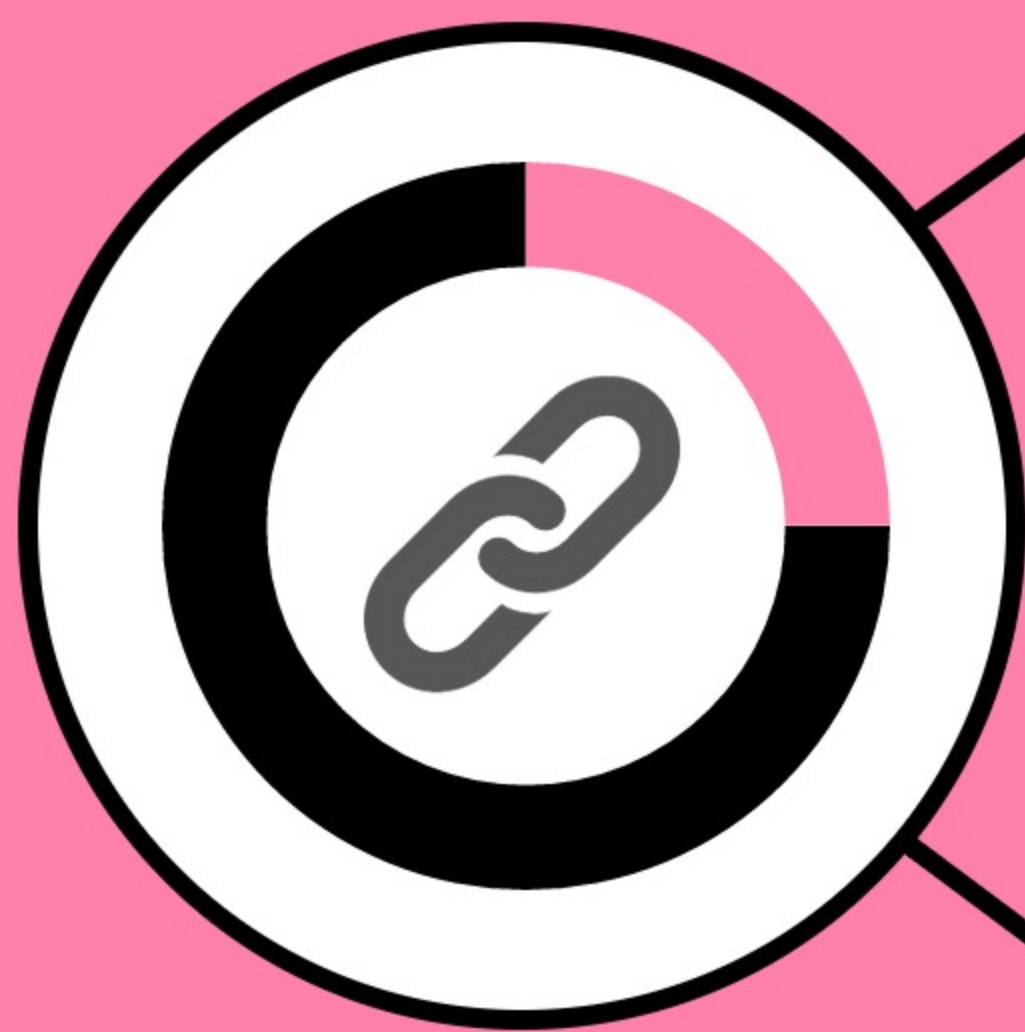
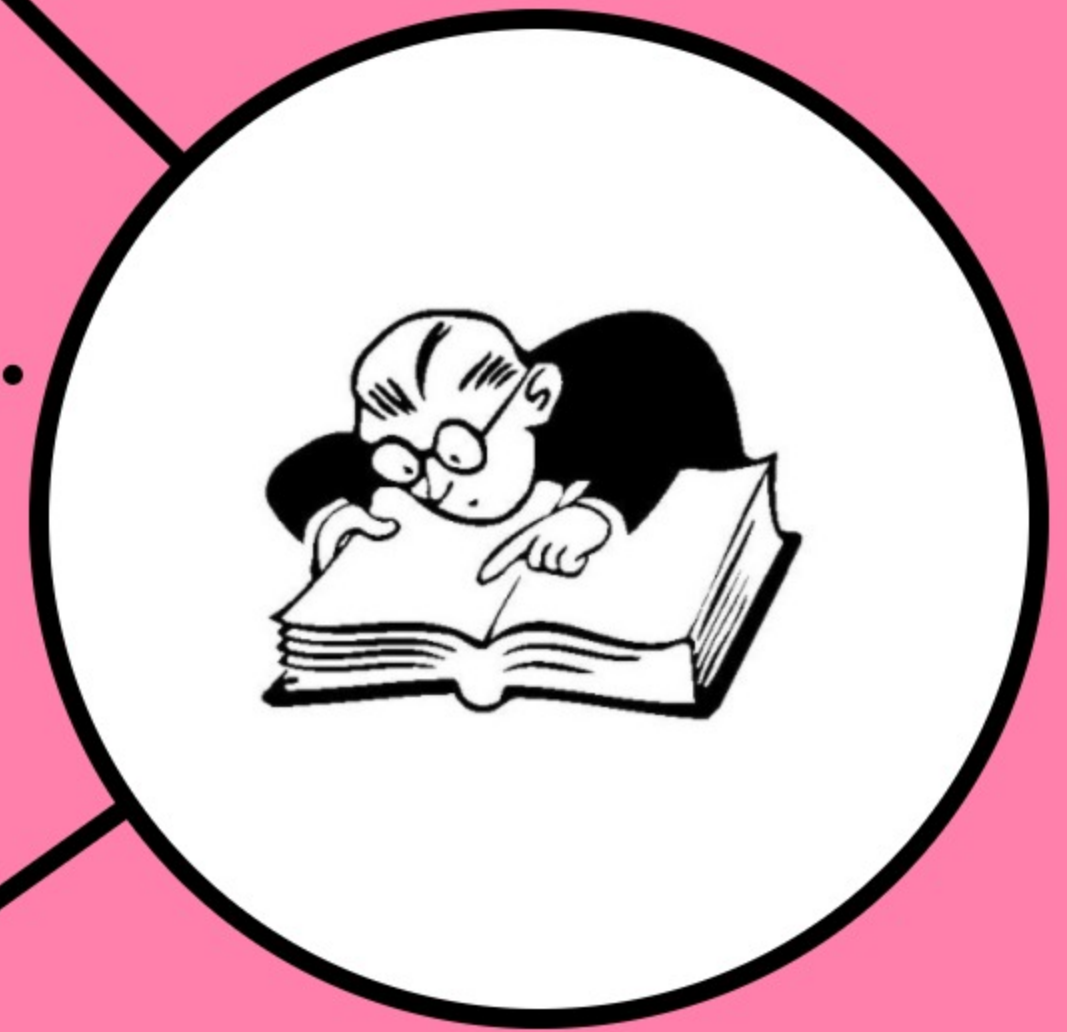
Blogging 101



CREDIBILITY

Helps you gain and keep credibility

Helps keep your facts straight and shows your readers you took the time to provide accurate information & value



LINKING

Internal & External Linking

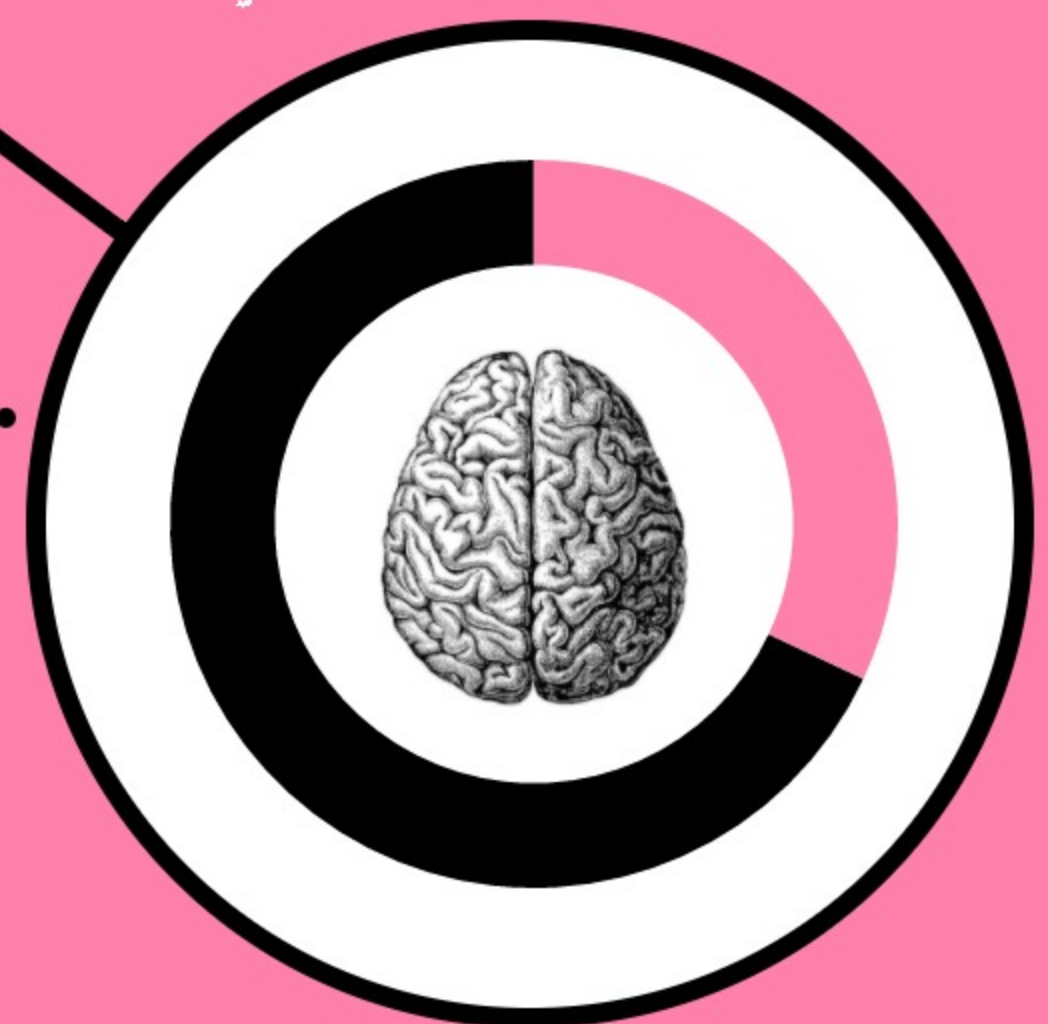
Provides the reader with value, better understanding, & gains loyal readers.
External Links-gives credit & highlights other experts
Internal Links-Gets readers to explore more of your site, stay longer on your site, get to know you better.



INSPIRATION

Gain inspiration from others

This is particularly helpful when you encounter writer's block!



REMINDERS

- Needs to be quality research
- Reflect and Incorporate your quality research back into your post.
- Novice to professional- you still need to do your research
- Always include a list of your references

