BLOGROLL

One of the things that many weblogs have in common is a blogroll. These are usually located somewhere in the sidebar of the blog. The basic purpose of the blogroll is to build connections between blogs. Not only is it a handy reference for you to be able to easily locate your favorite blogs, but it also tells your readers "these are blogs that interest me...maybe you would want to check them out too." I have found some of my very favorite blogs by linking through someone's blogroll. Often times, the bloggers you love the most will have at least a couple of blogs in their blogroll that are comparable to their own, and then voila! - - a new instant favorite! Another nice thing about adding someone to your blogroll is that often they will return the favor - - especially if you send a nice message to them, letting you know they made it to your favorites.

Your assignment today is twofold:

1) **Add your own blogroll to your blog**. If you have already located some blogs with themes similar to your own, these are a great place to start. Or you might want to add links to blogs you already follow or maybe some neat ones you have found during the research for this course. If you are signed up with Bloglines, you can even create an "instant" blogroll using your subscribed feeds.

In **Wordpress**, the blogroll is created through the Widget option called "Links."

Blogger allows to you add a "Blog List" via the customization menu.

In **Typepad**, the same thing can be accomplished in the Typelist tab by clicking on "create a new typelist."

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2) **Try to get your blog on someone else's blogroll**. Find two blogs that you love, ones that would make your heart soar if they chose to link to you. Comment on several of their posts and get yourself noticed. Slight disclaimer: You need to find blogs that are at or slightly above your level of influence - - commenting on a blog with

100,000 subscribers probably isn't going to get you instant "blogebrity."

So how do you do this? Find the blogs you love and then go to Techn[obscured] h area, type in the blog url of one of the blogs you read. When their blo[obscured] notice there's an **authority rating**. Authority determines how big of a [obscured] are, and so it's a good guide for choosing blogs that are at or slightly [obscured] regards to authority. You're more likely to gain meaningful links from bloggers of similar popularity than you are to get a link from a big blogger who doesn't even have time to notice who is on their site.

Add your two chosen blogs to your blog roll, consistently read and comment on their blogs, and even send a polite email, if possible, letting them know how much you enjoy their blog and that you have added them to your blogroll. If you aren't afraid of going overboard, you can even highlight their blog in one of your posts. After all that, there **may be** a possibility they'll return the favor and link to you as well. Don't push the issue though. There is nothing more annoying than a pesty blogger who begs for links. Don't be one of them. Subtlety is key!