



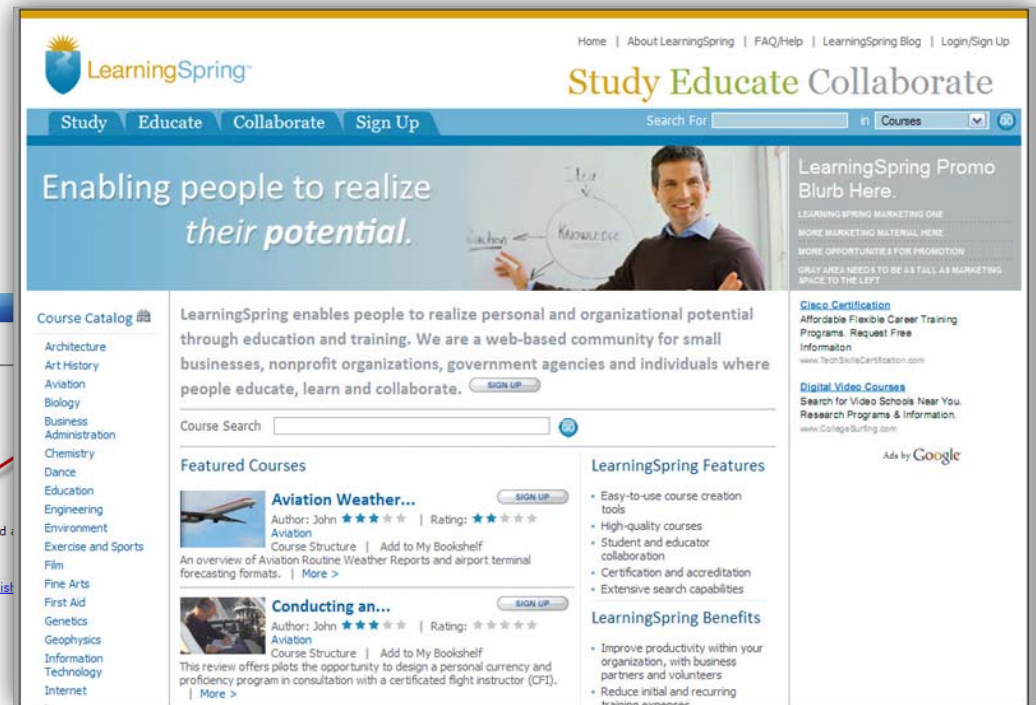
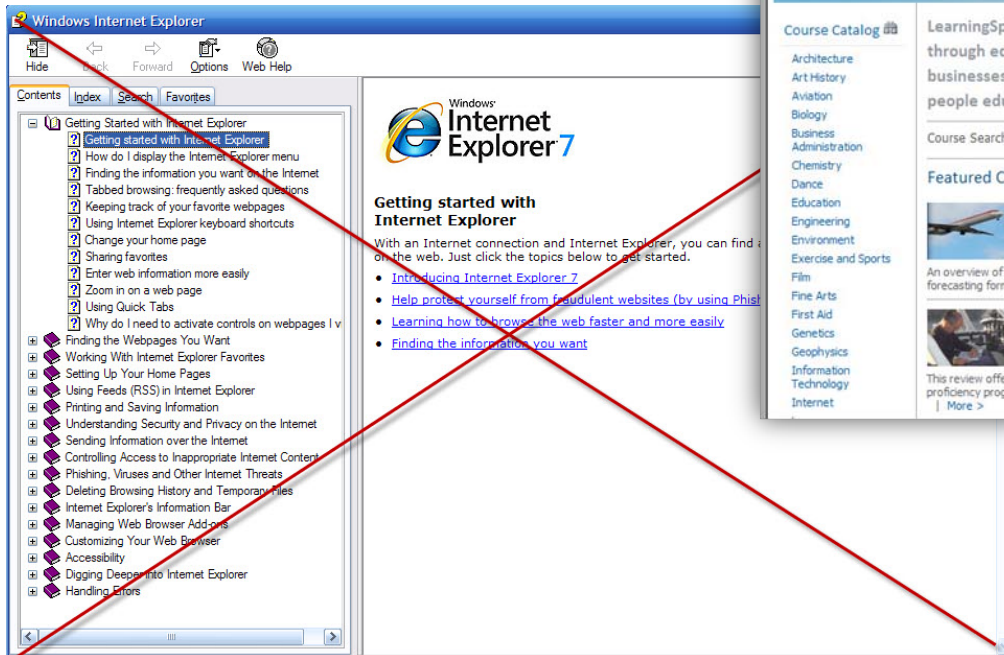
# Blogging: A New Role for Technical Communicators

By Tom Johnson

[idratherbewriting.com](http://idratherbewriting.com)



# 1. The Blog as an Expected Format



## 2. Why Bother to Blog?

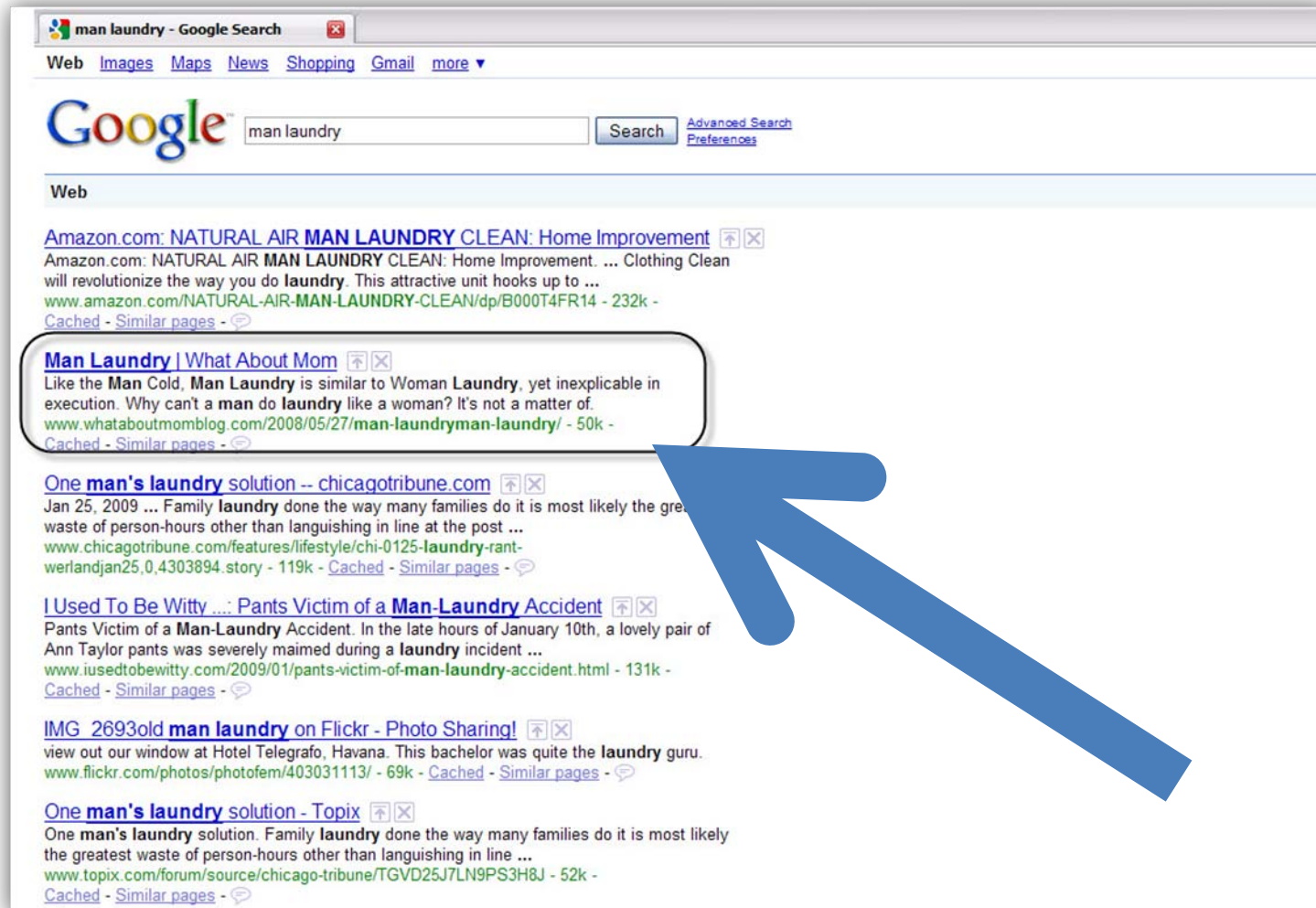
**twitpic**  
share photos on twitter

Wordcamp Utah



Dick and Jane at WordCamp Utah. The surprising thing is how normal everyone seems.

# 3. Search Engine Optimization: The #1 Perceived Value of Blogging





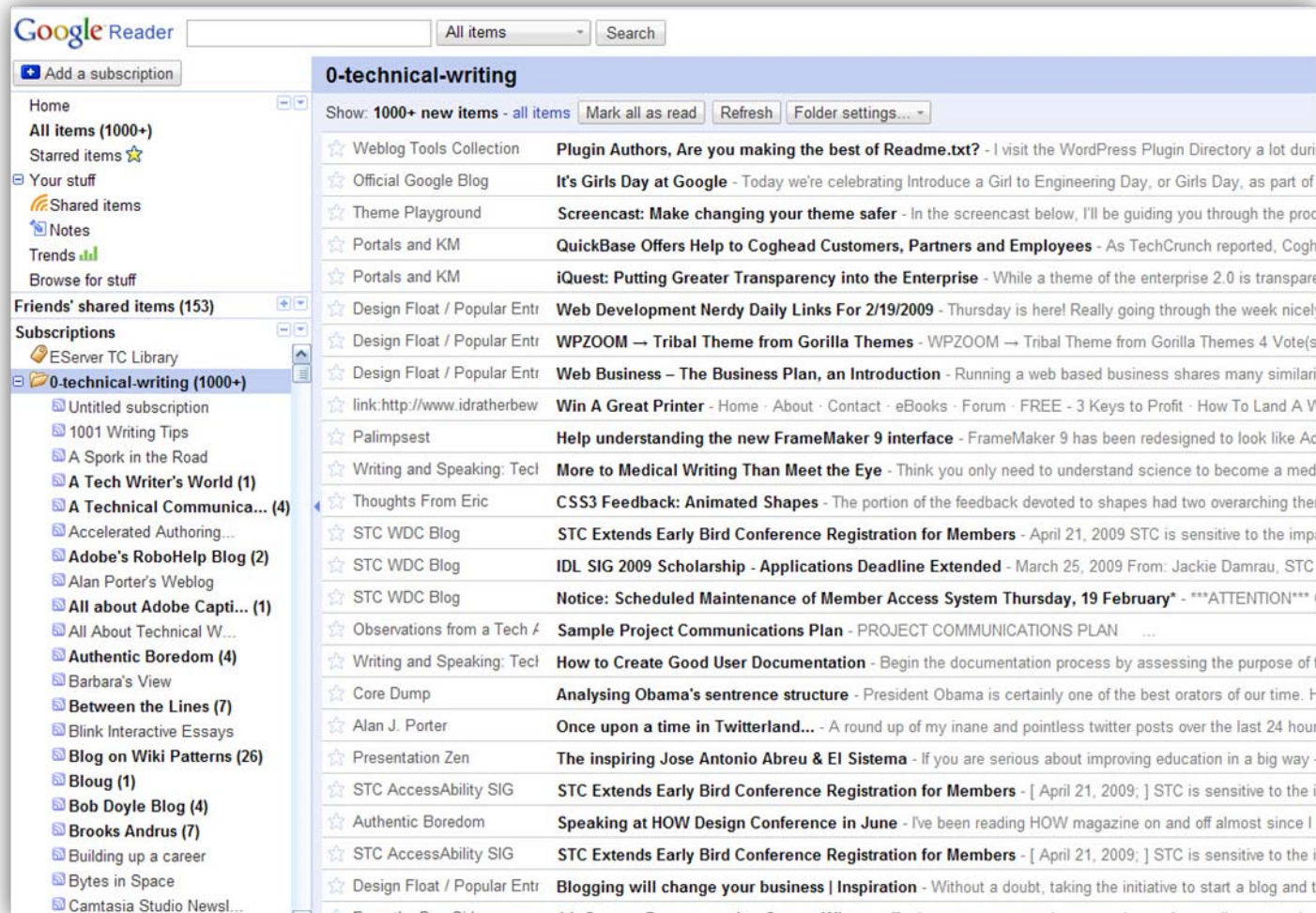
## 4. The Most Difficult Part of Blogging: Generating Content Regularly



"The desire to write grows with writing."



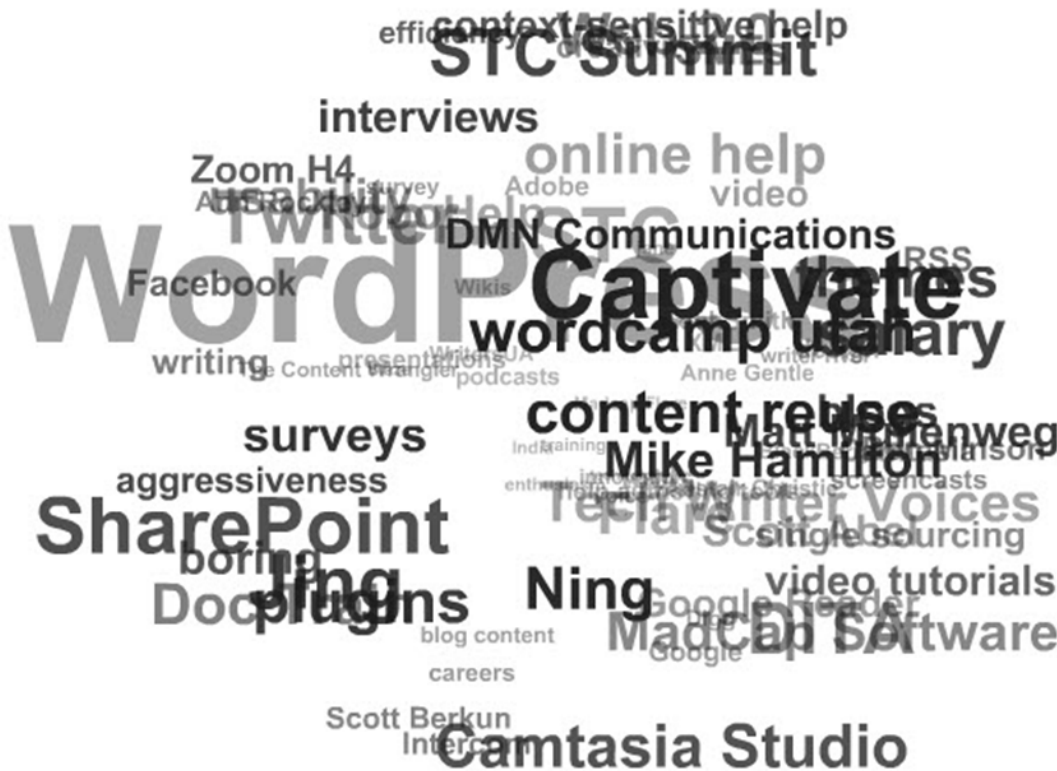
# 5. How Your Audience Consumes Blog Information



## 6. Key Elements of Blogs: Story, Voice, Transparency, Honesty

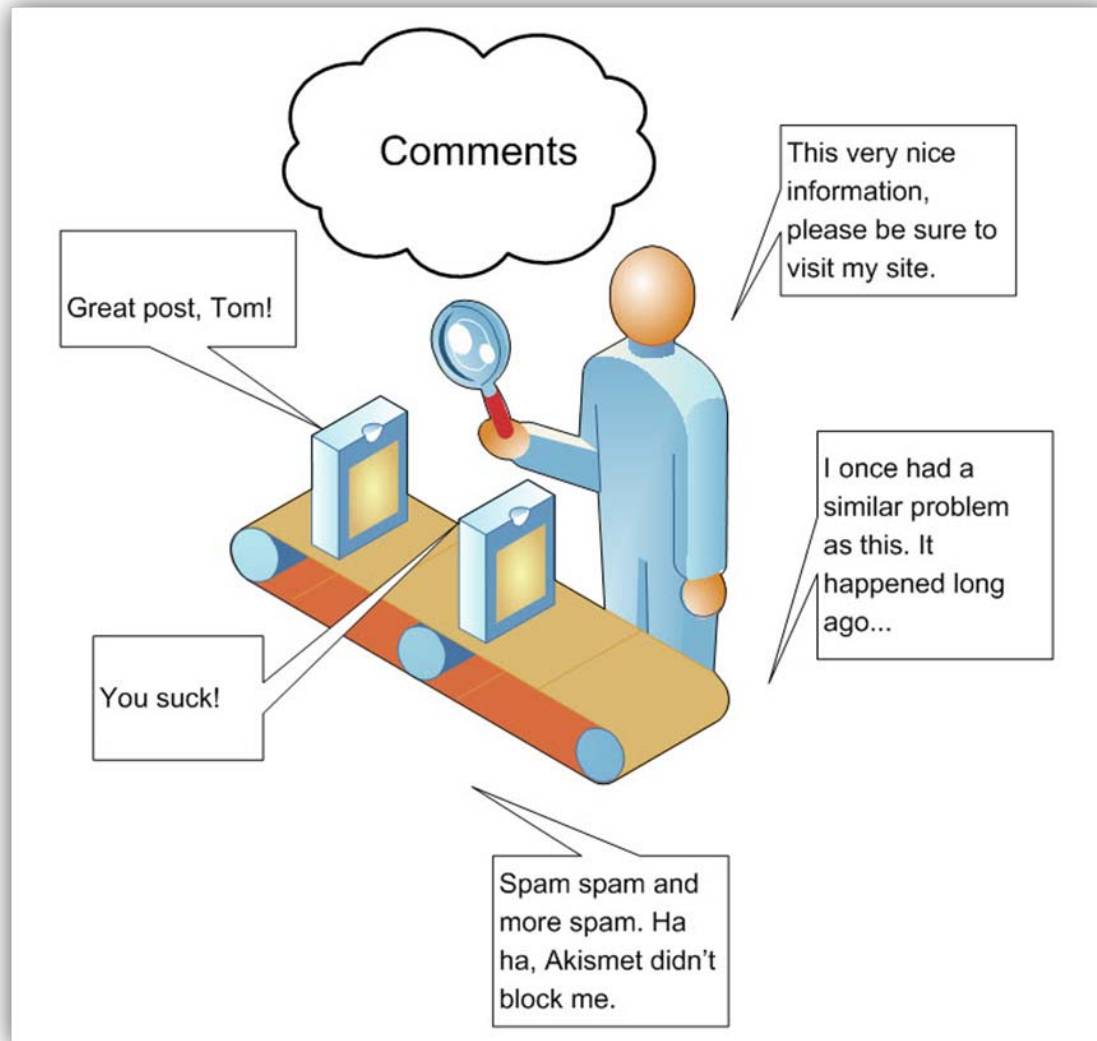


# 7. Making the 652 Blog Posts Findable on Your Site





# 8. Comments – and What to Do With Them



# 9. The Results of Blogging





# 10. Questions Everyone Asks About WordPress

