

写出被别人链接的好文章的十个关键要素 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/261/2021\\_2022\\_\\_E5\\_86\\_99\\_E5\\_87\\_BA\\_E8\\_A2\\_AB\\_E5\\_c67\\_261131.htm](https://www.100test.com/kao_ti2020/261/2021_2022__E5_86_99_E5_87_BA_E8_A2_AB_E5_c67_261131.htm) 1. Be Interesting.

Sounds simplistic, but most posts aren't. 1. 有趣。听起来太简单了，但是大多数文章达不到这个要求。 2. Share what you know.

People like posts they can learn from. Don't worry about giving away ideas. Those are a dime a dozen. People who can make ideas work

are rare as hens teeth. 2. 分享你所知道的。人们喜欢他们能从中学到东西的文章。不要担心泄露创意。那些玩意一毛钱一打。

能让创意真正实现的人像母鸡的牙齿那么稀罕。 3. Learn

from David Letterman: Make Top 10 lists. 3. 跟David Letterman学习：列出首位的10条信息。 4. White space is one of your best

friends. People who read blogs skim. Only someone with too much time on his hands will read a big, 2,000 word-long blog of copy.

Write short, tight sentences and paragraphs. 4. 空格是你最好的朋友之一。读者经常略读。只有那些手头上有大把时间的人才会

读一篇漫长的、2000字的文章拷贝。写一些短小的、紧凑的句子和段落。 5. Don't be afraid to express your opinions.

Blogging is no place for shrinking violets. Anyone who doesn't like your opinions can a) read another blog. b) trackback to your post

and write about it (aka linking to it) 5. 不要害怕表达你的观点

。blog不是为羞怯的人准备的。任何不喜欢你的观点的人可以a) 阅读另一个blog b) 通过trackback你的文章来阐述他自己的观点。

6. Don't steal other people's stuff. If you source a post, give a link or a hat tip. 6. 不要偷窃别人的东西。如果援引一篇文

章，给出一个链接，或一个hat tip。 7. Feel free to call a company on behavior that is clueless, ridiculous, or whatever describes its behavior, but don't call individuals names. Name calling is juvenile and mean. 7. 放心去说一个公司在行为上无能、可笑或其他一些可以形容它行为的描述，但是不要指称单个人的姓名，指名道姓是幼稚和低劣的。 8. Write Headlines That Tell What the Post is About. Don't be cagey or vague in headlines. It'll just make people skip the story. Use keywords and clear language in headlines. 8. 文章的标题能描述文章内容的。不要在标题上小心翼翼和含糊不清。这只能使人们跳过它。在标题里使用关键字和清晰的语言描述。 9. Don't use jargon. Ever. 9. 不要使用行话。永远不要。 10. Don't lose your sense of humor. We're bloggers, not the eighth wonder of the world. Lighten up. 10. 不要失掉你的幽默感。我们是blogger，不是世界第八奇观。轻松一下。 Bonus tip: Don't make any more freaking lists of bloggers so they will link to you. 额外提示：不要再制作什么blogger名单，这样他们就会和你链接。 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)