

BLOG CONTENT + ONLINE JOURNALISM (lessons learned as editor of GearJunkie.com)

'Never Be Boring!' — The No. 1 policy at GearJunkie.com ... DON'T BE BORING. Boring is not good. People want timely, newsworthy, relevant, fun, humorous, real, PASSIONATE content.

Write GREAT Headlines – Readers skim online. Headlines capture attention. Make them fun, intriguing, suck-you-in-and-make-you-click. Don't skimp on the headline.

Lead With Big, Dramatic Photo – After the headline, suck readers in further with a great (often big) image up top.

Get To The Point – Hit the ground running. Don't back into the story. No slack, no B.S. Get to the point. Details, context, scene, color, and description right away. GO!

Nut Graf – Declare the purpose of the story in the second or third paragraph. Make it concise.

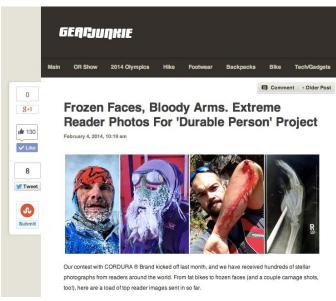
AP Style (But 'Web' Tone) — Write newspaper style, as described above. Use quotes, cite sources. Follow basic AP protocol. Keeps things tidy and pro.

LOL & OMG! – No emoticons. No ampersands, no shorthand, LOL's or other text-messaging derivatives. Treat your reader like a grown-up

Call To Action — End with a question. Ask for reader comments and feedback. Encourage social media shares. The web is a two-way medium. Remember that before getting on a soapbox.

You Want More? – Sources, Links, Photo Rights, Social Friendly, Fact Check... Socialize To The World. Bam.





ABOUT THE SPEAKER: Journalist Stephen Regenold served as a writer for the **New York Times** from 2005 - 2009, publishing dozens of articles in the newspaper and on NYT.com. He is Founder and Editor of **GearJunkie.com**, a site the sees up to 1million pageviews a month. Regenold is a partner at the Minneapolis creative agency **Monopoint Media**, which this winter launched **"Checkpoint MN,"** a statewide outdoor scavenger hunt sponsored by Explore Minnesota.