

How to have an endless stream of website content...

1. Set up a production schedule

Instead of blogging when you feel like it, blog to a schedule. Consider how many posts you want to make - say 10 a week. Set up a schedule that works with your other commitments. Perhaps one blog every day of the week and then five on Sunday, perhaps. It doesn't matter too much exactly what you do, but by setting a schedule with deadlines you are more likely to achieve the multiple posts you need.

2. Develop theme ideas

In your planning for your blog, divide your subject into several themes. For instance, my blog, has seven themes, one for every day of the week. Monday it is about running a business online, Tuesday is blogging, Saturday is Internet shopping and so on. By establishing themes for your blog, you will find it easier to write. For instance, on Tuesdays I know it is "blogging" day, so I have to think about writing about that subject, rather than waiting for inspiration to write on any subject.

3. Use Google Alerts

Go to Google Alerts and set up daily reports for your themes. By setting up these alerts, Google will send you an email, together with appropriate links for any new web sites, news items, or blog entries on your particular theme. That way you get notified each day about new information that could stimulate your blog writing. All you then do is look at your theme for the day, then go to your inbox and pick out the Google alerts on that theme and then see what you can write about.

4. Personalise your iGoogle Page

Set Google as your home page but use the "personalise" option to add all sorts of relevant news services to it. In this way your browser will always

show up to date information, blogs and other useful resources on your desired subjects. The iGoogle Personalised Home also allows you to set up "tabs"; you could have one for each of your themes, providing you with even more resources to trigger your writing.

5. Allow others to contribute

No matter which blogging software you use, it is possible to allow other people to contribute to your blog. By giving a trusted partner access to your blog you can get them to add content, thus increasing the value of your blog. Give your contributors themes, deadlines and word counts to achieve. That way you are sure your blog will not get repetitive, plus it will contain valuable content, rather than a one-liner and a link.

6. Invite "guest bloggers"

Have a look around using Google Blogsearch for bloggers writing on the same subject as you. Then, invite them to write a "guest" entry for your blog. Give them a deadline, a topic and a word count. Tell them that all they need to do is email the text to you and that you'll post it on your blog within a day or two. Also, let them have a link to their own blog. You could also suggest you write a guest posting for their blog too.

7. Use articles from directories

Go to Ezine Articles and search for articles on your themes and topics. Copy the articles and add them to your blog, crediting the author. Contact the author and let them know you have done this - they may become a regular guest blogger or commenter for your blog.

8. Use "private label" sites

Private label sites provide you with text you can use that you call your own. It's like having a permanent

"ghost writer" on your team. Private label sites, such as Infogoround or Private Label Monthly allow you to take articles written by other people and include them in your blog and put your own name to them. Although this sounds great, the problem is that thousands of other web site owners do the same. This means if you use the private label content as it is, your blog will not be unique and this will help you lose ranking in search engines. However, if you take the private label material, edit it and adapt it to make it unique, your blog will benefit. Often editing material is quicker than generating it from scratch.

9. Hire a ghost writer

Get someone else to write some of your blog entries. Go to Elance and post a project for someone to write blog entries for you. You will get offers from all sorts of writers and you will be able to select the best one for your particular needs. Prices vary according to what you want, but someone who writes around 150 words a day, every day of the week for you should cost around \$175 a month.

10. Pre-write your blogs

TV soap operas have their storylines set up for many months in advance. Indeed, TV schedulers will now what is happening two to three years ahead, otherwise the programmes could not be commissioned. Their way of working could be your way of working too. Devise a "schedule" of your blogs for the coming three months, say. Then spend a couple of days just writing all the blog entries you will need for that time span. All you will need to do in the coming months is copy and paste each blog entry as and when it is needed - you could even pay a junior assistant to do that for you.