

Well-Worded Articles Increase a Writer's Credibility

by Paul Cuthbert

Whether you spend time blogging to build links for a website or you just like to write content for others to read, you should be sensitive to the type of writing you do. Even if you are not a professional, you should be paying attention to the punctuation and grammar that appears in your writing. One of the things that I like about the Internet is that anyone can contribute to the online community. However, when you do sit down to add to the information that is on the Internet, you should be careful to check your spelling and grammar.

The quickest way to lose credibility as a writer is to misspell words and omit the rules of correct writing etiquette. Many companies prefer to hire writers who understand how to communicate clearly and effectively. How a document appears is just as important as what is being said. Although the search engines might not detect the difference between a well written article and one that is scripted by someone who does not follow proper grammatical styles, or who changes tense in the middle of an article, an educated audience who reads an article online will trust the individuals who use correct sentence structure and verbiage.

Writing is a talent that many people have, yet not everyone understands the need to follow the rules that have been established for professional writers. When I come across an article or blog that has misspelled words or obvious grammatical errors, I tend to question the information that is contained in the article. Even if the blog is relevant to what I am researching, I find that poorly written or sloppy content takes away from the information that I am reading.

There are a lot of search engine marketing companies that share the same ideals about writing as I do. Although the search engines are not affected by the flow of an article, readers do create an opinion about an author who is careless with the content they write. Before submitting any work that will appear in print or online, it is imperative that you proofread your work. Reading an article allowed will help eliminate grammatical errors. Running a spell checker is also important to the success of every writer. No matter how long you have been writing or how large a following you may have, you should be offering your readers your best work.

Keep in mind that every blog you post is a reflection on your writing ability. Some organizations provide a style guide to their writers that ensures the formatting and grammar of each article is consistent with the expectations of a writing client. Whether you write for yourself or for a professional organization you should follow a few simple rules that will make it easy for anyone to read your work.