How to Write a Rockin' Food Post and Get More Readers To Your Blog

We all remember meeting our friends from King's Hawaiian at lunch in Philadelphia. King's Hawaiian delivers authentically crafted Hawaiian food and Aloha Spirit that families love everywhere. Why not share some of this deliciousness with your blog readers in the form of a food post? Just think back to those yummy Barbeque Pork Sandwiches we had at Bloggy Boot Camp in Philadelphia. They could easily make for the perfect family meal or casual backyard barbeque this summer! There are lots of recipes on King's Hawaiian's website at *www.kingshawaiian.com* that would work for a post.

What Makes A Food Post Great?

1. AT LEAST ONE BEAUTY SHOT OF THE FOOD
We live in a visual world. Hook readers with your eye-candy and use step-by-step photos only if you are demonstrating a difficult technique.

2. HELPFUL INFORMATION OR A MEMORABLE STORY
Story-telling or helpful information can go a long way in making your post memorable.

3. GOOD FORMATTING
Readers tend to skim, so try to make your most important points stand out easily.

4. A WELL-TESTED RECIPE
Highlight a recipe that you have enjoyed and would make again.

5. PRINT ME OPTION AT THE END OF A POST
A fabulous printer-friendly recipe at your fingertips? *Yes, please!*

What Are Common Mistakes Bloggers Make with Food Posts?

1. POOR RECIPE FORMATTING
Recipe formatting can be tough. Be sure there is a logical flow to your posts.

2. NOT INCLUDING A PHOTO OF THE FINAL PRODUCT
People want to see what the food looks like when all is said and done!

3. NOT CREDITING THE ORIGINAL SOURCE OF THE RECIPE
Not crediting an original source is not only poor form, but also potentially copyright infringement.

Here are a few best practices for you to keep in mind:

- If you're blogging about something that is not your original creation and you've not changed anything about the recipe's ingredients, then you need to credit the source with a link back to the original copy.
- If you've made minor changes, then credit the recipe as "adapted from" with a link to the original source.

- Crediting a recipe as "inspired by" is a good idea if you obtained the idea for your post based off of something someone else created.
- If you're using someone else's recipe (with credit of course), it is important that you reword the recipe's instructions using your own words

BLOGGY BOOT CAMP