Check your links

I know you need to add one more thing to your to-do list like you need to wake up Friday at 4 a.m. to watch the royal wedding, but do consider doing this with every blog post, website page, tweet, etc that you put out there:

CHECK THE LINKS!

Does your website have any broken links (or pages that don't appear correctly)? Does the sharing software on your blog work? All of it? When you post a link to a story on Twitter, are you sure the link is working?

Many of us do not check these very often.

Case in point: a blogger I follow has faulty sharing buttons on her blog. I read a good post by her, which I wanted to share on Twitter. I clicked on the link and all I got was a blank Twitter page—no title and no link. No good. I created a Bit.Ly short link and posted it anyway but she would have no way of knowing that the item had been shared unless her blog records ping-backs. I reported this to her, and I hope she is able to correct it.

Prevent this from happening by occasionally checking these links. Just sayin'.