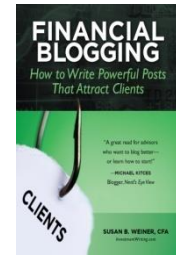


## WEBSITES OF RESOURCES CITED IN *FINANCIAL BLOGGING*

Updated February 2022

This is an updated list of links that appeared in [Financial Blogging: How to Write Powerful Posts That Attract Clients](#). Some resources no longer exist. Where possible, I've suggested alternatives. If you learn of other broken links in my book—or can suggest other resources—please [contact me](#).



Resources	Shortlink	URL
<i>A Plain English Handbook: How to create clear SEC disclosure documents</i>	<a href="https://tinyurl.com/2ck6o6c">tinyurl.com/2ck6o6c</a>	<a href="https://sec.gov/pdf/handbook.pdf">sec.gov/pdf/handbook.pdf</a>
Akismet	<a href="https://bit.ly/Y5sWF0">bit.ly/Y5sWF0</a>	<a href="https://www.akismet.com">www.akismet.com</a>  NOTE: Akismet stopped working well for me, so I switched to Anti-spam plug-in for WordPress ( <a href="http://web-profile.net/wordpress/plugins/anti-spam/">http://web-profile.net/wordpress/plugins/anti-spam/</a> ), however, it appears that Anti-spam plug-in is no longer being updated. I've returned to Akismet.
"CFA credential implies a standard of care not always upheld," says Forbes opinion piece	<a href="https://bit.ly/TlsSQr">bit.ly/TlsSQr</a>	<a href="https://investmentwriting.com/2010/08/cfa-credential-implies-a-standard-of-care-not-always-upheld-says-forbes-opinion-piece/">investmentwriting.com/2010/08/cfa-credential-implies-a-standard-of-care-not-always-upheld-says-forbes-opinion-piece/</a>
<del>Confusing Words</del>		NOTE: This website no longer exists.  If you're confused, try Googling the confusing pair of terms. For example: "comprise vs. compose."
<i>Financial Analysts Journal</i>	<a href="https://cfa.is/P9HQbR">cfa.is/P9HQbR</a>	<a href="https://www.cfapubs.org/loi/faj">www.cfapubs.org/loi/faj</a>
FINRA Regulatory Notice 10-06 Guidance on Blogs and Social Networking Web Sites	<a href="https://bit.ly/37fIC1R">bit.ly/37fIC1R</a>	<a href="http://www.finra.org/industry/notices/10-06">http://www.finra.org/industry/notices/10-06</a>

Resources	Shortlink	URL
FINRA Regulatory Notice 11-39 Social Media Websites and the Use of Personal Devices for Business Communications: Guidance on Social Networking Websites and Business Communications	<a href="http://bit.ly/Vu212u">bit.ly/Vu212u</a>	<a href="https://www.finra.org/sites/default/files/NoticeDocument/p124186.pdf">https://www.finra.org/sites/default/files/NoticeDocument/p124186.pdf</a>
Freelance Success		Contact Freelance Success owner Julie Sturgeon at <a href="mailto:Editor@FreelanceSuccess.com">Editor@FreelanceSuccess.com</a> for a customized list of writers who may be right for you. The database is no longer accessible.
FreelanceWriter Search.com has been replaced by Find a Writer on the ASJA website	<a href="https://bit.ly/3GxWTHV">https://bit.ly/3GxWTHV</a>	While ASJA's freelancewritersearch.com page no longer exists, it has been replaced by <a href="http://asja.org/our-members/find-a-writer/">asja.org/our-members/find-a-writer/</a> , where you can search the ASJA member directory  Another source to try is the Financial Writers Society <a href="http://financialwriterssociety.org">financialwriterssociety.org</a> ( <a href="https://bit.ly/3rvA6lw">https://bit.ly/3rvA6lw</a> ). You can email <a href="mailto:info@financialwriterssociety.org">info@financialwriterssociety.org</a> or send a message through the society's website.
Google AdWords	<a href="http://bit.ly/R8xncQ">bit.ly/R8xncQ</a>	NOTE: Google AdWords have been replaced by Google Ads ( <a href="http://ads.google.com">ads.google.com</a> )
Google Alerts	<a href="http://bit.ly/Rof45v">bit.ly/Rof45v</a>	<a href="http://www.google.com/alerts">www.google.com/alerts</a>  NOTE: I found that Google Alerts became more useful for me when I changed from "Only the best results" to "All results." Other services to check out include Mention ( <a href="https://en.mention.com/">https://en.mention.com/</a> or <a href="http://bit.ly/1z2yYWJ">http://bit.ly/1z2yYWJ</a> ) or Talkwalker ( <a href="http://www.talkwalker.com">http://www.talkwalker.com</a> or <a href="http://bit.ly/1zqm46c">http://bit.ly/1zqm46c</a> )
Google Analytics	<a href="http://bit.ly/Y5vD9p">bit.ly/Y5vD9p</a>	<a href="http://www.google.com/analytics">www.google.com/analytics</a>
Google Webmaster Help	<a href="http://bit.ly/17l5rch">bit.ly/17l5rch</a>	<a href="http://www.youtube.com/user/GoogleWebmasterHelp">www.youtube.com/user/GoogleWebmasterHelp</a>

Resources	Shortlink	URL
Guide to the Internet for Registered Representatives		NOTE: This is no longer on the FINRA website.  In a Feb. 2015 email, <a href="#">Joanna Belbey</a> confirmed that the two FINRA notices mentioned above remain the most relevant to reps who blog. She suggests that reps also look at communications and supervision rules: <ul style="list-style-type: none"> <li>• <a href="#">Communications with the Public Regulatory Notice 13-03</a></li> <li>• <a href="#">Communications with the Public Regulatory Notice 12-29</a></li> <li>• Executive Summary of <a href="#">Regulatory Notice 14-10</a>(effective Dec. 2014)</li> <li>• <a href="#">Regulatory Notice 14-10 Consolidated Supervision Rules</a></li> </ul>
<i>Helping Advisors Blog</i>		NOTE: This Russell Investments blog no longer exists.
"How to Add an RSS Feed" using HootSuite	<a href="https://bit.ly/39C92vx">bit.ly/39C92vx</a>	<a href="https://help.hootsuite.com/hc/en-us/articles/204585700-Add-pause-or-delete-an-RSS-feed">https://help.hootsuite.com/hc/en-us/articles/204585700-Add-pause-or-delete-an-RSS-feed</a>  NOTE: This feature no longer exists. You can buy HootSuite's RSS AutoPublisher for a modest price at <a href="https://apps.hootsuite.com/apps/rssautopublisher">https://apps.hootsuite.com/apps/rssautopublisher</a> ( <a href="https://bit.ly/333perQ">https://bit.ly/333perQ</a> ).
How to Add Personality and Warmth to Your Financial Writing	<a href="https://bit.ly/SnRffz">bit.ly/SnRffz</a>	<a href="http://investmentwriting.com/2012/06/how-to-add-personality-and-warmth-to-your-financial-writing-part-one/">investmentwriting.com/2012/06/how-to-add-personality-and-warmth-to-your-financial-writing-part-one/</a>
How to Write Blog Posts People Will Read: A Five-Lesson Class for Financial Advisors	<a href="https://bit.ly/2LIJiT8">bit.ly/2LIJiT8</a>	<a href="http://www.investmentwriting.com/financial-blogging-class/">http://www.investmentwriting.com/financial-blogging-class/</a>
HubSpot	<a href="https://bit.ly/29Dp3mn">bit.ly/29Dp3mn</a>	<a href="http://blog.hubspot.com">blog.hubspot.com</a>
Investment Adviser Use of Social Media, a National Examination Risk Alert	<a href="https://tinyurl.com/6pznna2">https://tinyurl.com/6pznna2</a>	<a href="http://www.sec.gov/about/offices/ocie/riskalert-socialmedia.pdf">www.sec.gov/about/offices/ocie/riskalert-socialmedia.pdf</a>
<i>Investment News</i>	<a href="https://bit.ly/SHicZU">bit.ly/SHicZU</a>	<a href="http://www.investmentnews.com">www.investmentnews.com</a>
<i>Investment Writing Blog</i>	<a href="https://bit.ly/Vu8g6i">bit.ly/Vu8g6i</a>	<a href="http://www.investmentwriting.com/blog">www.investmentwriting.com/blog</a>
<i>Investment Writing Facebook Page</i>	<a href="https://on.fb.me/UONUZI">on.fb.me/UONUZI</a>	<a href="https://www.facebook.com/InvestmentWriting">www.facebook.com/InvestmentWriting</a>
Investment	<a href="https://bit.ly/TIDgE3">bit.ly/TIDgE3</a>	<a href="http://investmentwriting.com">investmentwriting.com</a>

Resources	Shortlink	URL
Writing.com		
Investopedia	<a href="http://bit.ly/RofXLy">bit.ly/RofXLy</a>	<a href="http://investopedia.com">investopedia.com</a>
<del>Investor Words</del>	<a href="http://bit.ly/PwY4gt">bit.ly/PwY4gt</a>	NOTE: The Investor Words website no longer exists.  Investopedia's Dictionary may have similar coverage ( <a href="http://investopedia.com/financial-term-dictionary-4769738">investopedia.com/financial-term-dictionary-4769738</a> ). Also see resources I list in my blog post on " <a href="#">Help your readers by linking to definitions.</a> "
JetPack	<a href="http://bit.ly/37iwk87">bit.ly/37iwk87</a>	<a href="http://wordpress.org/extend/plugins/jetpack">wordpress.org/extend/plugins/jetpack</a> Note: I'm currently using the free Yoast plug-in ( <a href="https://yoast.com/wordpress/plugins/seo/">https://yoast.com/wordpress/plugins/seo/</a> ; <a href="http://bit.ly/3tAnezQ">http://bit.ly/3tAnezQ</a> )
<i>Journal of Financial Planning</i>	<a href="http://bit.ly/1EswWns">bit.ly/1EswWns</a>	<a href="https://www.onefpa.org/journal/Pages/default.aspx">https://www.onefpa.org/journal/Pages/default.aspx</a>
Learn about LinkedIn Groups	<a href="http://bit.ly/TlzMkP">bit.ly/TlzMkP</a>	<a href="http://www.linkedin.com/help/linkedin/answer/1164?lang=en">www.linkedin.com/help/linkedin/answer/1164?lang=en</a>
Microsoft Word's Readability Statistics	<a href="http://bit.ly/1z2mLRX">bit.ly/1z2mLRX</a>	<a href="https://support.office.microsoft.com/en-us/article/Test-your-documents-readability-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2?CorrelationId=0c6e4afd-72ce-43b9-9ed3-a4238014fbf4&amp;ui=en-US&amp;rs=en-US&amp;ad=US#_toc34254655">https://support.office.microsoft.com/en-us/article/Test-your-documents-readability-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2?CorrelationId=0c6e4afd-72ce-43b9-9ed3-a4238014fbf4&amp;ui=en-US&amp;rs=en-US&amp;ad=US#_toc34254655</a>
MindMeister	<a href="http://bit.ly/PVL6Ja">bit.ly/PVL6Ja</a>	<a href="http://www.mindmeister.com">www.mindmeister.com</a>
Mindomo	<a href="http://bit.ly/Ro8P1y">bit.ly/Ro8P1y</a>	<a href="http://www.mindomo.com">www.mindomo.com</a>
Morningstar Investment Glossary	<a href="http://bit.ly/XwV2tg">bit.ly/XwV2tg</a>	<a href="http://www.morningstar.com/InvGlossary">www.morningstar.com/InvGlossary</a>
Purdue OWL: Active and Passive Voice	<a href="http://bit.ly/38kLQ4m">bit.ly/38kLQ4m</a>	<a href="https://owl.purdue.edu/owl/general_writing/academic_writing/active_and_passive_voice/index.html">https://owl.purdue.edu/owl/general_writing/academic_writing/active_and_passive_voice/index.html</a>  NOTE: all of the Purdue OWL links have changed since my book was originally published.
Purdue OWL: Commas	<a href="http://bit.ly/2RbGZNI">bit.ly/2RbGZNI</a>	<a href="https://owl.purdue.edu/owl/general_writing/punctuation/commas/index.html">https://owl.purdue.edu/owl/general_writing/punctuation/commas/index.html</a>
<del>Purdue OWL: Parallel Construction</del>		This page no longer exists. See Parallel Structure page below.
Purdue OWL: Parallel Structure	<a href="http://bit.ly/2QIiKHA">bit.ly/2QIiKHA</a>	<a href="https://owl.purdue.edu/owl/general_writing/mechanics/parallel_structure.html">https://owl.purdue.edu/owl/general_writing/mechanics/parallel_structure.html</a>
<i>Seeking Alpha</i>	<a href="http://bit.ly/2a5eUIF">bit.ly/2a5eUIF</a>	<a href="https://seekingalpha.com">https://seekingalpha.com</a> ; article submission guidelines at <a href="https://seekingalpha.com/page/article-submission-guidelines">https://seekingalpha.com/page/article-submission-guidelines</a>
SEOMoz	<a href="http://mz.cm/QL4GVo">mz.cm/QL4GVo</a>	<a href="http://moz.com/blog">moz.com/blog</a>
SlideShare	<a href="http://slidesha.re/WPzNUP">slidesha.re/WPzNUP</a>	<a href="http://slideshare.net">slideshare.net</a>
<del>Readability Index Calculator</del>		NOTE: The Readability Index Calculator website no longer exists.

Resources	Shortlink	URL
		You can get a grade level calculation from Hemingway App at <a href="http://www.hemingwayapp.com/">http://www.hemingwayapp.com/</a> ( <a href="http://bit.ly/1G7NGBu">http://bit.ly/1G7NGBu</a> ). Hemingway also suggests ways that you can improve your writing.
"Thinking Through Fair Use": University of Minnesota	<a href="http://bit.ly/2R590Ht">bit.ly/2R590Ht</a> or <a href="http://bit.ly/2TmequC">bit.ly/2TmequC</a>	NOTE: Original page no longer accessible. Use the university's "Understanding Fair Use" ( <a href="https://www.lib.umn.edu/copyright/fairuse">https://www.lib.umn.edu/copyright/fairuse</a> ) or the "Fair Use Checklist" from Columbia University Libraries ( <a href="https://copyright.columbia.edu/basics/fair-use/fair-use-checklist.html">https://copyright.columbia.edu/basics/fair-use/fair-use-checklist.html</a> ).
"Top 25 SEO Blogs"	<a href="http://bit.ly/TLIVEw">bit.ly/TLIVEw</a>	NOTE: this website no longer exists. Try " <a href="http://bit.ly/3cRqxge">29 Awesome SEO Blogs to Follow (Graded and Ranked)</a> " for a more recent list of SEO blogs ( <a href="http://bit.ly/3cRqxge">http://bit.ly/3cRqxge</a> ).
<i>The Wall Street Journal</i>	<a href="http://on.wsj.com/P9Hzpi">on.wsj.com/P9Hzpi</a>	<a href="http://www.wsj.com">www.wsj.com</a>
Wikipedia	<a href="http://bit.ly/QL5Ss7">bit.ly/QL5Ss7</a>	<a href="http://www.wikipedia.org">www.wikipedia.org</a>

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