

How to write a good blog

These simple steps should help you create an engaging blog post to keep readers scrolling. Remember, people enjoy relatable content that grabs their attention, is informative and gets to the point, so do spend some time planning what you want to say before starting that first draft.

1. Start by thinking about the theme and any key points you'd like to make. Often, having one point, but expanding on this can be a handy way to approach blog writing. Or have three main points and structure the writing around this. Remember, blogs tend to work best when kept between 150 – 250 words, so less is more! At this stage, it may be helpful to think about images. If you have some great photos / graphics/ drawings that will help your post stand out, think about how you will use them in the blog.
2. Give your blog a title. This could be changed, but often adding this at the start can give your writing some focus. Titles should give a concise and snappy hook to your reader, making them want to find out more. Think about what words are key to convey the content in the blog.
3. Is there any further fact - finding you need to do to back up your viewpoint? Do you want to include any quotes? Make sure to link these to a source. Do your research in order to make sure your writing is accurate and fair.
4. Have you got an opinion you want to share? Or an experience of your own that relates to the subject? What is making you write this blog? This can be useful information to include to help readers relate to the writing.
5. Write a first draft. Think about your tone, is it going to be conversational. i.e. Like talking to a friend? Or more formal? Who would you most like to reach in creating this blog? It can be helpful to think of this person or group of people and keep them in mind when writing.
6. Come back to the draft and re-read. Check that word count and see what can be edited (taken out) and the blog still make sense. Have a go at chopping up and changing paragraphs, keeping an old copy of the writing saved, in case you want to go back. Don't forget to check spelling and grammar to make sure the blog is as easy to read as possible.
7. Add those important web links so readers can check out facts or do further research for themselves.
8. Add images, where useful, to highlight information, illustrate a point or break up text.
9. If using a blogging website, create 'tags' to help make your blog more likely to be picked up by search engines. This way those searching for the type of content you've created may find what you've written.
10. Do a final read through to see if the blog flows, isn't too long and is eye catching. Then its time to post!