

Blog Writing Tips

1. Write with the reader in mind.
2. Make it valuable and worthwhile—do not waste people's time.
3. Proof-read for typos and glaring grammatical errors.
4. Keep it short and simple. Most people are scanners so get to the point quickly.
5. Link to other blogs and websites if appropriate. This helps build a network of associates.
6. Use keywords often.
7. Write clearly: short sentences, no jargon, one concept per sentence.
8. Use a clear headline.

Before you save your final draft or publish a post, use this checklist:

___ Is the topic clear to someone who only reads the headline?

___ Does the lead paragraph tell who and what the story is about and why the reader should care about it?

___ Is the topic newsworthy?

___ Would someone who knows absolutely nothing about this topic understand this post?

___ Is the post free of jargon?

___ Is it written in journalistic style and does it make an effort to be objective?

___ Have you peppered the headline and the post with keywords and phrases that will be attractive to search engines?

___ Did you remember to ask your readers a question at the end, or something to stimulate readers to comment?

___ Did you remember to write with the reader in mind?