

# 7 Tips for Writing a Blog Post

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If you are interested in starting a blog here are some tips to get you underway.

## 1. Write Less

A shorter post fits in with most Internet readers who usually scan the net and don't read. A post of between 200 – 300 words is sufficient to get your message across. If you can't manage this, your message is too long or you are giving mixed messages. Keep it short and clear.

## 2. Have a Snazzy Headline

This will grab the reader and will be the difference between people reading your blog and not reading your blog. The headline should contain the argument or the message you are trying to convey. If you are not sure how to do this, have a look at newspaper headlines.

## 3. Make your Opinion Known

Don't sit on the fence. Make your views clear. It will most likely engage people as they will likely agree or disagree and they will remember what you are saying.

## 4. Link your Blog

The benefits of a blog besides the content are the links to other web pages. Make sure your blog post has links. In theory, it is the blogosphere which will make your blog successful as more people will have access to your blog and it should increase your web traffic.

## 5. Make your Blog Post Easy to Read

Keep sentences short. Use sub headings, bullet points or lists which are a great way to break up text. Choose a style for your blog and then stick to it. People love consistency.

## 6. Keywords

People search for content they are interested in. Think about some keywords that would be used to search for your blog. Include these in the headings and body of your blog post.

## 7. Check Your Blog

There is nothing worse than reading content which has spelling mistakes or doesn't make sense. Part of good writing is editing and proofreading your work before you post your entry. Check for mistakes and then check again.