

10 Best Practices to Launching a Credible Blog

With millions of blogs on the internet, creators now have to consider how to rank higher in search engine results. When you write from a perspective of experience that connects you directly with your audience, you build trust with your readers. Here are 10 best practices for launching a credible, successful blog:

Organize Your Content

Before you get started, decide on a topic and then research. Identify reliable sources, take notes, summarize key points, structure your outline with subheadings, and then arrange your ideas logically. Doing this will give you a good start before you start to write.

Craft Attention-Grabbing Headlines and Subheadings

The first thing any reader will see before diving into a well-written blog is the headline. A compelling headline should generate interest, highlight the main blog ideas, and be SEO-friendly. Research has shown that about 80% of online readers skim the content they read which means that most people aren't going to read a blog from start to finish. Thus, ensure any subheadings are clear and descriptive.

Use an Engaging Writing Style and Well-Structured Content with Visuals

A well-structured blog is easy to navigate and allows readers to find the information they're looking for. With subheadings chunking out content into sections, you'll have focused, concise paragraphs. Bullet points and lists are a way to create ease in readability. Images, videos, or infographics create pleasing visuals that break up the text, create further understanding, and make the blog reading more enjoyable and interesting.

Create a Blogging Schedule and Be Consistent

A schedule for your blog releases brings structure, consistency, and boosts readership. The more you publish, the better. Choose a cadence you can stick to and then do just that - stick to it! Blogging requires a consistent presence to build trust and engagement. Also, be consistent with your blog tone. This is key to your brand identity. Being business/formal on one post and informal/using slang on the next can be confusing to your readers.

Proofread

Much like an unpleasant ride along a rumble strip, coming up against misspelled words, improper punctuation, or shoddy grammar can be equally as jarring. With so many available online tools for catching grammatical errors, you can make spelling mistakes and poor sentence structure a thing of the past. Our favorite tool is Grammarly.

□ Include a CTA

Some blogs have very explicit calls-to-action (CTA) written right into their posts while others are more subtle in their asks. However, it is a good rule of thumb to include one in your blog. A clear and direct CTA encourages readers to take a specific action and is most often placed at the end of a blog post. It could be an offer, an email list sign-up form, or a link to another section of your website.

□ Use a Clutter-Free Layout

A cluttered layout makes it hard for readers to engage with your content. Choose a minimalistic theme or template with a limited number of widgets or pop-ups that organizes your content into sections with clear headings and subheadings. Consider selecting a design that adapts to different screen sizes and is responsive. Ensure your layout has readable font choices, clear navigation menus, and optimizes images for mobile.

□ Optimize Your Content

Implementing SEO strategies, such as keyword research and optimizing your content, can help you stand out. You can start by with keyword research tools and then include keywords throughout the copy, especially in main areas like the title, introduction, and subheadings. However, don't overuse keywords to the point the blog becomes confusing and stops delivering value to your reader.

□ Promote on social media and with email marketing

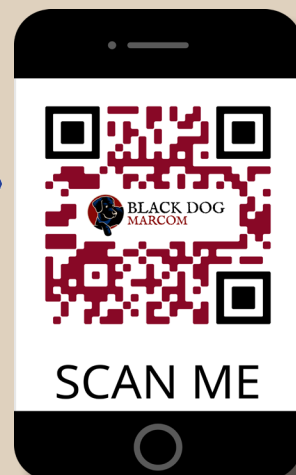
Using social media is one of the best ways to promote your blog and connect with your market. Focus on social media platforms that align with your target audience. This will help you to start building a community and gain subscribers. Once you have subscribers, email them every time you publish a new post, since email is a great way to reach out directly to your readers, nurture those relationships, and drive traffic to your blog and website.

□ Engage With Your Audience

Allowing comments and discussions on your blog posts further builds your community and encourages readers to return to your blog. You can kick off the conversation by posing questions to readers and encouraging their feedback in your comments sections. Just be sure to respond in a timely fashion to demonstrate you value their input and loyalty.

At its heart, blogging is about sharing knowledge - use it to have a voice, share information, create recognition for your company or for you as a thought leader, or to create a community. But most importantly, use it to share your brand story and craft a narrative that readers can connect to.

For help developing your blog strategy and execution, scan our QR code to schedule time to discuss your needs.



We're
here to
help!