

Cheat sheet: Guide to writing a blog post

Finding a Topic

- Can you share your point of view?
- Think about what your audience would like to read
- Think about your own experiences
- Research points / counter points
- Read lots – you don't know what connections you might make
- Set up some alerts on the topic
- Talk to people
- Come up with solutions to people's problems

The Title

Keep it to around 6-8 words / 70 characters and try to include your main keyword

- **Questions** “ Do you know how to create the perfect blog post?”
- **Curiosity Gap** “10 Ingredients in a perfect blog post. Number 9 is impossible”
- **How to** “How to write the perfect blog post”
- **Specific** – “The 6 part process to getting twice as much traffic to your blog”
- **Numbers** – “10 ways to write the perfect blog post”

Try: <http://tweakyourbiz.com/tools/title-generator/>

The Body

- Subheadings, subheadings and more subheadings
- Use bullet points, bold and italics to make a point
- Plan out your structure before you start – decide on what point you want to make in each paragraph
- Match your structure to the blog post you are trying to write e.g. top 10 tips must have 10 clear points.
- Around 500 words is a good length
- Try to include images if you can (add the image source)

The Intro

- Entice readers with an interesting intro
- Start by asking a question or telling a short story
- Tell people what they are going to learn / how they are going to benefit from reading your post.

The Conclusion

- **Always** write a conclusion.
- Summarise the key takeaways and opinions covered in the post
- If appropriate add a call to action to the post
- Invite the reader to leave a comment or add to the information you have shared.

Final checks

- Have you optimised the post for keywords you were looking to target? Try to include them in the title, a couple of times in the body and add links back to relevant pages on the GH website.
- Have you read the post back to yourself, checking all the spelling and grammar?