



# ★ STEPS ★ TO MAKE

YOUR BLOG POSTS SPARKLE  
& SHINE

## FABRICATE YOUR IDEA



Start with your idea and from there your ideas starts creating a strong foundation to build a great piece of content

Your topic should be distinctive to your niche

Your topic should benefit, meet the needs, & interests of your specific audience

## RESEARCH, RESEARCH, RESEARCH!

Research is essential to writing a high-quality article

Benefits:

Gets your facts straight

Inspires

Gives you credibility



## TITLES ARE YOUR BREAD & BUTTER



Create a relevant, to the point, short title

Keep your title under 65 characters in length

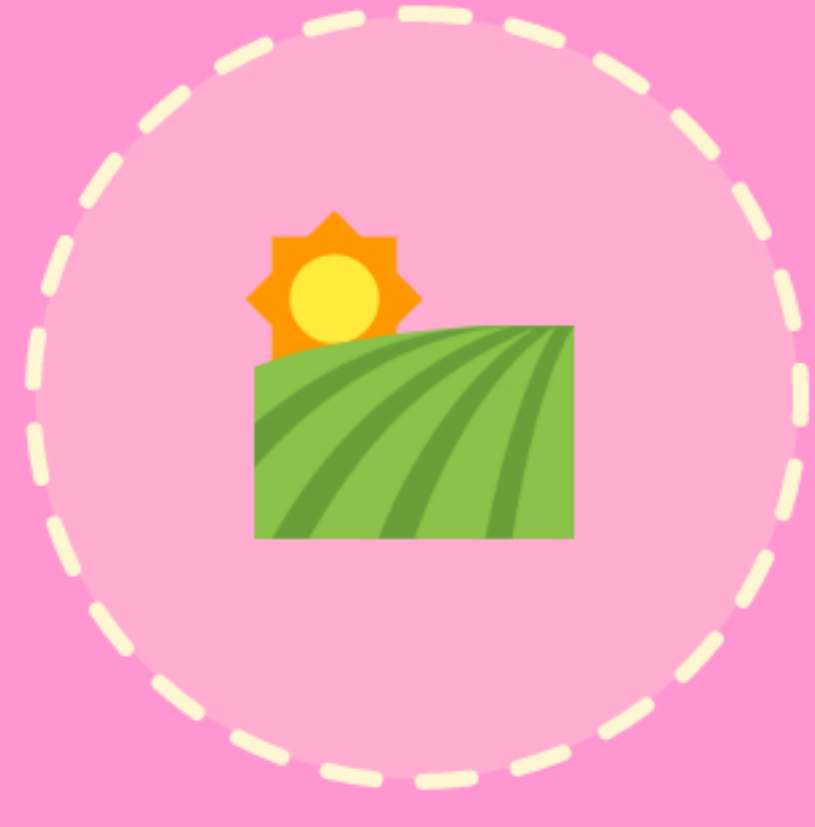
## INTRODUCE & OUTLINE

Your introduction should give readers a brief, clear summary outlining the useful information they will be reading about.

GOAL: Keep your audience reading!



## SECTION OFF WITH SUBHEADERS



Break your post into smaller, reader-friendly sections using subheaders.

Should be evenly spaced-2 to 6 paragraphs between

Should highlight your main points and benefits of article

## QUALITY & LENGTH

Posts containing more than 1,500 words receive more shares and higher rankings in search engines, than posts containing less than 1,500 words.

Always aim for quality of content rather than quantity.



## VISUALS



The first main photo is the most important, the first photo helps encourage the reader to continue reading.

Visuals also include videos, infographics, etc.

Photos also help give the reader small breaks from reading.



## PULL ALL THE PIECES TOGETHER

Draw you post to a conclusion, re-summarize your key points

List your references to help with gaining credibility

Link to other articles and pages within your site to encourage readers to explore more of your site, longer user-retention



## ENTICE YOUR AUDIENCE WITH SOCIAL ELEMENTS



At the end of your article, ask the readers a question to help spark discussion and encourage readers to comment.

## PROOF-READ & EDIT

