

7 Steps for Writing a Blog Post



Choose a Focus Key Phrase

Your focus key phrase will help guide your writing and is what the search engines use to find your content.

- Describes your overall topic.
- 2-4 words in length.
- Use it in your title, 1st paragraph, and at least 2 more places where it will naturally fit in your post.

Create an Outline

Organize your main ideas into an outline. Try to include at least 3 main points that support your overall topic. These main points will be converted into subheadings later in the process.

Choose a Title

An effective title will quickly convey the main message of your blog post without giving away all the secrets that lie within. Questions that include “How to” or “Why” make great titles.

- Craft a title that will make readers want to click to read more. It should be informative and eye-catching.
- Ideal length is less than 60 characters and never exceeding 70 characters.
- Include your Focus Key Phrase in your title.

Do Your Research

Double check your facts. If you rely on third-party information, be sure you are using credible sources such as government agencies, educational institutions, academic libraries, and well-respected experts. While Wikipedia is full of a lot of useful information, anyone can make changes to individual pages, so it is best to use with caution or avoid altogether. When citing external sources, be sure to give proper attribution.

Write Your Blog Post

- Include your Focus Key Phrase in the first paragraph. Use this introductory paragraph to convey the main topic.
- Use the main points from your outline to create subheadings.
- Ideal length of entire post is 600 – 1,500 words, with a minimum of 300 words.
- Conclude with any final thoughts. Provide your reader with either a call to action or a resource they can use.

Edit and Revise

- Improve readability by using shorter paragraphs, sentences, and words. Aim for a 7th grade reading level.
- Use an active voice rather than a passive voice.

Search Engine Optimization

- Choose a featured image that complements your material. Canva.com is a great resource for photos.
- Create a meta description/featured snippet that is 156 characters or less & includes the title of the post.
- Try to include at least 1 internal link (a page on your site) and 1 external link (a credible resource).