

## **Blogging 101:**

*Blogging: Sharing stories and opinions related to a specific industry theme.*

Do you have a story to share? Do you know your target audience? Then you are ready to get blogging.

What makes blogging special is that this is a post that you are 100% in control of, only you can edit, and your audience has the ability to discuss their opinions and questions related to your topic through commenting.

A typical blog combines text, images, and sometimes links related to its topic.


An appropriate blog is a short post that will typically be **250-500 words in length**. A blog should not exceed 700 words, and should **NEVER exceed 1,000 words**. The point of creating a blog is to share an interesting piece of work that is enjoyable for your audience to read. Don't intimidate your readers with pages of text. Along with keeping your blog to about 500 words, make sure you include a **relevant picture and/or video** to incorporate within your post. Use the image to break up your text and make sure it is relatable to the subject at hand. Another tip about writing a good blog is to **include lists**. It's a known fact that people are more in favor to read lists than paragraphs, so attempt to include one in your post if it makes sense.

When you complete your blog post, make sure you end it with some sort of **call-to-action**. Are you asking a question for your readers to comment on? Are you sending them to another link to dive more into the topic? Keep this in mind.



Another item to keep in mind, once you complete your post, is your **headline** (or title of the blog post). Is the headline something that will get the attention of your audience? Does the headline fit the theme of the post? If you can answer yes to both of those questions, you are all set.

Before your post goes public, there is one last item to take care of; **tagging**. What products and themes were being covered in your blog? Tag them. Tagging is what helps build visibility for your post when people are searching on the internet. Add at least 2-3 tags for each post.

If you do venture out into other blogospheres, make sure that you take a look at the  [Blog Assessment flowchart](#). It provides in a simple-to-understand but detailed and specific way how to assess, evaluate, and respond (or not respond) to blog articles that others have posted.

To summarize:

- Blogging is great to share a personal story related to your industry
- Make it a short post, keeping it around 500 words
- Include at least one picture/video, some type of list, and have a call-to-action
- Before you post, make sure you have a great headline & you've tagged properly
- Write with confidence! You are the subject matter expert and your readers need to believe that.