

Sarah's Social Strategy

BLOGGING BEST PRACTICES

DO YOU WANT TO START YOUR OWN BLOG, BUT NOT SURE WHAT TO WRITE OR HOW TO BEGIN? WELL, HERE ARE SOME THINGS YOU NEED TO KNOW...

B L O G G I N G

- Opening paragraph needs to include your focus keyword to highlight your products and services and that you are an ambitious entrepreneur!
- Body should consist of bullet points, numbers, or subheadings which breaks down an explanation of your offerings. That way, if the reader skims, they absorb the main point and understand how you can help them.
- Use your social media lives or podcast for inspiration or a direct transcription
- Research Google for ideas to overcome writer's block by checking out other blogs, Pinterest boards, similar Instagram accounts, etc.
- Guest blogging can help expand visibility. Collaboration is key! Partner with another ambitious entrepreneur whose products/services can compliment or piggyback yours to further benefit a potential customer!
- Publish 2 post per week if you're just starting to write. If you're established, then 1 post per week is sufficient.
- Word count for a blog is typically between 300-600, whereas an article is much longer up to 1K. You can also incorporate features and testimonials with eye-catching photos to add to your content!
- Tone of voice for a blog can be a diary/opinion form versus an article is much more factual/citations. Speak directly to you readers as if they are your friend. If they feel comfortable and relatable to you from a blog post, they will be comfortable utilizing your products and services!
- Connect (aka hyperlink) one blog post to another, so that it's not orphaned content. This can be particularly helpful if an ideal customer has multiple questions on different topics/products that you've already written about.
- When choosing a featured image for your blog, make sure that the picture is not only high quality, but royalty free as well. If using photos of your own customers, make sure they have signed a photo release form.

