

Top Ten Tips for creating a successful and engaging blog.

With the internet so easily accessible consumers can research just about anything and everything, and are keen to engage with like-minded individuals for tips, advice and information. A blog is an excellent way to reach your target audience. To create a blog follow these simple steps to point you in the right direction.

- Choose a good blogging platform. Wordpress is well respected and very simple to use, however there are plenty of others to research including Blogger and Expression Engine.
- Remember that a blog is not a website, and should not be treated as such. Think of a blog as an online journal.
- Aim to update your blog around three times per week. If you are inconsistent with your posts followers may find another blog to read instead. This keeps followers engaged and the more you update the higher your blog will be ranked on search engines.
- Decide on the style and tone of your blog and stick to it.
- Feature images, logos and videos to support your posts; ensuring they are not too text heavy.
- Engage with your followers by starting discussions and saying thank you when people leave comments or share your posts.
- Aim for each post to be around 200-300 words. Attention span is short online and you don't want to bore your readers.
- Spell check and proof read everything! It may sound obvious but it is very easy to make a mistake and followers will lose faith if they spot an error.
- Add share buttons to your blog to encourage followers to share it with others, use Twitter, Facebook and Google+.
- Don't forget about the rest of social media. Link blog posts to Twitter and Facebook to maximise the reach of the post.

If you need help getting started with your blog give us a call.
We'd be happy to help!

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