



Blog Writing Tips

A-State Online Writing Center

Writing a blog can be complicated either because you have too many ideas or cannot narrow down your topic. Blog posts are used for a variety of reasons, such as voicing opinions, inciting change, sharing new recipes, assisting businesses, influencing consumers, and discussing new ideas/ways of viewing the world. Instructors may also ask you to create blog posts for your course. We want to share a few simple steps to writing a well-rounded blog.

1. **Brainstorm:** Come up with a few great ideas for your blog post and, if this post is for a class, make sure it aligns with your assignment or prompt. Jot these ideas down on a notepad or type them into a word or google document so you can visualize them. As with all drafts, feel free to get messy and write down anything and everything that comes to your mind!
2. **Narrow it down:** Once you have brainstormed a few ideas, select the one that best represents your prompt/assignment and has strong points. Consider the following when choosing a topic;
 - What is your goal for this blog?
 - What are your interests? It is much easier to write about a passionate topic.
 - Who is your audience?
 - What kind of stories and facts does your audience want to read?

- How can it help consumers and businesses (if you're writing for a business) when narrowing it down?
3. **Use an outline.** Find an outline format that works best for you and your writing. Once you have that, plug in your topic, separate your main points into sections, fill in those sections with ideas for your subpoints, add your resources (if needed), and make sure each section guides you into the next. At the end of your blog, make sure you have a solid conclusion to wrap everything up. Check to see if your ideas are in the order you feel they should be represented.
 4. **Write your heart out!** Write freely (while still following your outline) about your topic for at least 30-45 minutes. Do not stop to edit. Get everything into words on your paper. Don't shut off your "brain faucet" to edit in this stage. Doing so could risk you losing your train of thought, and it will be harder to get back on track.
 5. **Edit your content first:** Go through after you have finished your writing marathon and spend some time editing your content; We call these "global" issues. Focus mainly on your content in this stage.

Ask yourself the following:

- Do my ideas flow together nicely?
 - Have I followed my outline so that my blog has an appropriate order?
 - Do I transition smoothly between my points?
 - Is my conclusion strong?
 - Does my introduction draw in readers/consumers?
6. **Edit your grammar:** Now you can read through it again and look for the smaller issues; we call these "local" issues. In this stage, you will look at your grammar, punctuation, spelling, word choice, sentence structure, and format. Sometimes having a friend, classmate, or mentor look

over it will help find those little mistakes easier because they have a fresh set of eyes that haven't read your text yet.

7. **Create a headline:** How can you wrap up your entire topic into one reader catching headline? If publishing online for a company, think about words or phrases that will appear in multiple searches. Consider what pops up first when you type something into Google or YouTube. Lastly, think of your headline like a map of your topic. You can create your headline before you start writing and change it later.
8. **Use subheadings, bullet points, and graphics:** Use these when needed to supplement your blog. Because blog writing can be such a visual medium, you want to capture the reader visually, too. Subheadings help break up your text, and bullet points showcase lists that can help your reader, and graphics will link a picture/moment to your text. Remember to cite your images and sources if you use them.