

Blogging Best Practices

- **Length matters, but consider it in alignment with content.** The most important thing to focus on is how long your blog needs to be to address the topic at hand. A search of “ideal blog post length” will yield those advocating for short blogs (400–800 words) and those advocating for long blogs (over 2,500 words). The consistent message is to align length with topic.
- **Have a clear topic.** Your goal may be to ask a question, create a call to action, address a problem, or share an experience. Regardless, be clear on your topic. While a blog is not an academic essay, it should have a clear thesis that is introduced, discussed, and concluded.
- **Don’t forget your voice.** Followers will read your blog because the content you share is thoughtful, addresses an interesting subject, and provides a new spin on a topic. They will also read your blog because of your voice. Bringing your personality and eccentricities to your blog (while remaining professional, of course) can set you apart from other bloggers covering similar content areas.
- **Formatting for the win.** Especially when writing longer posts, use formatting to create subheads or bullets to summarize what you are about to discuss. While many readers will read your blog verbatim, others will just skim it for a quick answer or point. If you make your main ideas easy to find with formatting, your readers will be more likely to return to your site.
- **Links and references can add depth.** Bringing in outside resources to support your points or even offer a counterpoint can add depth to your posts. Make sure you include a link to the article you are referencing. For extra points, provide a mini reference section at the close of your post to make it easy for readers to find the resources you used.
- **Don’t forget the search engines.** Search engines decide what content to deliver in a search based in part on what they find on your website or blog. Using keywords in your writing, categories or tags for your posts, and strong headlines that use keywords can all help your blog show up higher in search results.
- **Encourage and address comments.** You can encourage comments on your blog by simply asking a question at the close of a post. As comments come in, make sure to moderate and respond to them quickly. Blogs are not meant to be static home pages, but content communities.