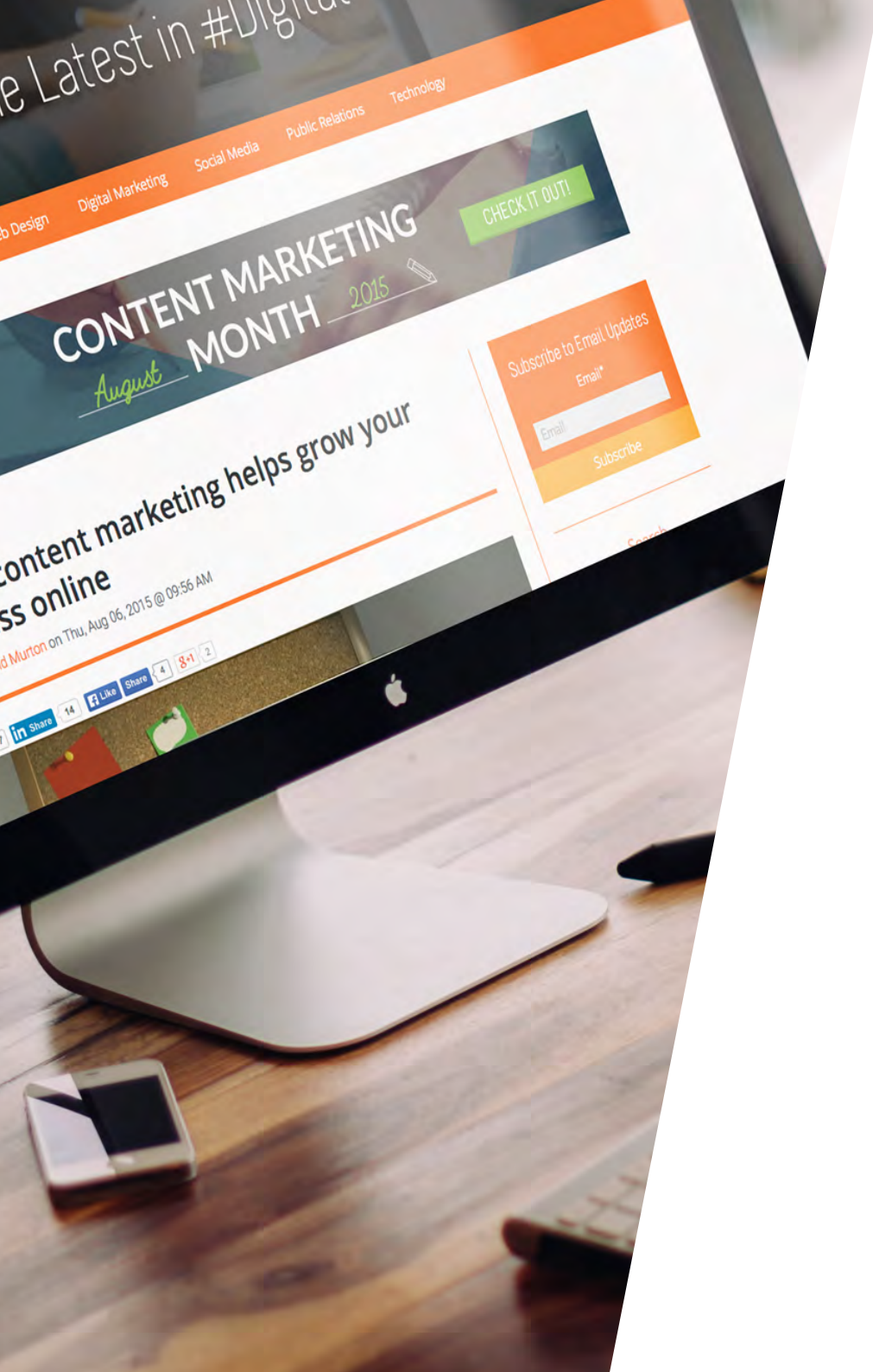# 10-STEP *Blogging* CHEATSHEET

Introduction

If you want to grow your business online, no doubt you've heard or read about the importance of **BLOGGING**. Hosting a regularly-updated blog on your website is one of the best ways of building your presence and online authority, as well as increasing traffic and your chances of earning leads.

To help ensure you're blogging to the best of your abilities, we've put together a brief **10-STEP CHEAT SHEET** that provides guidance on how to come up with topic ideas, the writing process, and some important finishing touches.

FORMULATING *Ideas*

1. RSS FEED

If you set up an RSS feed reader (such as [Feedly](#)), you can search for and follow a whole range of different websites that create content on a regular basis. Once subscribed, you'll typically see a list of every single article they post. You can either search directly for particular sites or search by keywords that define different sites' content. Once you're following a few sites, your reader may also start suggesting similar websites to subscribe to (this feature is a part of Feedly, for example).

FORMULATING *Ideas*

2. USE CONTENT AGGREGATORS

There are websites out that with the sole purpose of compiling content from all around the web and categorising it so that users can easily navigate and find news that matters to them. These are known as content/news aggregators, and a site such as Alltop is a good example of this. However, different aggregators serve different purposes. Alltop, for example, is basically an aggregator for almost all types of content and industries. Other aggregators, however, may focus on more specific content or industries.

FORMULATING *Ideas*

3. ADAPT CLIENT/CUSTOMER QUESTIONS INTO BLOG TOPICS

One of the key requirements for your content is that it should be relevant to your audience. If you focus on some of the most common questions your clients/customers or prospects have asked in the past, you can create blogs that are designed to directly answer these. Even if you've already personally answered the question for them before, chances are people who are interested in your business may be hoping to have the same question answered, too.

WRITING YOUR *Blog*

4. USE A HEADLINE GRADER

The headline is often one of the key factors that influence whether someone will even bother clicking through to read your blog or not. While you don't have to BuzzFeed-ify your headlines, the use of more emotional and powerful words tend to capture people's attention more than a headline that feels a little too clinical for its own good.

The folks at CoSchedule have a fantastic headline analyser that will grade your headline - a score of 70 or above is good. It will also break down each section of the headline to tell you where it excels, where it performs averagely, and where it needs significant improvement.

WRITING YOUR *Blog*

5. START WRITING WHEREVER YOU WANT

You don't have to necessarily start your blog with the introduction. Often, it's best to write the introduction at the end because the body of your content will rarely match up with it. While we all have a basic idea of what we're going to write about (including dot points, names for each section, etc.), the end product is usually a bit or drastically different from what we originally envision. So writing an introduction first is usually a redundant activity, anyway.

With this in mind, feel free to start at whatever point you want with your blog. Is it a five-step guide? You're more than welcome to start at step four, then jump back to step one, go to three, and so on. You don't have to do this, of course, but if you find you produce better work by approaching it in a randomised manner, then do it. Write in whatever way and order that best nurtures your thought process and creativity.

WRITING YOUR *Blog*

6. YOU ARE NOT BOUND BY YOUR HEADLINE

In a similar vein to point 5, you don't need to know the exact headline straight away. You can use some kind of general headline that reminds you of what you're talking about in an overall sense, but you shouldn't land on its final name until the main copy is complete.

WRITING YOUR *Blog*

7. DON'T FRET OVER WRITER'S BLOCK

If your job is to write content for your business or your own set of clients, then struggling with writer's block at some point is going to be inevitable - after all, what other dominant mental obstacle would prevent you from being able to write? Writer's block can happen for any number of reasons, such as exhaustion, a general inability to focus, feeling sick or a simple case of you having an off day. When these moments occur, the worst thing you can do is become frustrated and fret over the situation.

If you can't think straight, take a break. Go for a walk, sit down and have a coffee at your local café or, if you can, even enjoy a beer or glass of wine - just not too many, of course. Sometimes all it takes is you having a moment away from the screen so you can relax a little. When you get writer's block, it usually causes a certain amount of stress which, in turn, makes it harder to focus if you don't find a way to step back from the situation and unwind.

OTHER IMPORTANT *Touches*

8. MAKE SURE YOUR BLOG IS VISUALLY APPEALING

Your blog isn't just about the words, it should also be about how it works visually. Too much text cramped up is overwhelming to the average reader, so space it out. Break paragraphs with an actual blank line. It doesn't have to be the same as a novel where the next paragraph would start immediately underneath with an indent.

Also be sure to add in high-quality images to give the blog more colour and personality, and make sure if it's broken into sections that your headings are of a different size and font (and even colour) to clearly denote the start of a new section. Finally, don't be afraid to mark important points in bold and embed things such as YouTube clips and social media posts - provided these clips and posts are relevant to the article itself, of course.

OTHER IMPORTANT *Touches*

9. DON'T FORGET ABOUT SOCIAL

Every time a new blog goes up, don't forget to share it on social media - be it through your own account or your business accounts (or both). This will help ensure your content reaches a wider audience. In addition to this, make sure your blogs are shareable through the page itself via social sharing buttons. This will allow any reader who particularly liked a blog to easily share it with friends, family and/or acquaintances without having to leave your page.

OTHER IMPORTANT *Touches*

10. HAVE IT SO PEOPLE CAN SUBSCRIBE TO YOUR BLOG

Your blog should be something that people can subscribe to. Whether you do this via email subscriptions (e.g. they're sent an email every time a new blog is posted or they're sent the entire collection of your blogs at the end of each week) or via RSS, an actionable subscription to your blog will allow you retain return visitors and grow your blog's popularity and authority over time. You can approach this step however you want, but offering both RSS and email subscription capabilities is recommended.