

Writing Tips for Blog Posts

- You are the expert on your subject. This is your place to show it
 - Organize your thoughts into sections and subsections
 - Reference your sources beyond your own expertise
 - Use consistent grammar, formatting, and punctuation across all your blog posts
 - Show your personality in your blogs. You are an ambassador for your brand. Let yourself shine
 - Use first person to connect better with your audience
- Use short sentences and short paragraphs
 - Over half your visitors will come on mobile
 - It takes 7 phone screens to make one computer screen
 - A paragraph that is 3 lines on your desktop will take up more than one phone screen
 - Include a byline and date for best SEO



- No salesy language
- No jargon or technical abbreviations
- Before you use an acronym, spell it out the first time then put it in parentheses
- No passive tense
- Add bullet lists and numbered lists
- Don't bold or underline your heading or subheads
 - Use your website formatting to set these apart
- Use Heading 2 (H2) for subheads
 - Break it down more when appropriate to H3 and H4

Have fun! This can be a joy for you and your reader