

Guidelines to write a blog

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How you write your blog posts is entirely determined by the goals you have for your writing. Writing for a blog places a heavy emphasis on both creative and persuasive writing. The users of blogs come from a wide variety of backgrounds and make use of the platform in a number of different industries. As a result, it is quite challenging to formulate any kind of guideline for blog writing. Nevertheless, adhering to rules might be of assistance to the reader while writing a blog.

- **Identify the target audience;**
- **Decide a lucrative topic;**
- **Make attractive segments of the blogs (headings and sub-headings)**
- **Support with facts and figures**
- **Your experience about that particular topic**
- **Impact or foot prints of particular phenomenon**
- **Conclusion**

- **Identify the target audience;**

Always keep in mind the audience you are writing for, since this will have a direct impact on your tone, style, and substance. When you have a good understanding of the needs and interests of your audience, you will be better able to generate content that will connect with them.

- **Decide a lucrative topic;**

Select the topic according to your interest and audience, everything is not for everyone. You should know your niche. Following are a few examples of topics;

“Mr. Artificial Intelligence (AI); Are you replacing human beings?”

“Mastering to make money: Dream to Financial Freedom”

“Breeze to family happiness”

“10-technologies that can change your life”

- **Make attractive segments of the blogs (headings and sub-headings)**

Because it is the first thing that readers will see, the headline has to be useful while also drawing their attention. It needs to provide readers with a crystal-clear picture of what they may anticipate from your blog content.

- **Support with facts and figures**

It is essential to give genuine facts and numbers if you want to successfully reconcile your arguments and establish empirical evidence. The reader's faith in you will grow as a result, and he or she will be better able to make decisions based on the information you provide them via your blogs.

- **Your experience about that particular topic**

Your own personal reflections on the subject matter are also quite significant. Because you have more knowledge about the subject than I have, I expect you to provide your opinion on the matter. These encounters ought to be captivating and should provide some lessons or insights to the audience. Always remember to be detailed and rational.

- **Impact or foot prints of particular topic**

Is there a pressing need to discuss this right now? It ought to be in vogue and ought to make some kind of an impression. Readers are unlikely to pay attention to anything that is out of date and does not have any bearing on the current market.

- **Conclusion**

As writer you should summarize the whole blog. It should be concise and should address the question ‘so what?’. It means that how this blog can solve a particular problem through the information you provided in blog.

Types of blogs:

- 1. Business blogs**
- 2. Education blogs**
- 3. Fashion blogs**
- 4. Finance blogs**
- 5. Food blogs**
- 6. Guest posting blogs**
- 7. Health and wellness blogs**
- 8. Parenting blogs**
- 9. Parenting blogs**
- 10. Political blogs**
- 11. Sports blogs**
- 12. Success (story) blogs**
- 13. Technology blogs**
- 14. Travel blogs**