

Others

How to Write an Awesome Blog Post in 5 Steps

Dan Shewan February 25, 2020

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Writing a blog post is a little like driving; you can study the highway code (or read articles telling you how to write a blog post) for months, but nothing can prepare you for the real thing like getting behind the wheel and hitting the open road. Or something.

"Wait for it... wait for it... BASS DROP."

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How to Write a Blog Post in Five Easy Steps [Summary]:

Step 1: Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.

Step 2: Craft a headline that is both informative and will capture readers' attentions.

Step 3: Write your post, either writing a draft in a single session or gradually word on parts of it.

Step 4: Use images to enhance your post, improve its flow, add humor, and explain complex topics.

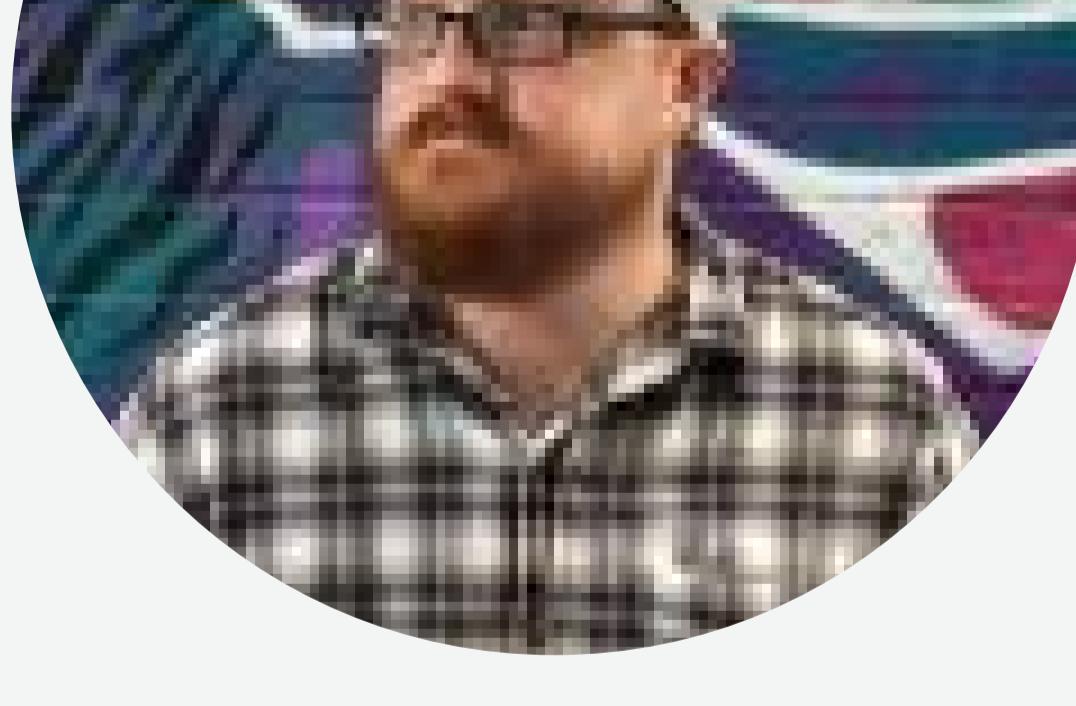
Step 5: Edit your blog post. Make sure to avoid repetition, read your post aloud to check its flow, have someone else read it and provide feedback, keep sentences and paragraphs short, don't be a perfectionist, don't be afraid to cut out text or adapt your writing last minute.

How to Write a Blog Post, Step 1: Planning

First, a disclaimer – the entire process of writing a blog post often takes more than a couple of hours, even if you can type eighty words per minute and your writing skills are sharp. From the seed of the idea to finally hitting “Publish,” you might spend several days or maybe even a week “writing” a blog post, but it’s important to spend those vital hours planning your post and even thinking about your post (yes, thinking counts as working if you’re a blogger) before you actually write it.



Does your blog post have enough circles and crosses?

 Dan Shewan

Originally from the U.K., Dan Shewan is a journalist and web content specialist who now lives and writes in New England. Dan's work has appeared in a wide range of publications in print and online, including The Guardian, The Daily Beast, Pacific Standard magazine, The Independent, McSweeney's Internet Tendency, and many other outlets.