Creating a personal blog using IBM Cloud Static Web Apps can be a great choice, offering scalability and security. Here's a brief guide to get you started:

1. *Sign Up for IBM Cloud:*
   If you haven't already, sign up for an IBM Cloud account at [IBM Cloud](https://cloud.ibm.com/).

2. *Create a Static Website:*
   Build your blog's static website using HTML, CSS, and JavaScript or a static site generator like Jekyll, Hugo, or Gatsby. Ensure your content is organized into folders and files.

3. *Store Content:*
   Host your content on a source code repository, like GitHub, GitLab, or Bitbucket. This will allow for version control and easy integration with IBM Cloud Static Web Apps.

4. *Set Up IBM Cloud Static Web Apps:*
   - In the IBM Cloud dashboard, navigate to the "Apps" section and select "Static Web Apps."
   - Click "Create" to create a new Static Web App.
   - Follow the prompts to link your source code repository, choose a build command, and specify the directory containing your static files.

5. *Configure Build and Deploy Settings:*
   Configure the build and deploy settings according to your project's needs. You can also set up automatic deployment from your repository.

6. *Domain and SSL Certificate:*
   If you have a custom domain, configure it to point to your Static Web App. IBM Cloud provides an option to add an SSL certificate for secure browsing.

7. *Customize and Style:*
   Customize your blog's appearance using CSS and HTML templates. Ensure it's responsive for various devices.

8. *Content Management:*
   If you plan to regularly update your blog, consider integrating a content management system (CMS) like Netlify CMS, Forestry, or a headless CMS.

9. *Test and Optimize:*
   Test your blog thoroughly for responsiveness and performance. Optimize images and code for fast loading times.

10. *Continuous Improvement:*
    Regularly update your blog with fresh content, and monitor its performance using tools like Google Analytics.

11. *Security and Backup:*
    Implement security best practices and regularly back up your website data.

12. *Community and SEO:*
    Engage with your audience and optimize your blog for search engines (SEO) to increase visibility.

13. *Scale and Monitor:*
    As your blog grows, monitor its performance and consider scaling resources on IBM Cloud accordingly.

Remember that IBM Cloud Static Web Apps offer a serverless and scalable solution for hosting your blog.

It's a cost-effective option with a strong focus on security and performance. Tailor it to your needs, and your personal blog should be up and running smoothly.