

**Cosmi Code Summer Internship Program**

**Week 1- Task # 05**

**Task # 05: Study blog structure and formatting guidelines and submit a summary  
(300 words).**

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**Task 5: Study blog structure and formatting guidelines and submit a summary (300 words).**

The standard blog structure typically includes the following four key elements, to ensure that we are writing a well-structured blog, that is essential for audience readability and engagement. The first one is the title, which should be clear, compelling, and usually include a keyword or key phrase. This sets the tone for the content and encourages more engagement since a good headline balances one's curiosity with clarity. Then comes the introduction stage. The intro should hook the reader with either a relatable scenario, question, or a bold statement. It introduces the topic and sets expectations for what the blog will cover. Usually, a strong introduction includes the “why” behind the topic. Moving on to the body stage, also known as the main content of your blog- the core of the blog that should be broken down into subheadings (H2, H3) for easy scanning. Each section should cover one main point with supporting examples, data, or storytelling. Short paragraphs, bullet points, and visuals (such as images, graphs, etc.) to help maintain the reader's interest and readability. And finally, the last key element- the conclusion; where we summarize the blog's key points and offer a reflection. Then, we end the conclusion with Call-to-Action (CTA)—encouraging readers to comment, share, subscribe, or take the next step. Moving on to the guidelines of formatting a good blog, it must have the following:

- Usage short paragraphs (2–4 lines max).
- Add subheadings every few paragraphs to break content.
- Using bold text or bullet points to emphasize important info.
- Include internal and external links where relevant.
- Use relevant keywords naturally for SEO optimization.
- Add alt text to images for accessibility.