

# **BLOGPOST**

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CONTENT AND GUIDELINES

**Blogs are an informal, yet informative, mode of communication for your business to connect with your customers on a different level.**

Having a news/blog page on your website updates your users on sector and company news, promotes your services, and opens up a conversation with them.

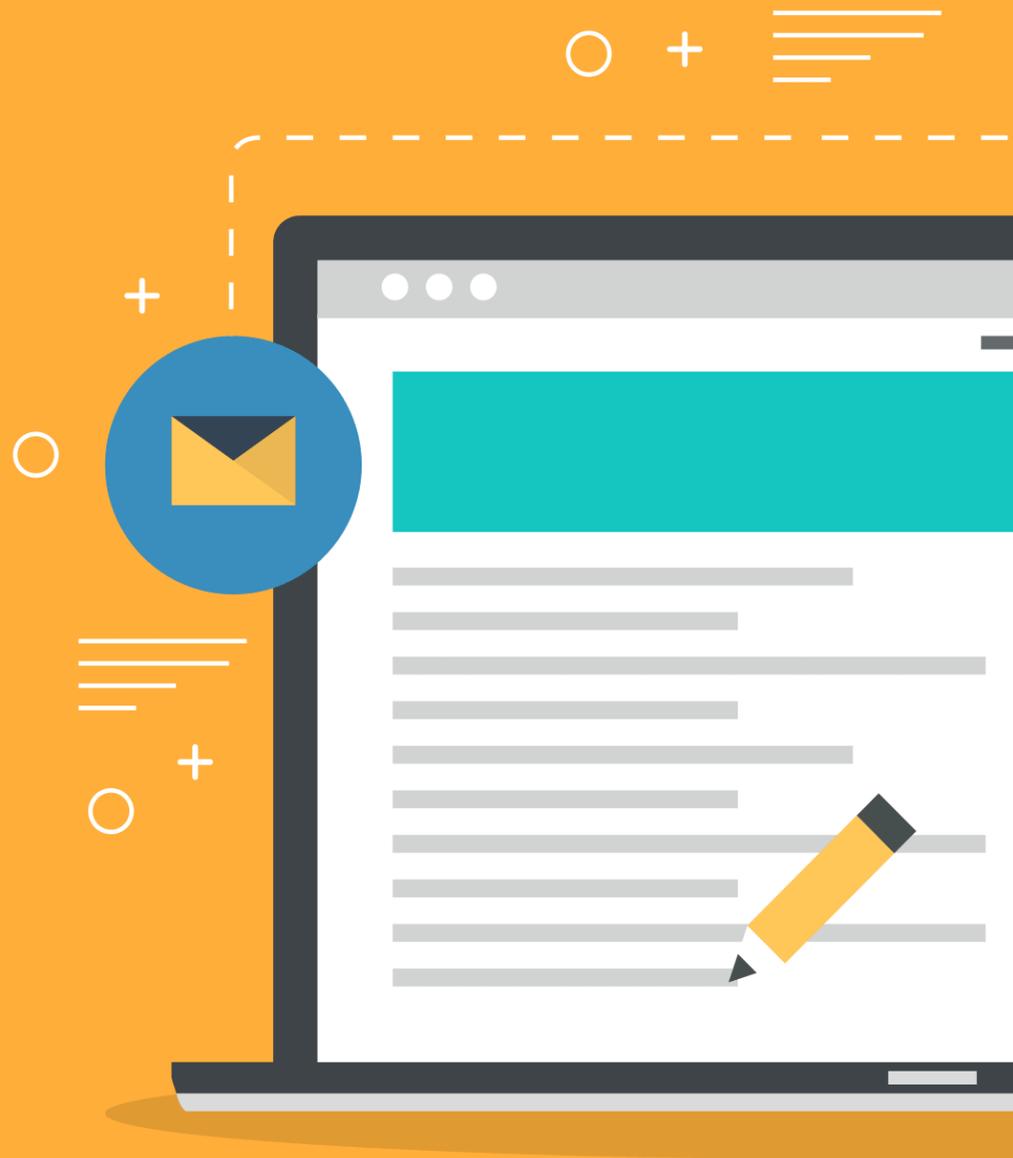
Blogs are a different source of communication with your customers, while giving you an opportunity to put your voice across, away from your normal overly professional/formal lingo, which creates a side to your business that is more personable and approachable for your website viewers.

Blogs also give you an opportunity to raise your business' profile, while adding to your keywords and SEO.

Lastly, by promoting your blogs on your social media, it gives you more content to post, resulting in the opportunity to grow on all platforms.

When creating your blog, it is important to plan-ahead and cover all key areas of your topic so that your blog:

- Has a clear structure and direction
- Is accurate and informative
- Has relevance to your target audience
- Is visually appealing
- Captivates reader's attention
- Attracts new people



# GUIDELINES TO WRITING A BLOG



## 1. Choose a topic

When choosing a topic for your blog post it is a good idea to find out what is trending among your target audience. This will ensure you are attracting the right people and that you are staying up to date with current trending topics. For example, at Dexterous Designs we write on industry updates, company news, website launches and services we want to particularly promote at that moment in time.



## 3. Create an outline for the direction of your post

It is important that before you start writing, you create an outline, or a list of bullet points regarding the main points you may want to include. This will help you to prioritize your main arguments and order them appropriately. In doing this, you'll find natural breaks for your paragraphs which will add to the structural appeal of your blog. Make sure your blog is keyword-rich, engaging, and relevant in content to raise your business' profile, and contribute to your keywords and SEO.



## 2. Conduct research

You'll need to be knowledgeable of the topic you are discussing so that you are able to accurately discuss the topic at hand. It is advised to use a range of sources so that the information you are giving is well considered and avoids bias to one source. By thoroughly researching your topic it will enhance your understanding which will translate into the confidence of your tone when writing.



## 4. Write an attention-grabbing headline

When visiting your website, reading your newsletter or scrolling through your social media, the first thing your audience, potentially customers, will see is the blog title, so it needs to be as eye-catching and interesting as possible. In the title, you need to let your readers know that what they will be reading will interest and even benefit them in some way.



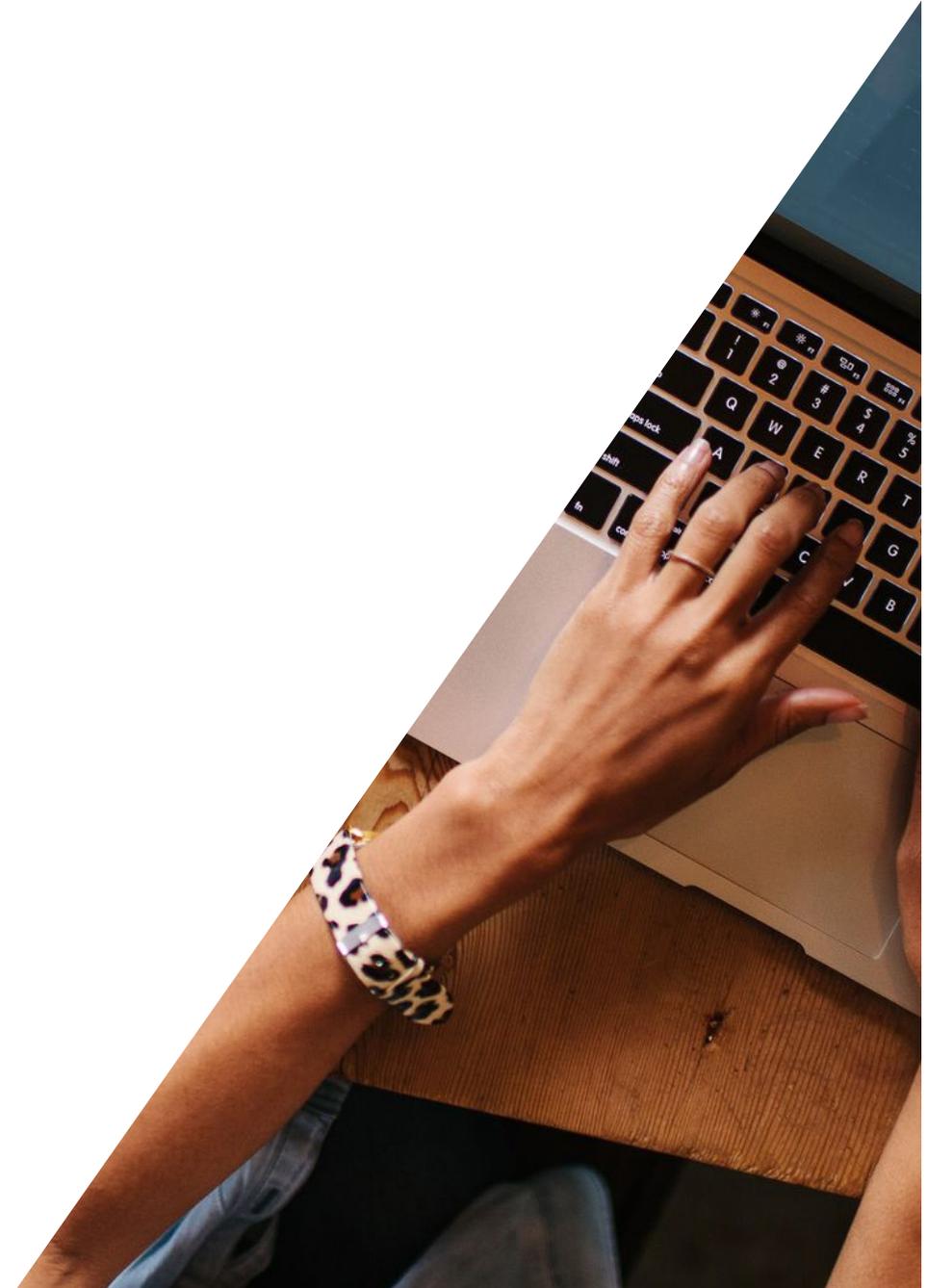
### 5. Write a draft and check over

It's super important that what you are trying to communicate to your readers makes complete structural and grammatical sense, so make sure you write a draft and check it over before you publish. At Dexterous Designs, more than one person checks over each blog article that is published, just to double check that it objectively makes sense and will make sense to the public.



### 6. Add visual content i.e images or videos

Just like the title, another way to make the article more interesting and intriguing, aside from the content, is adding visual content, like images and/or videos. They can support what you are saying and how you are trying to say it – they offer a different mode of communication to prose. At Dexterous Designs, if we are promoting a service or talking about a recent website launch, the best way to explain any past projects or results is to show them on the article.





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