

### How to write a successful blog\*

OK, so you decided to write your own blog. Congratulations! Here are some useful tips we gathered for you from some experts in the field.

1. Select a topic and stick to it: Be focused, whether you are writing about your personal life or about an area of expertise, your readers are there for a reason and they usually come back to read more about what they initially found in your blog.
2. Keep it updated: Keeping a daily blog can be hard work, but you have to be sure that your readers get a fresh dose of posts regularly, at least 20 times a month.
3. Design!!!: Although you can get around with a free blog builder that can be found on the web, try to stand out and be unique in the way your title, images and background looks. Be different.
4. Clear and Simple: Keep your posts and blog entries clear and easy to understand, remember the internet is a global tool, try to be coherent to a wide range of readers.
5. Keywords, Keywords, Keywords: Remember that people are your readers but search engines are too.
6. Beautiful images: Try to use your own images and pictures, it will add color and a nice reference to each topic you choose. In the digital camera age, nothing can be simpler.
7. Spell check/ Proof read/ Correct grammar: Should we say more?
8. RSS: It is important to include your blog's content in a RSS feed to increase distribution.
9. Humour: Add spice to any topic, it will work magic on your blog.
10. Make it personal: Let the reader know more about you, short bio, a photo, etc. It makes your readers feel a part of your life, and will make them want to keep up with your posts.

Good Luck!

\* Brought to you as a free service by the Strudel Design Team. We aim to make the world a better looking place, one Blog at a time.