

How to Write a Good Blog Even If You Can't Write

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Every business [website](#) should have a fresh and engaging blog and it should always be monitored. This takes time and discipline. But what if you can't write? The good news is that a blog requires more than writing skills. It needs good ideas and content – and some basic organizational skills. People like blogs because they are written by other people, and not by slick corporations. So don't waste your money on a blogging service. Here are a few ways you can write a [better blog](#) – even if your writing is terrible.

Think Before You Write

Make a list of topics you want to write about. Pick the topic that you think will be most interesting. Go with that idea. A short outline is helpful, too. If you get stuck – don't tear your hair out. Go to another topic on the list and work with that idea.

Catchy Headline

The headline of your blog makes an immediate impact on the reader. Some say it is even more important than the actual text. Pick an interesting title and try to put a keyword in it. Keep the headline short. If your headline is eye-catching you will attract more readers to your blog.

Be Honest

Write your blog with an open heart. Pour out all your thoughts on the topic you are writing about. Your visitors are reading it because they want some good tips, resources and information. When visitors comes to your blog, it's your job to give them your best.

Keywords

[Keywords](#) in your blog are important for search engines. Think about what keywords a visitor would use to search for you and try to include them in your text and headline. Make sure your keyword placement is natural

and not out of place.

Link Sources

Don't forget to put in links to useful sources that are relevant to your topic. Don't overdue it – but a few links to sources will make your readers happy.

Keep it Fresh

Make sure your blog has accurate and up-to-date content. Content can come from business or news sources – or any place where there is new and relevant information. Check your facts and make sure any statistics can be validated.

Keep it Simple

Keep your blog consistent and friendly. Make sentences and headlines short and to the point. Don't write a novel. Visitors don't like to read long copy. Typically, 50% of visitors will read a 300 word page blog to the end, 20% will read 500 words, and only 5% will read 1,000 words. So try to keep your blog under 300 words. Many experts say 250 is the max.

Engage in Discussion

Address questions to your readers and get them involved in active and lively discussion. Answer their comments in the comment section. Allowing the readers to interact and take part in discussions will make your blog more popular and keep visitors coming back.

Proofread It

Even if you can't write, you can still use SpellCheck. Before you click the publish button, check for grammar, punctuations, commas and other mistakes in the text. Remove all the clutter and arrange any lists properly. This makes it a better experience for your readers.

These are a few tips to get you started. Don't worry about being perfect – practice makes perfect. You don't have to be a good writer to write a good blog. All it takes is a little organization – and a good idea.

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