

# 9 Best Blog Writing Tips

**Date:** July 16, 2010 3:32 PM

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**Source:** [SocialMouths](#)

**Tags:** [blogs](#), [readership](#), [research](#)

**Permalink:** <http://bit.ly/bLy5kQ>

Writing a blog takes technique if you want a loyal set of followers. You feel your [content](#) is relevant and worth reading, so use these 9 tips to prove to your readers why your content deserves some readership.

## Be authentic

In order to inspire a loyal readership and consistent following, you must be authentic. Use all of your own information, source your research, and don't plagiarize. For your blog to be successful, you must be trustworthy. Write about things you actually have experience and expertise in.

## Personalize it

Don't be afraid to add some personal touch. If you have certain phrases, metaphors, analogies, or anything that makes your writing a little more "yours," use it! Give people a reason to recognize your material as more than just a generic blog.

## Research

You are writing for your readers, explore forums and see what people are talking about and what they're interested in relative to your topic. Also, your blogs need value. Your readers should want to read your material to gain a little bit more knowledge about a topic that already is their interest.

It is very important that you're not just repeating what someone else already said. Most of the time this happens not because we're trying to copy other people but due to our lack of research.

-SocialMouths Blogger

## Read other blogs

By referencing other blogs you can create great backlinks and also draw a lot of attention if you're providing a different point of view on a popular topic. By reading other blogs, you'll get a little more insight on the difference between popular

blogs and rarely-viewed blogs.

### **Assess your audience**

Who are you writing for? The type of audience you are writing for is highly influential in determining your content. You need to determine the maturity level should you write with, how appropriate it is, and how people of that demographic will actually benefit.

### **Don't be too narrow**

By narrowing your topic, you'll simply run out of topics to write about. Blogger's block is frustrating and often difficult to avoid. When you feel yourself struggling to find a topic, go back to the basics and write about something a little more broad.

### **Simplify**

Simply, don't overdo it. Try to avoid use fluffy language, blogs are designed to be a quick read, just a daily dose of information. By using headings, pictures, lists, and charts, you relay your information creatively and succinctly. It's much more attractive to the average blog browser than a massive block of text.

### **Discuss, Don't promote**

You're a writer. Try not to oversell or over-advertise a particular product you're discussing. You will no doubt lose followers and credibility if you are judged as an advertiser or self-promoter posing as a blogger.

### **Write everyday**

By writing everyday, you're increasing the amount of content you disseminate into the ever-changing web. You will gain followers because of your consistency and the fact that you deliver. Also, it's challenging to write everyday, push yourself to learn more and write better.

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