

Writing A Blog

Blogging offers many possibilities for those with an interest in marketing. Here, we take a look at how you can develop your marketing activities by offering some key tips for those looking to write a blog.

1. Keep your posts short and concise, typically around 600-800 words seems to be a good length of blog.
2. Keep your posts varied. Reading the same thing over and over again is not interesting for anybody. Use some humour, give away some advice and information for free or be a little controversial (within the bounds of decency and legality)
3. Use a spell checking service. Especially when dealing in education, there is nothing worse than a written piece full of errors.
4. Use keywords where you can - in headers and throughout the content of the article.
5. Keep it going. We all start with good intentions but there is always something else to do. Set a realistic target for blogging, say once per week. Bear in mind that you are writing not only for your audience but also to improve the Search Engine Optimisation of your website. The spider bots that crawl the internet want to see regular updates and changes to your blog, so it is crucial to keep it going.
6. Use a blogging service such as Posterus to get your blog published on multiple sites quickly and easily.
7. Get your blog noticed by publishing links on social media vehicles such as Twitter, Facebook, Digg and Linked In (and all other social spaces relevant to education).
8. Remember that blogs are not a selling tool. Nobody willingly reads a blog which exists only to sell to them. You need to offer information and something of interest.