WISH FREELANCE WRITING

TIPS FOR SETTING UP A BLOG ON YOUR WEBSITE

Add a blog page to your website

Most website platforms have the facility to add a blog - WordPress is one of the best and most user-friendly so if you haven't decided on a platform yet, look at ones which have a blog which is easy to use.

If you already have a website and aren't sure how to add a blog page, search for videos on YouTube which will show you what to do. Your platform or web host may have how-to guides and videos for adding a blog page.

If you're not confident doing it yourself, hiring a web designer to do it for you is may be a more cost-effective way of creating a blog page. It will probably take them an hour or so to set the page up.

Create a writing habit

Get into the habit of writing regularly. Think of something to write about and go for it. The topic can be anything to start off with - why you love your house; places you've been on holiday; your favourite thing to do on your own.

The important thing is to write and let your creative juices start to flow. You don't need to publish anything to start off with, but get used to writing and formatting your blog.

SEO and grammar help

Put simply, SEO (Search Engine Optimisation) is how you improve the quality and quantity of traffic from search engines. The better the SEO in a post, the more likely it is to show up when someone searches for the topic you're writing about.

There are tools you can use to help you get your website noticed and therefore improve the volume of traffic.

Depending on which platform you go with, you'll either have SEO tools included, or you'll have to add them via plugins. My websites are WordPress and I use the Yoast plugin which is free. If you're using Squarespace or Wix, they have some tools built in, depending on your package.

The tools help you write blogs that contain "key" words that are more likely to be picked up by search engines like google.

If you're worried about your grammar and spelling, there's some great plugins and tools for that too. [This article](#) from Wordpress shares some great ones.

Structure

If you're not used to writing, having a structure can help you plan what you're going to write. Even if it isn't a written down, detailed plan, knowing how you're going to start, what will be in the middle and end, will help.

Headline: a strong headline will draw people in and make them want to read your blog.

Angle: Is it a list format e.g. "The top 5 places to visit in Northumberland"? Are you going to use imperatives like must and need e.g , "Why you need to have a life policy" or negatives e.g. "Things you shouldn't say to someone who's scared of heights".

Introduction: pose a question, post a problem, include facts or quotes.

Middle: what are the options for answering the question / solving the problem?

End: show how you've answered the question / solved the problem and why it's the best option.

Length: to rank well in search engines, blog posts should be at least 300 words long. Posts of 1000+ can rank more easily, but don't stretch out a post just to reach that target if you don't have enough content for a long post.

Need some help?

Content ideas – 24 content ideas for your business blog

Find out about my [blog packages](#)