

Ideas

1. Keep an idea list.

When inspiration for a post strikes, scribble it down in a notebook or a word file. For many bloggers and content creators, finding the topic to write about takes up half the time. Keeping an idea list lets you leap in to a new post quickly when you're ready to write.

2. Brainstorm.

Use a mind-mapping software or be brave and use paper and pen.

3. Choose your top 3 ideas

You've probably got twice as many ideas as you need at this point, so it's time to be brutal. Save the rest of your topics for future reference

4. Create a bullet list of supporting ideas.

Asses each idea with its list and determin the strongest overall idea you have. Choose that topic for your article. 6. Come back later
If you find that you're stuck, don't try to force the words to come. Save the article and work on something else for awhile. If inspiration strikes, open up that document again. You can even switch from one blog post to another, spending a few minutes on each as ideas comes to you. It's a huge time-saver.

7. Never save a good idea

It's tempting, when you look through your list of ideas, to save the best ones for later because you think they'll be easier to write. You don't want to save time later, you want to save time *now*. Do the articles you know will come easily and make the most of that

time

Writing

8. Keep your voice congruent with your website/company

Traditionally, Blog writing is more personal than website and advertising writing. But personal is not necessarily the same as casual. You will want to keep your audience in mind and write to them. If you are running a skate board company, then you will want to use the language of skate boarders, not the language of accountants.

9. Organization

Make sure your ideas flow well. Hopefully the bullet point outline you have already written will automatically organize your flow in a manner that makes sense to the reader. Have your proof reader also comment on the flow of the article, not just for spelling and grammar.

10. Spelling and grammar

It's tempting to rely only on built in spell check programmes and this is not a good idea because programs cannot detect wrong words spelled correctly. Have a buddy proof read your work, fresh eyes are best. Another trick is to print your work and read the hard copy version. By changing the medium, our eyes see things differently. Give your writing a rest; do your proof reading with fresh eyes, first thing in the morning or after a break work well.

11. Provide visuals for your story

Visuals

1. Copyright

Make sure your images are available for you to use and adhere to International copyright laws to avoid a lawsuit.

2. Stock Photography

Shutterstock
Getty Images
123RF

3. Creative Commons

A collection of places where people have added their images for other people to use.

1. What kind of images should I choose?

Use whatever makes sense for your content. Photos, info graphics, charts and videos all make for great visuals.