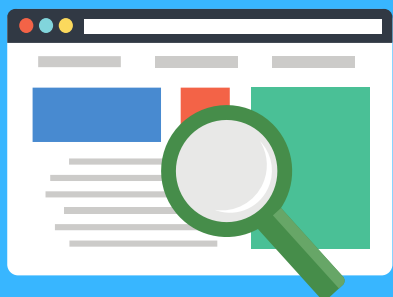


HOW TO WRITE A BLOG ARTICLE

RESEARCH



You should focus on your chosen **topic** and the **problem you want to solve**. To increase the amount of readers, plan a keyword strategy for **SEO optimisation**.

HEADLINE & INTRODUCTION

This section is key to **attract the readers' attention**, that is why an **awesome headline** is necessary (50-60 characters). To introduce the topic and content write an introduction (max 5-lines) about the blog to have the readers wanting to know more. The last but, not least, to finish this section, **a picture is worth a thousand words**.



CONTENT & PHOTOS



Break the content into **short paragraphs** to improve readability. Also, you can include subheadings, lists, bullet points, pictures and bold some words.

CONCLUSION & CALL TO ACTION

Write a **conclusion** summarising the content of the post, highlighting the message you want to deliver ending it with a direct and easy to read a **call to action**. To finish, **proofread** the post to avoid grammar errors, check **SEO optimisation** and a length of at least **1000 words**.



BIOGRAPHY



First, write your **name** and share your **accomplishments and passions** using the third person and showing your personality (Approx 50-words). Add your social media, website or contact details.