

# Blog Post Tips

## Your First Paragraph

You want this to be something engaging, that draws people in and tells them what you're talking about. Think about who your audience is, and how you can engage with them. Whether it's a short personal anecdote related to the topic you're discussing, or a sentence talking about a feeling or situation everyone has experienced, are good ways to start.

### SEO

SEO stands for 'Search Engine Optimisation'. It essentially refers to techniques and methods used to help your content reach the top of search engine results. This makes your work easier to find.

From an SEO standpoint, you want to think about what the main topic of your article is, and how people are likely to search for it. For example, you could be writing a post that gives advice about working with other people at uni or in the workplace. The main topic, therefore, is 'working with others'. This will be my 'focus keyword' that essentially sums up what the piece will be about.

You want to keep your focus keyword to less than 3 words if possible, and include it in the first paragraph of your article (and the title, if possible). Search engines try to match a person's search terms with articles that are most relevant, so you want your keyword to match what people are likely to search for. By including it in your article's title and first paragraph, search engine algorithms will be able to identify what your work is about more easily, making it more likely to be at the top of a results page.

## Your Body Paragraphs

The main of your piece are where you're imparting to your reader the information you wish to convey. You can structure them in a number of ways, although lists and basic paragraphs are most common.

### List articles

If you're going for an article that utilises a list format, (eg. 'Top 5 things to do before you die'), then you want to keep that list to 10 points or less if possible. If you need to go over 10 points, keep each point very short – 1-2 sentences per point. Anything more than that, then readers may get bored and stop reading!

### Basic paragraph articles

If you're using basic paragraphs, keep them as succinct as possible so as not to frighten the reader away with huge chunks of text. Aim for roughly 5 lines per paragraph (a bit more or a bit less here and there won't hurt if you're struggling).

### Combination articles

If your article uses a combination of basic paragraphs and lists – for example, you have a paragraph talking about making friends at your workplace that includes an opening paragraph, a list of pro's and con's, then a closing paragraph – then try to stick to the points above. Keep lists to 10 points or less, and paragraphs as close to 5 lines each.

### NOTE

Subheadings are your friends! Throwing in a few subheadings helps to break up the text, and make the article seem more palatable to readers. It can also help keep your ideas succinct and organised as you write, so you can avoid tangents.

Also, try to keep sentences to a maximum of 20 words each (or as close as possible). Obviously you can't go through and count every sentence, but if you keep the 20 word rule in mind, then you're less likely to have a lot of run-on sentences. Also, shorter sentences makes your work easier to read!

## Concluding Statements

Articles aren't essays, so you don't need to have a full paragraph to reiterate what you've just said. Think of a blog article as more of a conversation with your reader, in that it can be more relaxed and conversational.

Your conclusion can be a short paragraph that briefly sums up what you've said, gives a final piece of advice, or links to an anecdote you mentioned in your introduction. There really isn't a hard-and-fast rule here, so as long as you're not just repeating everything you've just said you'll be fine.

### Call to action

Saying that, you do want your last few sentences to include a 'call to action'. This is basically where you're asking your reader to do something, related to the advice you've given in your article. For example, with a 'working with others' post (as per the example above), the call to action would likely be along the lines of: "So why not try to utilise some of these techniques this week, and see how fast your interpersonal skills can grow!"

If you can't think of anything you'd like them to do, finishing your post off with a final piece of advice or a quote that relates to the topic can also work well.

## Images

In terms of images, if you have an image you want to include within the body of your work, make sure to include the URL so I can reference it when uploading. We don't want any nasty copyright scandals! (This applies to any image or gif you're using – including header or featured images).

As for the main featured image, I'm more than happy to source one for you! Otherwise the main sites I use are:

- Pexels.com
- Deathtothestockphoto.com
- Unsplash.com
- Stocksnap.io

You can use any image really, as long as it's high quality so it doesn't distort. If you're doing an article that is pop culture related, try searching for desktop wallpaper versions of images – eg. Search 'Game of Thrones wallpaper'. These images are usually higher quality, so are less likely to distort.

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### FINAL NOTE

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Your article should ideally be between 400 and 1000 words long. If you're writing a list article, it may be closer to 200-300 words. Basically, try to aim for 500 words and if it's a little over or under then it's not the end of the world!

## Author Bio

Author bios are generally a 3-5 sentence summary of who you are and what you do. They are generally written in third-person. To help get you started, check out two of our previously submitted staff bios below (or check out [the blog](#) to see more).

[Simon Jaeger](#) is a dynamic Sydney-based marketing consultant, currently working at UTS Careers. With over 8 years of experience across a multitude of disciplines, including experiential, digital, and integrated marketing, Simon brings a holistic and data-driven approach to driving creativity and innovation to the tertiary education space.

[Rachel Yasmineh](#) is the Marketing and Events Manager for UTS Careers. She loves working with, and is inspired by, up-and-coming talented students who are going to make a huge difference in this world.

**Good luck, guys!**