



SILENT SIDEKICK

Blogging Tips and Ideas

Silent Sidekick
lisa@sidekickpress.com



SOCIAL MEDIA POSTS

CONTENT

The first C of blogging is content. A blog without content isn't really a blog. In other words, there's no reason to visit your blog if it doesn't offer content. Pick a general topic to cover that offers you plenty of options to generate new blog posts, whether you're blogging about parenting, sports, or politics. Also, remember that not all content is created equal. Aim for quality content that is relevant to the needs of other people. If you share content that's only relevant to yourself, don't be surprised if you're the only person who reads your blog.

CONSISTENCY

The second C of blogging is consistency. Bloggers should aim for one new blog post per week to get started—and to publish that one post at the same time on the same day of the week. This helps set expectations for your audience on when to expect new blog posts, which is key in getting return visitors.

COMMUNITY

The third C of blogging is community. Encourage comments on your blog and respond immediately to comments when they do appear. A blog with a healthy number of comments is a blog with a healthy community.

BLOGGING TIPS

Things to Remember

- **Focus on Passion, Not Results.** Don't weigh your results by how many likes you get.
- **Do Your Best Work When Nobody's Watching.** When you write for passion, people will take notice.
- **Creativity is a Process, Not a Product.** Respect the process, the results will come.
- **Change Your Mind.** Decide to consciously reject negative and envious thoughts. Dedicate yourself to passion, not rewards.
- **Commit to a schedule.** For a week, set aside at least 30 minutes per day to work on your craft. Stay diligent to the discipline of writing for passion.
- **Create Something People Disagree With.** Not for the sake of being contentious, but write with conviction, in such a way that can't help but offend at least a few. This is an exercise in removing our habit of approval seeking.
- **In a world full of noise, the way you get people to care about you is to care about them first.**



Writing Tips

- **Add Value.** Your content must add value to your readers' lives. This is the only way you will get great quality readers to your site (and keep them coming back).
- **Be Original.** Yes, there are other blogs out there about the same thing you want to write about. So why is your blog any different? Because of you. You are what makes your blog different; it's about your perspective, your creativity, the value that you add.
- **Be Interesting.** Write epic, awesome content. Especially if you want people to share it with others.
- **Be Honest.** Your blog needs to be real—it needs to feel real—if you want people to read it. You can be your blog or your blog can be you. That is, do you really embody the stuff that you write about? If not, people will see through you.
- **Build Trust and Empathy.** Here are a few ways to do that:
 - Admit a recent screw-up.
 - Highlight a personal flaw.
 - Apologize for a mistake nobody caught.
 - Tell the story of your biggest failure.
 - Share a fear or challenge you still haven't overcome.
- **Transparency.** Being transparent is different from being honest. You needn't share every detail about your life just for the sake of being honest. Always be honest and be transparent when it adds value to what you're writing.
- **Keep It Simple.** This is where minimalism can be applied to any blog, irrespective of its genre. No need to place superfluous stuff or widgets all over your site; stick to the basics and remove anything you don't need, remove anything that doesn't add value.
- **Pictures.** Try as much as possible to include one or more pictures in your blog posts. Pictures catch your readers attention. Of course, not just any pictures, they need to be relevant. For example, if you're blogging about a time you went out to dinner, include a photo of the meal or of the restaurant outside. You don't necessarily have to be included in the picture. Similarly, don't overload your post with pictures as too many can distract from your message. Aim for one photo for every two paragraphs or one picture per topic.

HOW TO WRITE A GOOD BLOG POST

While having a catchy headline results in getting more people to click on your link in search engine results, a good title can't do it alone. You need to feed your readers the best quality possible. Hence, it's a must for you to write great posts. Writing great posts is not as hard as it may seem. Here are few simple steps to follow:

Make good titles

An interesting title catches reader's attention and great sub headings keep them engaged throughout their reading experience. As an example, you can even look at this page. The page is called "How to write a good blog post" – Simple and straight to the point. Much better than if it would have just been called "Blog post" or something else that doesn't directly inform the reader of what the post is about.



Add your own story

Blogs are a place of conversation. You can find all information about anything at official websites or Wikipedia. Blogs are different. There needs to be a touch of real talking style and tone. It should be like two people are talking to each other sitting face-to-face. The best way to capture this is to add your own real story or experience wherever appropriate.

Use attractive images

In order in to write great posts and then make them a success, you need to know the importance of images. Using attractive and relevant images in posts attracts readers.

They make your posts look pretty and boredom free while at the same time, they provide readers something to look at and break up the post. They also work as great teasers for what the post is about. Typically, blog readers will look at the images available and if they find them interested they will read the post, not always the other way around. This, of course, depends what you're blogging about, but you can typically expect images to catch your readers attention.

Don't copy images from Google. Instead try as much possible to use your own. If you're writing a blog post about 'The best Earl Grey Tea in the World,' take a couple of cool photos of your tea. You don't even need professional cameras. In today's world, the camera on your phone is often more than enough!

Images are imperative to holding the reader's attention within a text-heavy article. Studies show content with visuals gets 94 percent more views than those without. In addition, the human brain processes visuals 60,000 times faster than text. Therefore, you should include images within your content as deemed appropriate to gain readership.

The fix: If paying for a stock photography membership is out of the question, there are numerous amounts of free image options out there. Unsplash.com and pexels.com supply high-quality, professional imagery that is free to use. Just be sure to give attribution to the photographer when required.

Make use of emotions and smiles

Your readers are human, right? And, humans have feeling. ;) A reader experiences different feelings throughout your article. If you use emotions and smiles, when suitable, it makes for a real conversation. When you say something funny and put a smile at the end of sentence, anyone who reads the post will smile too.

Use simple language

This is a huge misconception particularly in the minds of new bloggers. They think they need to write high class English and do amazing references to create a killer post, but that's not how it is. If you want to write a killer post, the only thing that you need to do is to express your point in such a way that it becomes clear and easy to understand. The best way for doing so is by using simple English that everyone can digest.



Write in short paragraphs

There are usually very long paragraphs in newspapers and books and some bloggers do the same. But, no matter how good you write, if there are long paragraphs, not even one person will be interested in reading your blog post.

There is a difference between paper and computer screen. You can look at newspapers for hours without feeling anything bad, but it is impossible in case of monitors and LCDs.

Your eyes cannot look at them and read long posts without having a break. Hence, writing your posts in shorter paragraphs is a must for creating a blog post that works.

33 BLOG POST IDEAS

Here are 33 types of blog posts you can use for inspiration. Keep this list in your faves for a rainy day. With this many ideas, you'll never be short on a post idea again!

1. A list post

Suggestion: Write a bucket list, a must-see or must-do list, a list of 10 reasons to (or not to...), a list of your top 15 favorite places/movies/travel destinations, a list of lessons you could learn from Celebrity X.

2. A pros and cons post

Suggestion: Pick a topic/subject/object and research it the best you can. Write down its qualities and present this information to your readers under two headings: its pros and its cons. Ask your readers which is the stronger argument.

3. An A-Z post

Suggestion: Write an A-Z on your blog's niche. For example: An A to Z of cleaning tips, make-up tips, travel tips, cooking tips, photography tips.

4. A profile

Suggestion: Write a profile post on someone you know, a blogger you admire, a public figure who's caught your interest or even the type of reader your blog is aimed at. Make it detailed and discuss why you chose that person or people.

5. A tutorial or how-to post

Suggestion: Are you skilled in carrying out a particular task? Or, is there a task you want to learn (that others would likely want to know how to do too)? Turn it into a step-by-step tutorial using video, photos or screen captures.

6. A comparison

Suggestion: Compare two topics, subjects, or objects (workout videos, writing courses, fashion books etc.) and write the key features of each side-by-side. The exercise will not only prove interesting for your readers, but may help you finally choose between two things you've been debating over!



7. A review or critique post

Suggestion: Document your experience and thoughts on a particular hotel, restaurant, plane ride, car you've test-driven, new website, cosmetic or cleaning product, new film or TV show, e-book, adventure, or game.

8. A make-over or before-and-after post

Suggestion: Show the before and after images of your haircut, wardrobe tidy-up, bedroom wallpaper, kitchen makeover, diet or exercise results and more! Readers LOVE the power of these images! They give hope and inspiration!

9. A guide-to post

Suggestion: Write your tips, tricks and hints readers would find useful for experiencing a place (a country or city), trying something new (an exercise regime), using a product or service, or attempting something you may be skilled in (writing short stories or purchasing the right camera).

10. A diary entry

Suggestion: For the blogger who's open to revealing their more honest side, a diary-style post will do just that! Talk freely about an experience, what's on your mind, your hopes or plans for the future or a funny story from your past.

11. A news story

Suggestion: Scour the news headlines or press releases you've received to write a post on a current topic that your readers will be interested in. Bloggers who are quick to jump on news stories may be well-rewarded traffic-wise.

12. A Case study

Suggestion: Case studies are great ways to convey information (statistics, results, data and so on) in an interesting way. For example, if you blog about ways to save money, you could experiment with switching off certain appliances for a month and comparing the electricity usage and costs with the previous month.

13. A VLOG

Suggestion: If you want to mix things up a bit, try making a video of yourself for your blog. Some readers like words, some like sound and some like video. Give them all three and you're sure to please!

14. A best-of post

Suggestion: Perfect for when you're short on time or trying to prepare posts before heading on vacation, a best-of post highlights your top five, 10, 15 (up to you!) posts for the week, month or year. It also makes a great starting page for new readers who want to see what's been popular on your site without trawling through archives.



15. A survey

Suggestion: A survey can be used for numerous reasons. Create one to find out what sort of content your readers enjoy or to get feedback on an issue that you can then turn into another post.

16. An interview

Suggestion: Interviews are a great way to add interesting content to your blog. Find someone your readers will be interested in learning from and share their info in Q&A format. Perhaps try interviewing yourself to share your own thoughts on a particular topic.

17. A give-away or competition

Suggestion: Giveaways or competitions are popular with bloggers as they can really drive traffic. Although you should wait up making these until you have a solid reader-base.

18. A timeline post

Suggestion: A timeline can be used to in many situations. You could try “A day in the life of...” listing how your subject’s day starts and ends, and what happens at different points during the day. This format can also be used to cover, for example, the opening of a business, or the launch of a product.

19. A link round-up

Suggestion: A link round-up is useful to create when you’re short on time (or suffering blog-writer’s block!). Simply write a list of links you think your audience would find interesting. Give it a theme to create interest such as 10 tutorials you discovered, 15 posts from other bloggers in your niche, or the five most-interesting news stories you’ve read.

20. A guest post

Suggestion: Letting others guest post on your blog can be beneficial for so many reasons: it saves you time, it gives you the opportunity to network with others, you could receive traffic from the poster’s readers, and your audience gets to enjoy a different style of writing.

21. A FAQ

Suggestion: If you find your readers are constantly asking you the same questions, turn your answers into a frequently-asked questions post! Link to it from your navigation or sidebar so that new readers can quickly and easily find it too.

22. First person story

Suggestion: No special tools or resources required for this one! Simply recount a story to your readers. Think of something that’s interesting that might educate, motivate, inspire or make your readers laugh.

23. A visual (pictorial) post

Suggestion: Make a post entirely out of images from apps you may use such as Instagram. Try theming them (e.g.: “A day in my life...,” “What I pack for a weekend away,” “What I keep in my camera-gear bag”) or creating a collage.



24. Anything on your mind

Suggestion: Remember that a blog is always where you can spill out whatever is on your mind. Did you have a funny experience yesterday while shopping groceries? Why not tell about it? It makes great content and your readers hopefully find it just as entertaining.

25. Review books in your genre

26. Interview other authors

27. Interview your characters

28. Write a spin-off or short story

29. Post the darlings that refuse to die but don't fit elsewhere in your current work

30. Recap an event

31. Cover topics adjacent to those in your book

32. Research for your project

33. Go behind the scenes