Blogging

https://www.lyfemarketing.com/blog/benefits-of-blogging/

You will be writing 2-3 blogs for this class on a topic of your choice. Use Edublog as your platform.

# Why blog?

<https://www.huffpost.com/entry/10-reasons-you-should-sta_b_5326353>

# To do:

1. Choose a topic of interest to you (see the list below or other ideas)
2. Find a blog about your favoured topic. Look at structure, images, words. What do you notice about these blogs? **Read the “how to” below.**
3. Give your blog a creative domain name that you will use consistently in your blogs.
4. For your first blog, include an introduction about who you are and why you are writing about this topic.
5. Write your first entry (keep it short for your first one.) Play with images and formatting.
6. Due Monday at 9am. Copy and paste the URL of your Edublog and post to TEAMS. When you “hand in”, choose “link” instead of “doc”.

# How to write a blog:

* Topics
  + Specific and detailed “*How To Make Money on Instagram”*
  + Niche driven “*Five countries you must visit before you turn 25.”*
  + List driven *“Top 8 Asian Fusion Restaurants in Poco”*
* Style
  + Conversational
  + Informal
  + Can be satirical or comical
  + Informative
* Structure
  + May or may not have a list structure
  + Subheadings are **bolded**
  + Use a variety of font styles
    - **Bold:** emphasizes a point or highlights a key word
    - *Italics*: dampen the phrase to make it sound softer but more articulate
    - ~~Strikethrough:~~ indicates common mistakes and misconceptions
  + Short sentences
  + 2-4 sentences per paragraph
  + Space between paragraphs
  + Frequent images
* Strong, creative domain name.
  + Easy to remember
  + Relevant to your content
  + Smart and creative
* Creative, classy images
  + Make sure they are your own OR they are free to use
  + Quality images. No one wants your blurry images.
* Strong Writing
  + Strong grammar and mechanics (No one edits your work)
  + Interesting content
  + Creative voice or tone. What makes you stand out? You!! Let your personality shine through your writing. Make it reflect the content
* If you want to have a successful blog, you need to build **trust.** Most readers are there to get information or advice. How do you build trust? By doing your **research** and being authentic. Only write about what you know for sure.

Blogging topics:

* Travel <https://www.wanderlust.co.uk/content/the-top-travel-blogs-you-must-read/>
* Fashion <https://www.vogue.com/tag/misc/bloggers>
* Cooking or restaurants <https://pinchofyum.com/oatmilk-honey-latte>
* Animals and pets
* Business or social media <https://blog.hootsuite.com/>
* Mental Health
* Business
* Sports
* Movies or books
* Technology
* Wherever your interests lie

More tips:

One trip= Post Ideas

Here are 7 different blog post ideas you could write based off that one trip:

1. The Ultimate Three-Week India Itinerary
2. Top 10 Things to Do in India
3. How to Save Money Traveling in India
4. 10 Things to Know Before Traveling to India
5. What to Pack for India
6. Solo Female Safety Tips for India
7. 10 Things That Surprised Me About India