

How to Write a Great Blog Post

Writing a blog post is somewhat of an art. The internet is overloaded with information so readers are looking for quick and easy to digest information. As Peter Casier describes in his post "[The Art of Seduction](#)," if you want readers to actually read your post, you will have to seduce them and make it worth their while.

There are many "How to write a good blog post" articles out there, but we decided to make our own tailored specifically for guest authors of the [Agriculture and Ecosystems Blog](#).

1. Before you start writing

Take a second to think, what is the purpose of writing this post?

Then write down the 3 main points that you want to make (try not to have more than 3 main points, remember blog posts should only be 400 – 800 words).

2. Good Lead

The first paragraph of your blog post is the most important. Pull the reader in. Excite them!

You can do this by posing a question, starting with an anecdote, drawing upon a current event, or grabbing their attention with a key finding or statistic – but whatever you do make sure it is relevant and interesting. One of the best ways to judge if you're engaging readers is to think: *would you be interested in reading your blog post based on this paragraph?*

Another approach is to try the [inverted pyramid](#) style and put the most important and exciting information in the beginning of your post. Think about who, what, when, where why and how. Then start adding the crucial information – arguments, story, issues, evidence, background, etc.

3. Keep the reader interested

Now it's time to give the reader more information. Use evidence to support your opinions, bring in a human angle to your story, and/or develop an argument. Consider writing in the first person – remember that people connect well with other people's experiences. People relate much more to personal stories than to any theory. Use analogies to help describe complex ideas. Bring in expert opinions and don't be afraid to share counter opinions to yours in the post.

If you get stuck, go back to the three main points that you started with and make sure you've incorporated them.

NB: blog readers move through posts quickly, so keep sentences and paragraphs short!

Tips:

- **For taking a position or creating an argument:** state your position, bring evidence to support your claims, present the counter argument, disprove the counter argument and conclude by re-stating your position. See example [here](#) & [here](#).
- **For conference blogging:** keep an eye out for presenters/sessions/topics that elicit large crowds and/or good discussions, write about a discussion or interview a presenter, take good notes and incorporate quotes from participants in your posts. [See example](#).
- **For writing a review:** before you read the article/book look for some basic background about the author and topic to give yourself context, [follow these steps](#):
 - 1. Introduce the article – capture the reader’s attention;
 - 2. Outline the aims, scope, central ideas;
 - 3. Highlight parts – discuss strengths/weaknesses, contribution to the field;
 - 4. Provide a general evaluation of the book, include your opinions, be analytical

Concluding: Wrap up your blog post by re-stating your position or main point. Avoid introducing new materials or ideas in your conclusion.

4. Language

Many blog readers may not be native English speakers. A good rule of thumb is to write at a middle-school level. Avoid using jargon and acronyms that are specific to your field – this is the best way to lose a reader quickly.

5. Connect to information sources

You don’t have to fully explain every detail in your blog post. Add hyperlinks in the text of your post to direct readers to more information (this is how citations work in the blogosphere).

Blogs have proven to be highly effective at driving traffic to and downloads of publications so make sure to link to your own relevant work as well!

Here are a few of our favorite articles:

[Why Blog? Ten things I learned about blogging this year](#) by Mike Shanahan

[Why We Blog](#) by Terry Clayton

[How can I add personality to my organization’s blog posts](#) by CGIAR ICT-KM

[Writing a Good Blog Post “The Art of Seduction”](#) by Peter Casier

[Blogging is quite simply, one of the most important things that an academic should be doing right now](#) on London School of Economics Blog