# How to Write a Good Blog Post

**If you want people to read your blog, you need to provide attractive content. Below you find 10 important suggestions to write a good blog post.**

1. Before you start writing, **imagine your target group(s)** and the content they like: topics, [easy read](https://www.gov.uk/government/publications/inclusive-communication/accessible-communication-formats#easy-read-and-makaton)/plain/complex texts, images, charts… Keep this in mind while writing.

2. **Select a topic** you want to write about. It has to be interesting to both you and your target group. Therefore, it should be useful, new, emotional, impactful, or exciting.

3. Write an outline of your article and give your thoughts a **coherent structure**. Online readers are impatient, so put important content first and avoid repetitions. Ensure that every paragraph is related to the main idea and use subheadings to make navigation easier.

4. Based on your outline, **write** an interesting text, get feedback on your draft, and revise it**.**

5. Write a **headline** that is both specific and captures the readers’ attention, e.g. by introducing an interesting number, a question, or a hook. Make it a clickbait!

6. Below the headline, include a **teaser** (2 or 3 rows) that answers the most important w-questions (who, what, when, where, why). Readers will use it to decide whether they want to read a text or not.

7. People tend to skim online texts. Include **bullet points, charts, images, and emphases (*italic*, bold)** to help them finding important information.

8. Include a **call to action** at the end: Encourage your readers to give their opinion on a question or to collect ideas for how to solve a problem presented in your blog post.

9. Include and **tags and** **links** to help readers to find resources that provide additional information or support your theses.

10. **Avoid errors** (grammar, spelling, punctuation, wrong information).

## Contact

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Digital Mobil @ FH Bielefeld is funded by  
the German Academic Exchange Service (DAAD) and  
the Federal Ministry of Education and Research (BMBF).