

Top Tips for Blogging

The following information has been drawn from the links at the end of this document.

As with anything there are some exceptions to the rules, but the following should stand you in good stead to create an engaging piece of writing.

Suggested word count for CES blogs: 500 – 1000.

- Begin your blog about the READER, not the writer!
- The piece should focus on what the reader wants or challenges they might have
- Try and include the word 'you' in the intro
- Feel free to mix and match the elements below to suit your needs
- Blog away!

General Layout

Title

- Start with a number if you have one (e.g. MW, kW, ££s, number of people/cars/chargers etc)...
- ...or with a pertinent question
- Mention the desired outcome (where it makes sense)
- Focus on the subject matter
- Take inspiration from top-ranking pages

Intro

- Keep it short
- Focus on your subject matter
- Establish trust in as few words as possible

Main body

- Use subheadings to break up blocks of text making the blog easier to read
- Make them benefit-focused
- Use images to add interest or help descriptions
- See suggestions in the templates below

Conclusion

- Clear, focused, concise. Summarise key points.

A couple of suggested templates follow...

'Problem Solved' template

- Present the problem – make sure you lead the main body of your story with this so your reader is clear that you understand. This point can blend well with the following.
- Empathise if you share the experience. If not, make it personal in another way, e.g. negative outcomes & their direct effects.
- The solution - start by telling a story about how the solution was discovered
- Solve the problem! e.g. a step-by-step guide, top tips. Show evidence that the solution works.
- A call to action – your conclusion: Demonstrate how the reader could put their problem solving into action. Maybe include practical steps to take once they've finished reading your blog.
- Finish with an insightful question to encourage reflection and/or discussion

'Encyclopaedic Blog Post' template

- Focus on the key topic in the title
- Introduce the topic by asking yourself why the reader would be looking for information about it, e.g. a problem to solve, more informed context
- Then describe the above and explain how you're going to address it in your blog
- Provide a clear and concise definition for the topic
- Then provide more context, using your knowledge and drawing the reader in to a deeper understanding by writing what they want to know
- Give a case study or other examples. This can include your own experiences.
- Use visuals, e.g. charts, screenshots, infographics
- If appropriate for your chosen topic, suggest a step-by-step solution or share links/resources
- Conclusion – restate what you've covered ending on a high. Add a call to action if applicable.
- Maybe finish with the insightful question again

References:

<https://thewritepractice.com/blog-post-elements/>

<https://ahrefs.com/blog/blog-post-templates/>

Send your blog to Cath.Curd@communityenergyscotland.org.uk and we will assess it for the Community Energy Scotland website and social media platforms.

Please provide your contact details and those of any organisation or group you represent.

We look forward to hearing from you!