

# NCVLI'S GUIDELINES FOR WRITING THE BEST BLOG EVER.

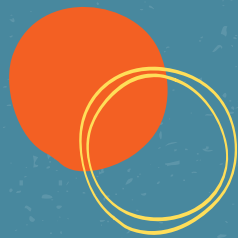
**We know you have something to say. These ideas will help you craft a blog post that makes people sit up and pay attention to your next incredible idea.**

## **Know your audience and your posting motive.**



You know your audience. You've taken the time to understand and identify with who you want to see this post. Now, make sure they can understand what you're saying. Personalize as much as possible. Acronyms? Spell them out. Jargon? Not unless it's a very small, specific audience. Knowing your audience also means knowing why they need the content you're publishing and what they will want to do with what they've learned once they read it. Give 1-2 action items when possible.

## **Keep it simple, keep them engaged.**



What is the most straightforward way to say what you want to say? Don't use two sentences when you could use one. Check carefully for run-ons. According to Hubspot, the optimal blog post should be ~2,000 words, or at minimum 300 words. More in-depth is recommended if you are reaching a specific audience as an authority on your subject matter. Including relevant visuals such as infographics or short (30 second-1.5 minute) videos is also a good idea.

## **Check grammar, facts, and voice.**



You are the authority on your subject. Cite your facts, have at least one other reviewer before it goes live to check for grammar and spelling, and make sure it reflects your organization's "voice"; in other words, is the way it's written consistent with other organizational content on your website?

## **Make your content searchable.**



Use tags (keywords) whenever your platform asks for them, which will be used to help others find your post. Sprinkle in keywords throughout your post (as well as content which backs up the keywords) for additional searchability.