Use this editable template to organize your blog writing. Make a copy and edit over this one. Where each bold heading is located, add your information and delete the examples and explanatory text.

**Blog Layout Template**

**Eye-catching headline: (Reader Stunned by Simple Format)** a great blog title will pique readers’ curiosity

**Name:** (by Marcus Coates) **Date:** (16th October 2020)

**Blog Number**: (No. 6) add the series number of your blog, **location:** MarcusCoates@homeinriyadh

**hashtags:** (#bloggingtemplate)hashtags help you connect to other groups on the net related to your topic. When a reader types in a search, search engine optimization (SEO) will direct a reader to relevant content. You must use clear and precise hashtags to get found and drive traffic to your page/site. **Make sure you put the hashtags in the post and not on the article!**

**Image**: the first image will appear on the upload pages of your social media sites and your posts. Make sure you choose a striking one.

**Use clear headings with interesting information:** headings in bold type and large font stand out. Make it easy for readers to skim through and get to passages they find of interest.

**Use short sentences:** one to three sentences per paragraph is plenty. Writing looks different on a screen.

**Use bulleted lists or numbered sequences:** where appropriate, add these to make more white space on the page. This helps readers navigate the page and find what they are looking for.

**Bold text or quotes for memorable phrases:** just like in newspapers, key passage, information and striking writing should be set apart to maximize its impact.

**Use relevant graphics:** infographics lend themselves well to blogs and break up blocks of text.

**Use helpful captions to describe images:** images should include captions that add another layer of information to the article – like in newspapers.

**Add Images throughout the article:** for every three hundred words or so, add in an image to add visual stimulation.

**Provide some biographical information:** at the end of your article, include some information about yourself to personalize your writing. Build a relationship with your readership.

**Provide a link to your website or further resources: (**[**www.mc-mindful-content.com**](http://www.mc-mindful-content.com)) and add a **subscription** **option** or ‘call to action button’. Try to build a mailing list.

**Reference your photo sources:** (All images are taken from Unsplash)

**Develop a writing system:** try writing in blocks of one hour using the below system:

 **Think up an idea/theme and outline your article using headings**

 **Write some content under each heading** – one to three sentences under each heading

 **Flesh it out and add any research ideas** – research related articles and hyperlink them to your article

 **Format and add visuals**

 **Edit, proofread & polish**

 **Unleash on an unsuspecting public! –** don’t forget to add your hashtags!