





I blog  
therefore  
I am



## BLOGGERS ARE SNEAKY

There are many little things that bloggers do in order to maintain a successful blog. Readers may not even realize this, but blog posts are specifically written to draw in one's attention, and to keep the reader interested. But how?

### HERE IS HOW:

- **Lists**
- **Bolded Words or Phrases**
- ***Italicized words or Phrases***
- **White spaces**
- **Short Sentence Fragments**
- **Pictures**

**This is only naming a few!**



# *Short but sweet.*

One of the reasons why people are hooked on blogs is that they are short but sweet and easy to read. It is important to remember that the people reading your blog are reading it online, therefore, on an electronic device. It is important to keep the reader interested, and willing to read.

- Bullet points
- These are short but sweet
- Use of **bolding** is key in signaling importance and keeping the reader interested
- LURING TITLES draw in the reader as well
- Make your blog easy to read, and very importantly, aesthetically pleasing to the eye.
- Do not create a single-spaced, picture-less blog post. Few will read it!!



- This is why white spaces are important as well as spacing in general!
- Short but sweet, and neat but sweet, too!!





# Who doesn't like pictures?

**BUT** don't overdue the pictures either...

Use pictures to exemplify what you are trying to say. The picture aspect plays a big role in making your blog post aesthetically pleasing. Not only are the pictures themselves important, but the **PLACEMENT** of the pictures is equally, if not more, important.

Do not just have pictures lying around anywhere on your post. Relate the picture to the paragraph you are writing, and place the picture right next to that paragraph. Also adjust the size of the picture accordingly, *of course*.

Go on...

Give

Blogging

a

Try now!

I believe that with these tips you can make a fine blog post, and blog.

Put yourself in the reader's shoes, so that you can know firsthand how to keep them interested.

A blog post is not a final essay for one of your classes, a blog is a site with **YOUR** opinions, and you have control and room to have fun!

