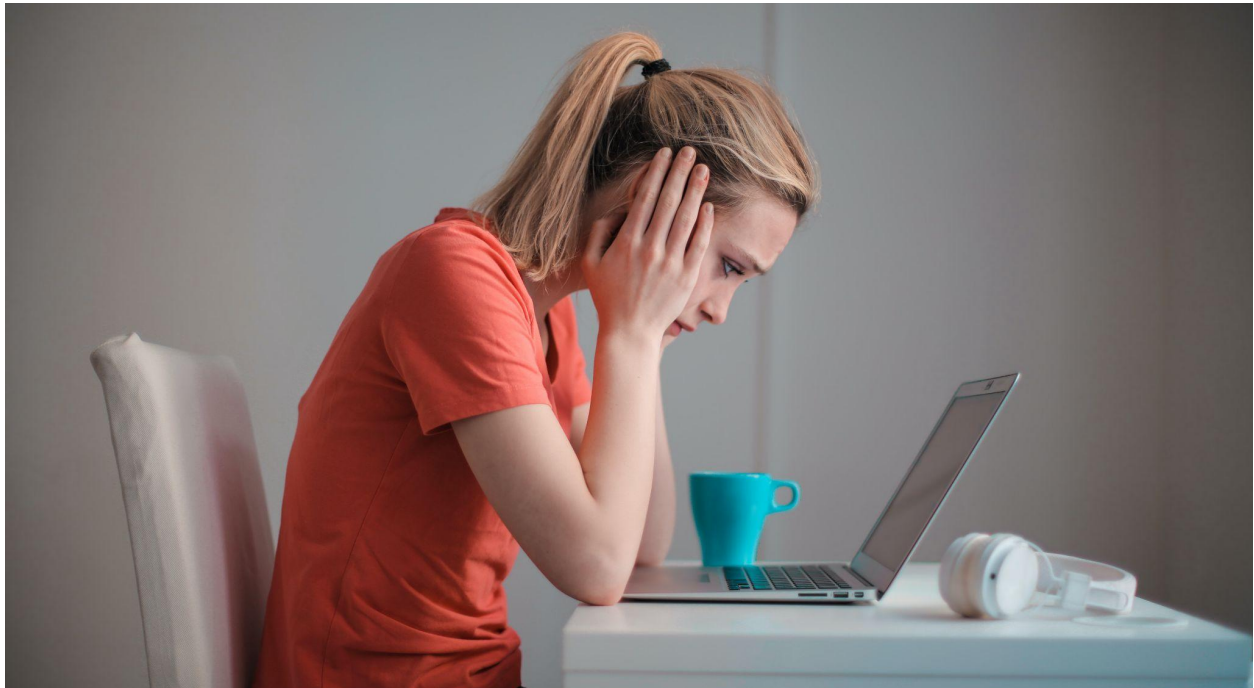# You don't have to be an exceptional Writer to Write an Amazing Blog!

Over time we've come to realize that you do not have to be the greatest writer to write an amazing book. The same may be said for blogs. Non-writers can learn new skills and habits that will improve the quality of their words and messages. On this blog we are going to help you achieve this goal.

Tips for Non-Writers.

Non-writers and excellent blogs may not appear to be a natural fit, but they are. You don't need to be worried if you lack formal writing training or experience. Bachelor's degrees in English are not the most common. Since 2011, the number of English degrees awarded by postsecondary schools has decreased by 28%, but blogging has grown by 15% since 2016.

We may assume that as the number of professional writers declines and the number of blogs rises, the number of non-writers who blog will likely rise as well.
You can run a successful blog regardless of your formal education or lack thereof. You'll only need a few tools in your inventory.

You must do the following when writing your blog:

- Choose your audience and themes carefully.
- Make use of online writing tools.

- Links to reliable websites must be included (including your own).
- Make your material clear and easy to understand.
- Have a conversation.

Choose your audience and themes carefully

What is the demographic of your target? Knowing who someone is makes it much easier to speak with them, but it's difficult to know everyone who reads your blog. Your reader plays an important role here. A reader persona is a character who represents your ideal "customer". You may determine your conversation once you've established your audience and their demands.

The content you share with your readers should be determined by **keyword research**. Words and phrases that individuals enter or introduce into search browsers are known as keywords. Keyword research can be done in a variety of methods, but a common place to start is by analyzing **monthly search volume** (MSV) for industry-related terms.

The total number of searches for a certain term in a month is known as **monthly search volume**. A simple example would be online recipes keyword research. Unsurprisingly, the search volume for the keywords "Easy Recipes" is higher than for the keyword "Dinner Recipes" in the month of November 2021. These findings, paired with keyword difficulty research, will guide you to your month's target keywords.

You can start a dialogue with your audience once you've established your readers persona and keywords.

Make use of online writing tools.

The red and green lines in a Microsoft Word document provided us with some writing assistance but that was fifteen years ago, and things have changed a lot since then. There are numerous tools available now to assist you to improve your writing. **Quillbot, Writefull and Grammarly** are some of the free writing aid software that you can use.

Grammarly, a well-known spelling and grammar checker, makes recommendations based on clarity, engagement, and correctness. The platform evaluates your work in terms of general quality, readability, and vocabulary. Are you continually mixing up the words **'then' and 'than?'** It's necessary to double-check your use of the words **"effect" and "affect"?** Grammarly and other similar tools may readily detect these little errors, allowing you to improve your performance.

Your blog's content isn't the only source of assistance you may require. Your blog's content is important, but so is **SEO optimization**. While SEO is a lengthy discussion that must occur for all content you publish on the internet, another component of your writing that can be improved is your SEO title tag. On a search engine results page **(SERP),** the title tag shows as the name of your webpage and is clickable to the link destination. The Headline Analyzer from CoSchedule, a marketing resource, is a tool for crafting stronger headlines that can lead to greater SEO value, traffic, and social shares.

Links to reliable websites must be included (including your own).

As you can see, there is no one-size-fits-all approach to creating a fantastic blog. The majority of blogging guidelines have nothing to do with writing. Link building is an example of this.

Link building can improve the quality of your content and your blog's credibility. Backlinks and Interlinks should be prioritized.

Backlinks

There is tons of information available on the internet, but not all of it is reliable or accurate. Giving hyperlinks to trusted sites can help viewers find more outstanding material.

A backlink is a link that connects two websites. If your blog links to another website, you have provided them with a backlink. However, you may wonder why you would want to divert traffic away from your blog.

Simply said, search engines prefer to see pages that give credit where credit is due. Backlinks are an excellent technique to substantiate your blog post and allow the visitor to discover more about your viewpoint.

Prioritizing quality over number is the key to a successful backlink strategy. Create articles based on information from credible resources. It is not assured that you will receive backlinks from other websites, but you may improve your chances by writing high-quality content.

Interlinks

Interlinks are hyperlinks that direct users back to your website's content. This increases the visibility of your other material in a relevant way, as well as assisting search engine site crawlers in indexing additional pages on your site.

Extending the amount of time visitors spend on your website is another lucrative perk. When you employ interlinks, you give your readers access to relevant resources that will help them learn more about the topic. It increases your authority as a source, and the more authoritative your blog is to your visitors, the more successful it will be.

Make your material clear and easy to understand.

You must **pay attention** to **the way** you write and **present your data**. Nobody wants to enter a webpage and be greeted by a sea of never-ending text. Important information will be easily misplaced. You have a limited amount of time to spend on your blog. Your goal is to hold their attention while providing them with as much information as possible.

Here are some tips to achieve this:

- **List:** Use lists whenever possible to provide information to your audience. To make your information easier to understand and remember, expand on your important points and break up your language. Use a mix of numbered lists and bullet points. When there is no order of priority, use numbered lists and bullet points to prioritize the order.

- **Visuals**: Use tables and charts if your content requires them. There are several reasons why these images are frequently used in presentations. For starters, you can deliver the same information in a more engaging manner.
  Second, you can accommodate visual learners. Hundreds of words may be required to make your argument, but a table will augment or summarize your data while also breaking up the monotony of your text.

- **Headings and Subheadings:** Before diving deeper into the content, many readers perform a visual scan of a webpage. The significance of headings and subheadings may be seen here. Treat them like a synopsis or outline for your blog content. Use them to emphasize your most important points so that readers can easily assess the worth of your data.

Have a conversation.

To get your message clear, you don't need to use the longest terms in the dictionary. Trust us that doesn't work. When writing a post, pretend you're having a nice conversation with a friend. Be knowledgeable while remaining approachable. Your readers do not want to be lectured. They want accurate, understandable information from a reliable source, and you've been given the task of providing it.

So remember to write a successful Blog you don't need a degree in English or creative writing. Define who you're writing to and what you want to say, make them know what your message is. Establish yourself as a skilled and trustworthy source who adds value to the internet with your content and relevant Information.

As always, if you found this blog helpful or believe it would be valuable to someone you know, please leave a comment and don't forget to share it.