

## Tips for hosting a successful blog

The most important thing about a blog is A) what you will write about and B) how often you can write. **You should plan to write at least one blog post per week.** If you already know you can't commit to that much, maybe you aren't ready to jump into a blog. Whether you are ready to start today or need to plan some more, here's how to prepare for your blog.

1. **Who is your audience?** What do they already know about your topic? What do they need to know?
2. **Who will write the blog posts? Who will manage the website?**  
Does this person need training on how to manage a website? Will you include guest writers?
3. **Create an editorial calendar.**  
An editorial calendar is essentially a plan of schedule topics to help you stay on track. How to create an editorial calendar:
  - a. **Make a list of subtopics.** Write a list of everything related to your main topic. For example: if your topic is gardening, your subtopics might include gardening tools, types of soil, seasonal plants, and best plants for various climates.
  - b. **Create a list of possible blog posts related to each category.** For your gardening tools subtopic, your list of blog posts might include gardening tools you can find around the house, how to clean and maintain your gardening tools, and your top 5 "must buy" tools.
  - c. **Make a note of time sensitive topics.** For example: this plant grows best in spring months, so people that want to grow this plant should start planning in February. Or if gardening tools typically go on sale in a certain month, that's when you should plan your "top 5 must buy tools" post.
  - d. **Now sort the topics chronologically and organize into a schedule.**

Now that you have a calendar and a plan, **follow these tips to be a blogging pro:**

- Each post should focus on one main topic.
- Keep it short. Aim to stay under 500 words per blog post.
- Write an engaging headline, similar to a news story.
- Use photos to break up the text and build interest.
- Use social media to get new followers. Share links to each new blog post on Facebook or twitter. You can even put your blog address in your email signature so people you email on a regular basis will be aware that you have a blog.

Learn more about blog promotion and strategy with these [10 easy steps for starting a corporate blog](#).