

ARE YOUR BLOGS REACHING READERS SUCCESSFULLY?

Use this checklist to create a blog that captivates your audience.

- Establish your audience**
Identify your target readers and write to them directly.
- Use headings and sub-headings**
Make your blog scannable by separating your content with headings.
- Be consistent**
Consistency with your formatting will contribute to a more readable blog.
- Use active language**
Using an active voice adds impact to your writing.
- Write at a grade 9 level**
Over complicating your sentence structure will cause you to lose your audience's attention.
- Conclude with call-to-action**
End with a paragraph that informs the audience about what they can do next.