

8 STEPS FOR STARTING A BLOG

1 Create a blog.

WordPress is an easy platform to use for blogging as the blog feature is already built-in.

2 Organise a blog schedule.

Plan to publish 2 to 3 blogs a week, minimum. When you first start blogging, it's best to build a backlog so you're always ahead.

3 Learn blog best practices.

You can learn more about blogging best practices over at business.localsearch.com.au/blog.

4 Write content; lots of it!

Schedule a meeting at least once a week where you write blogs, or hire someone, like through the Localsearch SEO service.

5 Proof your work.

Spelling and grammar can impact your readers' experience and your search engine optimisation, so proof your work before publishing.

6 Find and optimise images.

Plan to have one image or embedded visual content per scroll of your blog.

7 Upload your content.

Again, platforms like WordPress make uploading blogs extremely easy.

8 Market your blogs.

Search engines take time to pick up content. To help people find your content while Google does its thing, share your blogs on social media.

