

# The World of Blogging

## *Module 2*

Ready to write your first blog?





## Introductions

*Just like the First Post, the introduction to every single blog post is very important.*

*A good introduction must pull the readers in, keeping them engaged, not only with the current post, but the blog series as a whole.*

***The introduction gives the reader a lead to the core matter of the blog.***



Funny stories

Anecdotes

Facts

Statistics

Current affairs

***One can use funny anecdotes, quotations, interesting facts, statistics, or current headlines to draw attention to the topic.***

## Actually writing the blog

*Relax and write what comes naturally.  
You are writing about something you are  
passionate about, so the words will  
come.*



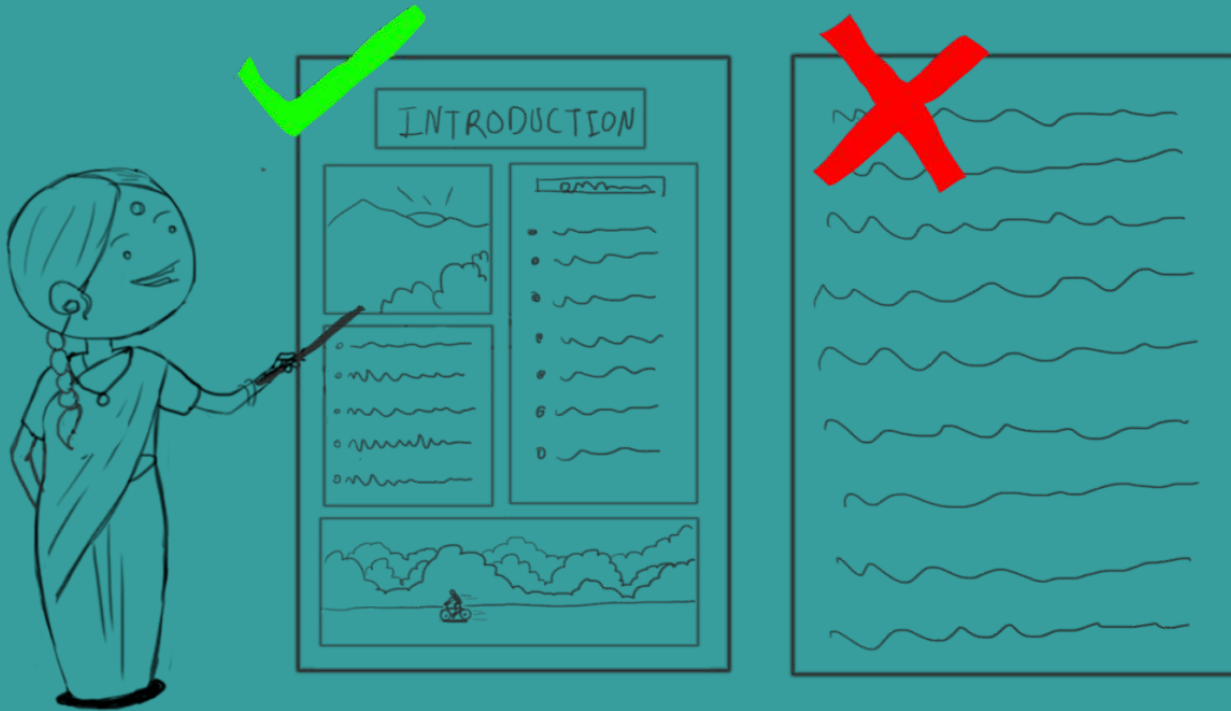
*Practice, practice, practice.  
The writing will get better post after  
post.*

*While writing, you may come up with  
some interesting ideas that may not  
be related to the particular post.*

*Note them down separately, and they  
could lead you to the next blog.*



# Formatting Time



*Formatting is a key aspect of a blog as it helps to make the post readable.*

*Make sure your paragraphs are short.*

*The use of headings for sections also helps the readers to make sense of the post.*

# Editing Time



*When we're in the flow of writing, we often miss noticing little mistakes, slips in formatting and styling.*

*It is recommended that editing be done after refreshing your mind.*

*After you finish writing, do something else for an hour or two and then edit.  
You could even return after a day, to have a fresh perspective.*

# Colour it up: Pictures, GIFs and media

*Continuous paragraphs of text is hard on the reader's eye.*

*To break up the monotony you can use related pictures and graphics.*

*There are many websites on the internet offering thousands of free images of various kinds.*

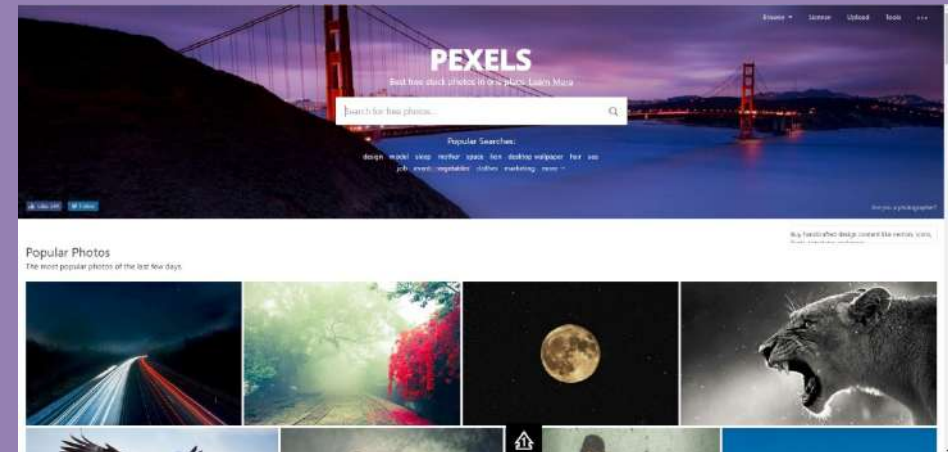
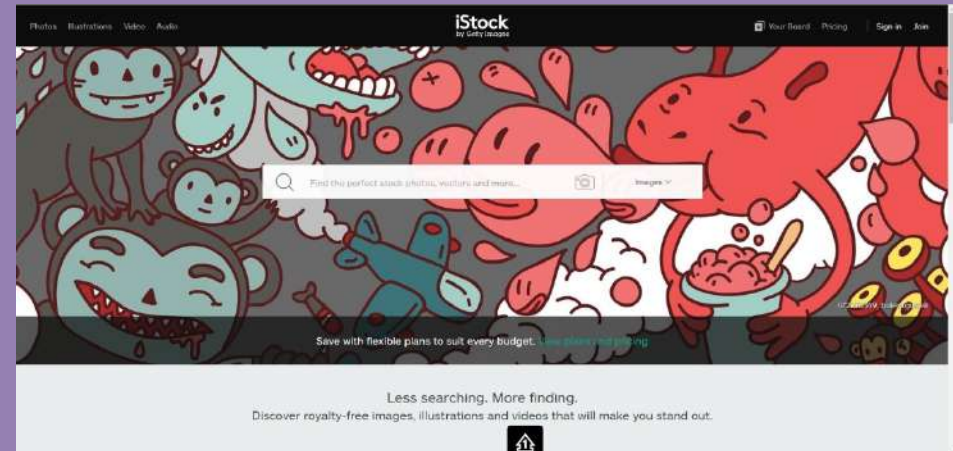




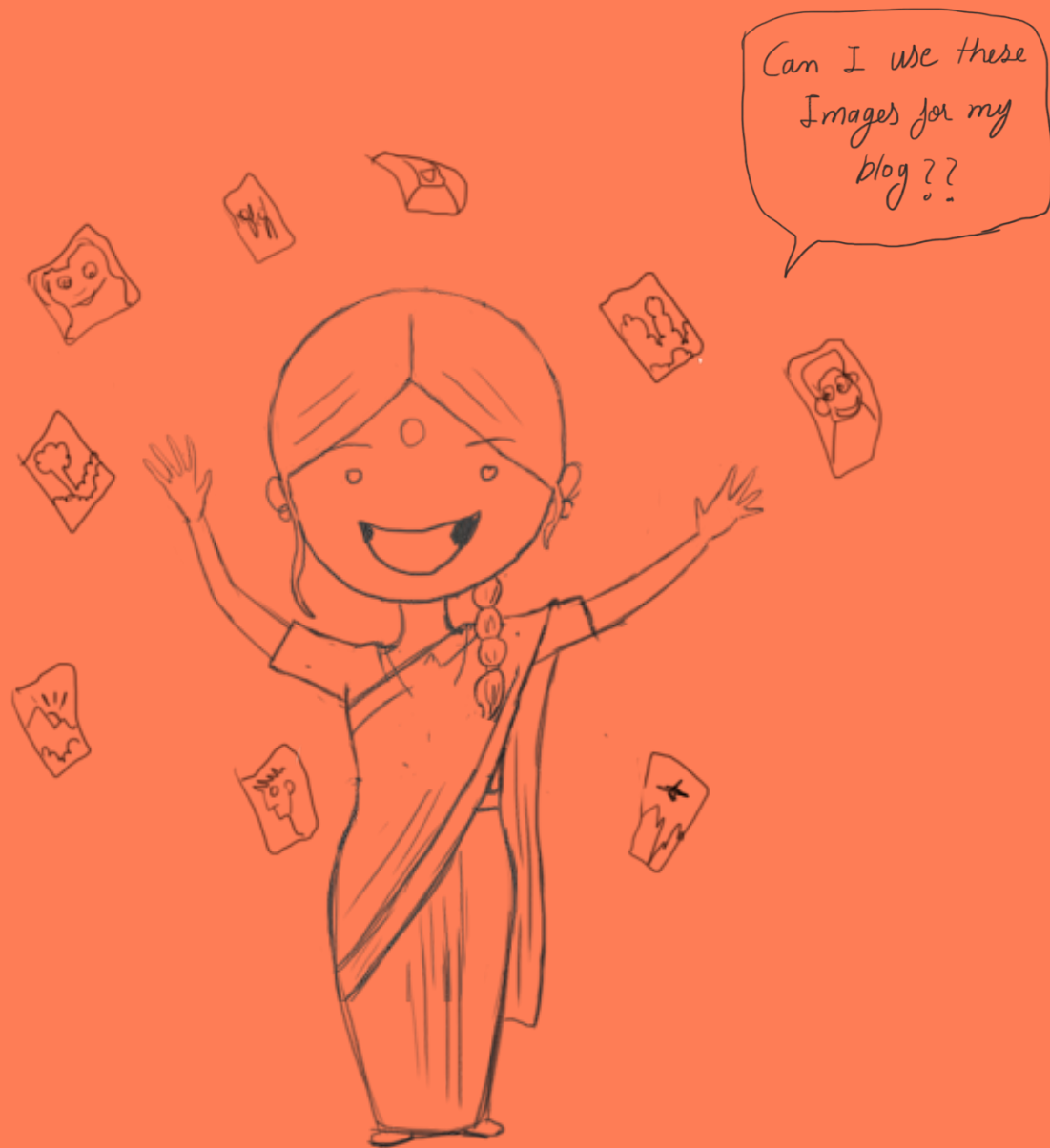


Photo credit: *Giri Ratan Singh, samata.shiksha*

*When you take images from the public domain it is important that you take permission and provide the credit to the photographer or publisher .*

*Otherwise, you may get into legal trouble for copyright violation.*

*Alternatively, you can take the pictures yourself, and there will be more on this in Module 3.*



*Here are some websites offering free images*

<https://unsplash.com>

<https://www.pexels.com>

<https://pixabay.com>

<http://www.istockphoto.com/in>

<https://www.shutterstock.com>

<https://stocksnap.io>

<https://stock.adobe.com>

*Sketches, cartoons and comic strips are another effective way of combining writing with visualisation.*

*Here are some cartoons from Marathi Vyang Chitre, a Marathi humour blog.*



# Call to Action

*An effective blog points the reader to the next step. This is known as a Call to Action.*

*Some may ask the reader to follow the blog, share it on social media, check out a linked video, read a related article, sign a petition, vote on a poll etc. You can even give links to your own past blog posts.*

Home > Self-Improvement > The Road to Success is Paved with Failures

Self-Improvement

## The Road to Success is Paved with Failures

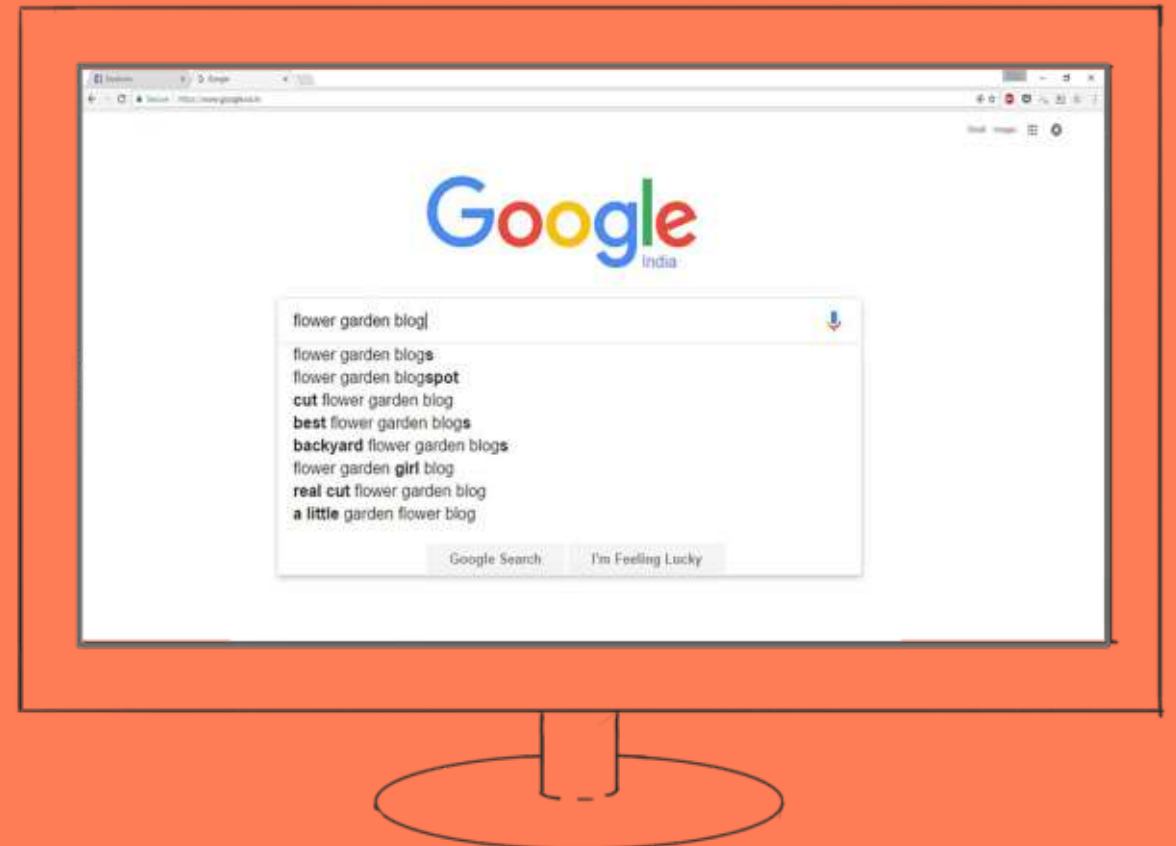
By **Brenda Raftlova** - March 27, 2017

< 862 SHARES

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# Search Engine Optimisation (SEO)

*At the bottom of any blog page, there is a tab. It is meant for entering key words from the post. When people search for these key words on the internet, using search engines, your blog will show up.*





***To further optimise your reach through search engines, you need to prepare a Meta Description. This is a 140-150 word description that appears under the search results on the internet.***

***Just like the actual writing and editing, you will get better at SEO with time and practice as you learn to pick out key words and phrases more accurately.***

***Congratulations!!!***

***You have acquired the skills to  
create your own blog.***

# The World of Blogging

## *Module 2 : Ready to write your first blog?*

### Creative team

#### *Research*

Feroze Chandra

#### *Script*

Parjanya Joshi

#### *Design & illustrations*

Divya Varghese and Prashant Chaurasiya

#### *Editing*

samata.shiksha team

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THE END