



WILD FIG BLOG WRITING TIPS

In 2022

Simple tips to help you tell your story.

CHOOSING BLOG TOPICS



- Answer your **customers' FAQs**.
- **Ask employees** for input.
- Use Google's "**suggested searches**" feature for inspiration.
- Research what your competitors are writing about.
- Pick a general topic you want to discuss, then **narrow it down** (e.g., "Running Shoes" vs. "Best Running Shoes For Marathons").
- Try to write about your industry, not yourself.

WRITING TITLES

- Ideal **title length is 60 characters**
- Headlines between 8-12 words are shared most often on Twitter.
- Headlines between 12-14 words are liked most often on Facebook
- Write **clickable headlines** like lists, questions, etc. (Example: "How to..."; "5 Reasons..."; "Top 10...")
- Make sure your headlines reflect the content of your blog and offer something to your reader



FORMAT & STRUCTURE

- Try keeping your intro/conclusion under 200 words.
- Use subheadings, bullet points, and lists to **make it easy for readers to follow**.
- Bold important text (but not too much).
- Use short sentences and paragraphs.
- Include a Call To Action (CTA)

