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)

WFM BLOG WRITING TIPS

CONTINUED...

KEYWORD RESEARCH & SEO

- Research keywords to include in your blog.
- Focus on one long-tail keyword per post.
- You can also include supporting keywords.
- Include links to your website pages and related blogs (AKA, interlinking).
- Include at least one external link to a reputable source in your blog.
- Mention your long-tail keyword in the title, and at a natural pace throughout the text.
- Don't overuse your keyword (AKA, keyword-stuffing).

WRITING ADVICE

- Use contractions to sound more human.
- Always use spell-check.
- Cut out fluffy descriptive words.
- Avoid using too much industry jargon.
- **Keep your writing simple** (it actually makes you sound smarter!).
- Put yourself in your reader's shoes.
- Don't write just to meet a word count.
- Make the value of your post clear (what is the reader getting out of it?)
- Make your intro captivating with humor, empathy, statistics, or a description of the problem.
- Remember, **you can always edit later**. Just get the words onto paper!

HELPFUL TOOLS

Blog Idea Generator: BuzzSumo & HubSpot
Keyword Research: Moz Keyword Explorer
Editing & Simplifying: Hemingway Editor
Titles: Title Case Converter & CoSchedule