

# How to write an engaging blog



# Structuring a blog

**We've outlined some of the key things to think about when structuring your blog.**

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## The inverted pyramid

Many writers follow the inverted pyramid structure when writing news articles. This means that the most important information will be featured at the top of the piece, with any quotes or extra details placed further down. If it's not clear what the piece is about in the first paragraph, the reader may lose interest quickly. It's important to get your key message across in the first couple of sentences and then you can detail your supporting points in the rest of the blog.

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This point stands for many different styles of writing and will also help the audience to work out quickly how relevant the story is for them.

If you're planning on writing a more in-depth or news style piece, you should also consider the 'who, what, where, when and how' questions when developing it. Asking yourself these questions as you write your blog will help you structure the piece, ensuring it stays relevant and covers all of the key points that a reader might be interested in.

## Subheadings

Using appropriate subheadings to break up the text every few paragraphs makes the blog a lot easier to read, particularly on smaller screens. It gives the reader a sneak preview at the topics that will be covered, as well as allowing them to scan the article quickly to find the sections that are more relevant or interesting to them.

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## Bullet or number lists

These won't work for every type of blog but there are many ways you can get a bullet or number list into your blog.

Whether you're covering a 'Top 10 reasons to get into construction', the ways you can get involved with a particular project or even listing the activities involved in your role day-to-day, a bullet or number list will work perfectly here. They are eye-catching and a clear, concise way of conveying key information.

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## Hyperlinks

If you want to provide specific examples to help the reader better understand the subject or point you're making, it's useful to hyperlink to another website or the source of your information.

This is particularly important for attributing your work but it will also support your point, asserting a level of authority and reliability to your words.

While hyperlinks may send the reader away from your blog, if they find the links beneficial they'll want to know more and will return to the site to read on.

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## Multimedia features

Readers are less likely to read long chunks of text on small screens and separating the text with multimedia elements can make your blog far more engaging. Ideally you should always use some imagery within your blog but infographics, video and audio clips are also great additions, which will help readers interact with the subject being portrayed.

Check out our other toolkits for guidance on taking photos, and recording video and audio content.

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## Length

We're keen not to put a restriction on the written content you send us because we're always happy to work with you in the editing process to get it to a place you're happy with. However, the ideal length for a complete blog is around 400-600 words.

# Thank you

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**Any questions?**

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**Get in touch by emailing: [info@goconstruct.org](mailto:info@goconstruct.org)**

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**Using the subject "Go Construct content"**

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