

# How to Start a blog

HERE ARE SIX TIPS TO HELP YOU START YOUR BLOG

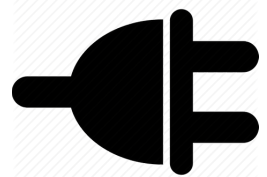


## 1. CHOOSE YOUR BLOG NAME AND BUY THE DOMAIN

Choose a blog name that will align with your own personal brand as well as connect your social media sites, as continuity is key.

## 2. CHOOSE PLUGINS AND THEMES

Once your site is set up, it is a little bit of a blank space, so choosing a theme will add structure and allow you to add in plugins. Check your favourite bloggers for inspiration or try one of the popular plugins such as [Pipdig](#)



## 3. SELECT A COLOUR PALETTE AND LOGO



Choose a colour palette that is going to best represent what your blog is going to be about. You should think about the sorts of pictures you'll be uploading onto your site, and how the blogs logo and colour scheme will compliment them. Design platforms like [Canva](#) are great for inspiration and templates

## 4. MAP OUT YOUR CATEGORIES

If you're going to be writing about a range of different topics on your blog, it is good to set out categories that your posts will fall into to help streamline our content. Keep it simple to around 3 to begin with. You can always add in more later.



## 5. SOCIAL MEDIA



The easiest way to drive online traffic to your blog is through social media, so make sure all your channels are linked to your blog so readers can follow you. With each blog post break it down into a number of social posts and link the two together.

## 6. CONTENT

Before you make your blog live, make sure you've created a bank of posts to upload so your readers have something to read when they first visit your blog. Also include relevant and engaging images. If the blog is about you, remember people like to see you. Pad out your own images with those from free image libraries such as [pexels](#) and [unsplash](#).

