

Example of how to write a good blog essay

[Sociology](#), [Communication](#)



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Internet readers can choose thousands of blogs covering a wide range of issues. Popular bloggers are able to earn money from their blogs. To create a popular blog, one needs include several key components in content and design (Doctorow, 2002). Everything from the overall outlook of the blog page to the quality of the content covered contributes to the success of a blog page. Since blogs are generally meant for easy reading, the page layout and the tone of the content should capture the interest of the reader and cause them to return to the blog page for more.

Blog analysis

The first blog is by Donald Hicks who writes on all facets of communication. This specification of the content of the blog creates focus. A reader immediately knows that the blog only contains articles on communication. According to Doctorow (2002), an opening statement welcomes a reader to the page and makes them feel important to the writer. The blogger has posted an opening blog which he uses to indicate his expertise on the subject based on his academic major. He indicates his intention to use the blog share his knowledge and passion in communication with the readers.

Write (2011) concurs that a brief introduction sets a good pace for subsequent blogs.

The web page is easily navigable. At least 5 of the most recent posts are accessible by simply scrolling down the web page. The side bar also lists the blog archives which are links to the posts. There is a brief introduction of the writer, his personal information and qualification. One can also choose to read additional information on the writers profile by clicking on the link provided (Doctorow, 2002).

The writer covers various communication topics adequately. He includes personal snippets on his experiences while learning. The revelation that Czechs regularly quote time in beer is intriguing. However, the writer is not consistent in delivering easily readable blogs. Some articles have sub headings which make them easy to read, while others are written in long paragraphs grossly reducing their readability. Overall, the layout and the font size used are visually appealing and contribute to the readability of the blog.

The second blog is written by David Nettle. From the header, it is not immediately clear what topics the blogger writes about. The writer chooses instead to indicate his scope in an introductory blog post at the foot of the page. The blog will address leadership and all issues around it. The writer should put a clear header and a few lines to identify and briefly introduce the subjects to be covered in the blog (Write 2011).

The page layout is a black background with white font color. These two colors contrast well making the words easily visible. Unfortunately, they do not add any visual appeal to the page. This makes the blog unremarkable and aesthetically unpleasing. The writer makes use of a photograph in the introductory blog post. This is commendable since photos add interest to the message and help the reader to visualize the words used.

The blogger is a good writer. The posts are well written with relevant content and references. To make the blog more appealing, he should use a standard theme font and size. He should also introduce captivating headings and sub headings to make the articles more readable.

The final blog has been written by Bethany Keitzer. There is no introductory part in which she introduces herself to the reader and explains the purpose of the blog. This makes difficult for the reader to determine exactly what topics the writer covers in her articles. Despite this, each article has a simple, straight to the point heading which clearly states the subject covered. The writer uses her personal experiences to endear herself to the reader. She uses casual sentence structures to tell hers stories and lend and informal aura to the blog. This is commendable.

The page layout provides and good contrast for the foreground. The blog does not come across as too busy, despite the writer using different font colors to contrast articles. Most of her articles are short and precise. The longest article has bullets, font colors and italics to draw the reader's attention to the key points therefore making it as easy to read as the short posts.

Conclusion

Each of the three blogs has well written articles on various subjects ranging from communication to leadership. The writers have done a commendable job in generating quality content for their blogs. Content has to be relevant, accurate and captivating for a blog to be interesting. The structure of a blog is equally important to its success. A reader should get all the relevant information concerning the blog and the blogger on the first page. This means that there should be clear headings and introductions for the convenience of the reader. The blog design should have conveniently placed navigation keys for a visitor to use to access any past, present and related articles they may desire.

Additionally, have an attractive layout. The blogger is free to choose their personal favorite colors and themes. However, they should do this with their target readership in mind. The web page should hold the attention of a potential reader as soon as they log in, without being visually loud or busy. There should be consistency in the quality of the articles, page layout, font size, color scheme and general outline of the page. This consistency contributes immensely to the success of a blog.

References

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