

# TAKE ANOTHER LOOK AT YOUR BLOG POST

## TITLE

- CATCHY: INSTANTLY APPEALING OR MEMORABLE
- GRABS POTENTIAL READERS' ATTENTION
- DESCRIBES YOUR POST
- MEANINGFUL
- USEFUL
- MAKES THE READER CURIOUS
- KEYWORDS
- WHAT-WHEN-WHY- HOW?

## QUALITY WRITING

- VERY INFORMATIVE OR DEEPLY REFLECTIVE
- INFORMATIONAL POST: SYNTHESIZES LEARNED CONTENT AND CONSTRUCTS NEW MEANING
- WELL ORGANIZED

## VOICE

- WRITTEN IN INTERESTING STYLE & VOICE
- WORDS ARE CAREFULLY CHOSEN
- WORDS BRING CONTENT TO LIFE
- SENTENCE FLUENCY IS SMOOTH, NATURAL & EXPRESSIVE

## PRESENTATION

- CORRECT SPELLING & GRAMMAR
- FORMATTING MAKES THE POST MORE INTERESTING TO READ

## MULTIMEDIA

- PIECES OF MULTIMEDIA ARE EMBEDDED
- MULTIMEDIA ADDS NEW INFORMATION OR PERSPECTIVE TO POST

## COMMUNITY

- SEVERAL LINKS TO PLACES THAT ADD TO READERS' UNDERSTANDING
- LINKS ARE RELEVANT AND "FLOW" WITHIN THE CONTENT
- POST IS CLEARLY WRITTEN WITH A GLOBAL AUDIENCE IN MIND
- POST IS CATEGORIZED