

TH3

A STEP-BY-STEP GUIDE FOR BEGINNERS

How to Publish Your First Business Blog

2026 Edition



INTRODUCTION

Start Here

Writing your first blog post for your business can feel a bit like stepping into the unknown. You know it's meant to help – bring in more traffic, answer customer questions, maybe even improve your search rankings – but where do you begin? What should you write about? And how do you strike the right balance between sounding professional and sounding like yourself?

If you're a small business owner, part of a solo marketing team or simply new to content creation, this guide is your starting point.



We'll walk you through:

- How to come up with blog ideas that feel relevant and useful to your audience
- How to structure and write content that's engaging, clear and search-friendly
- Common blogging mistakes and how to avoid them
- A step-by-step checklist to help you go from blank page to published post.

This beginner's toolkit is grounded in the same advice we give our clients at TH3 and the same process we follow ourselves. It's clear, practical and grounded in practices we know work.



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Why Blogging Still Matters for Business

A blog is more than just a place to share news or updates. It's a long-term asset that builds credibility, boosts traffic and answers the questions your customers are already asking.

And the numbers speak for themselves: companies that blog get **55% more website visitors** than those that don't (Source: WordPress).

Why? Because when you're competing in a crowded digital landscape, blogging helps your business stand out. Regular blog posting is also valuable for SEO: it keeps your website fresh, gives search engines new content to index and helps you rank for terms your audience is searching for.

Some of the most effective blog content focuses on clarity and reassurance. You want to meet your audience where they are and help them move forward. Do this with:

- Blog posts that answer FAQs can reduce support time and improve conversions
- Industry explainers which show prospects you know your stuff
- Case studies for hesitant buyers looking for real-world proof on what you can do

Done right, blogs don't just fill a content calendar. They become go-to resources that help you **educate**, **connect** and **grow your audience** one post at a time.

Blog Source Ideas



Customer Questions

Look at customer inquiries and feedback for ideas.



Reviews

Gain insights from customer reviews and testimonials.



Forums

Explore discussions and topics in online forums.



Tools

Utilise various tools for idea generation and research.



Trending Topics

Identify popular topics that align with your business.

Coming Up With Blog Ideas That Actually Work

Before you can write a blog post, you need to decide what you're going to say. And that can be the tricky part.

The good news? Your best blog topics are probably already right in front of you.

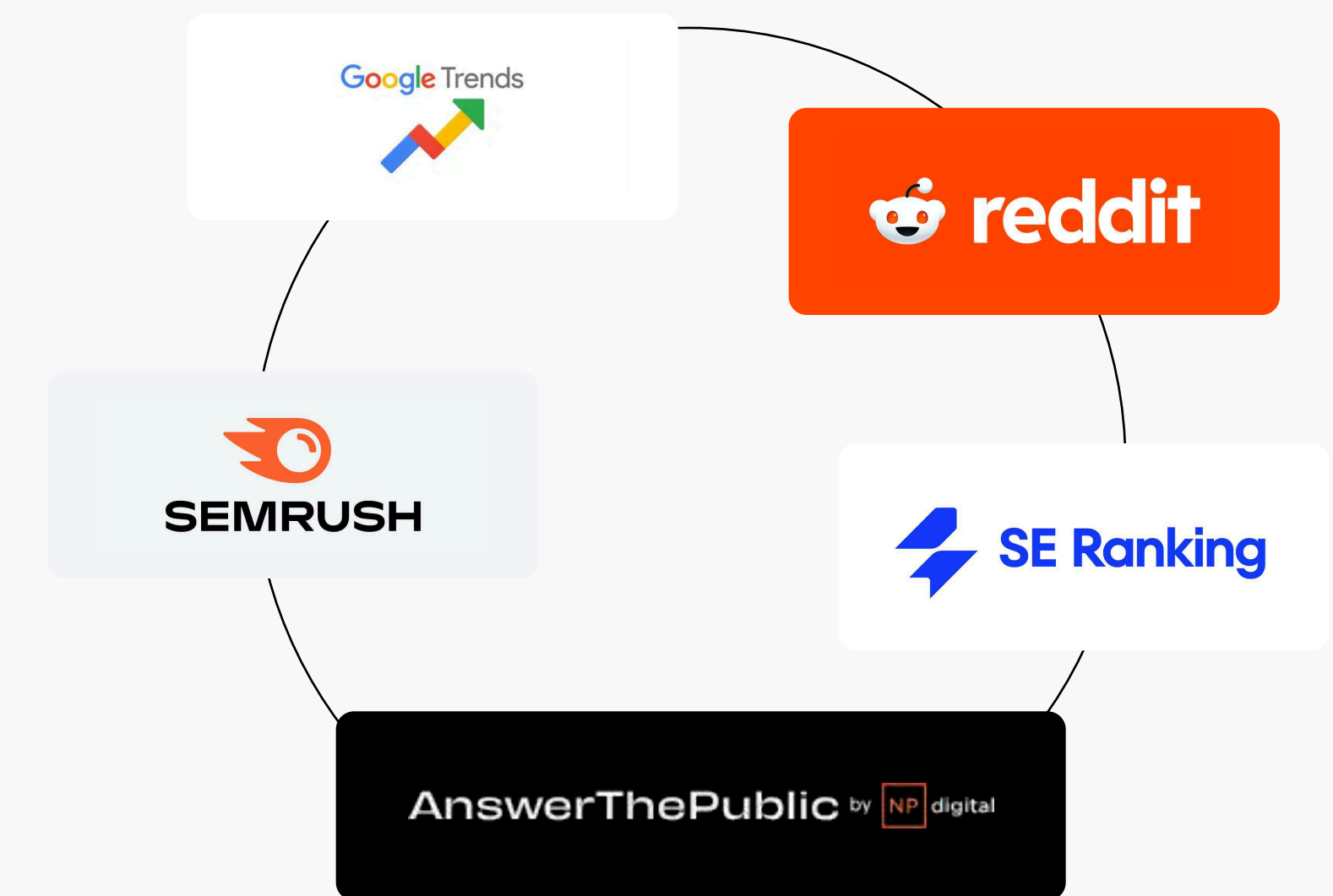
Start with the conversations your team is already having. What questions do customers ask again and again? What stumbling blocks come up in sales calls? Your clients can be a goldmine for real-world insight, and turning those recurring questions into blog posts is **one of the simplest ways to create content** that feels genuinely useful.

Next, take a look at what's already out there. Read competitor blogs, customer reviews, industry forums – wherever the conversation is – and find out **what's being discussed and where are the gaps?** Google can help here too. Start typing a topic into the search bar and see what auto-completes. Check the “People Also Ask” section. These tools show you what your audience is curious about.

If you want to dig a little deeper, try:

- **Google Trends** shows what's growing in popularity (and what's dropped off)
- **AnswerThePublic** maps out questions people are asking around your keyword
- Research tools like **Semrush** and **SE Ranking** provide data on valuable keywords
- **Reddit** is a surprisingly rich source for niche pain points and unfiltered opinions

At this stage, you're building an idea bank – something you can return to again and again.



How to Create Content That Gets Found

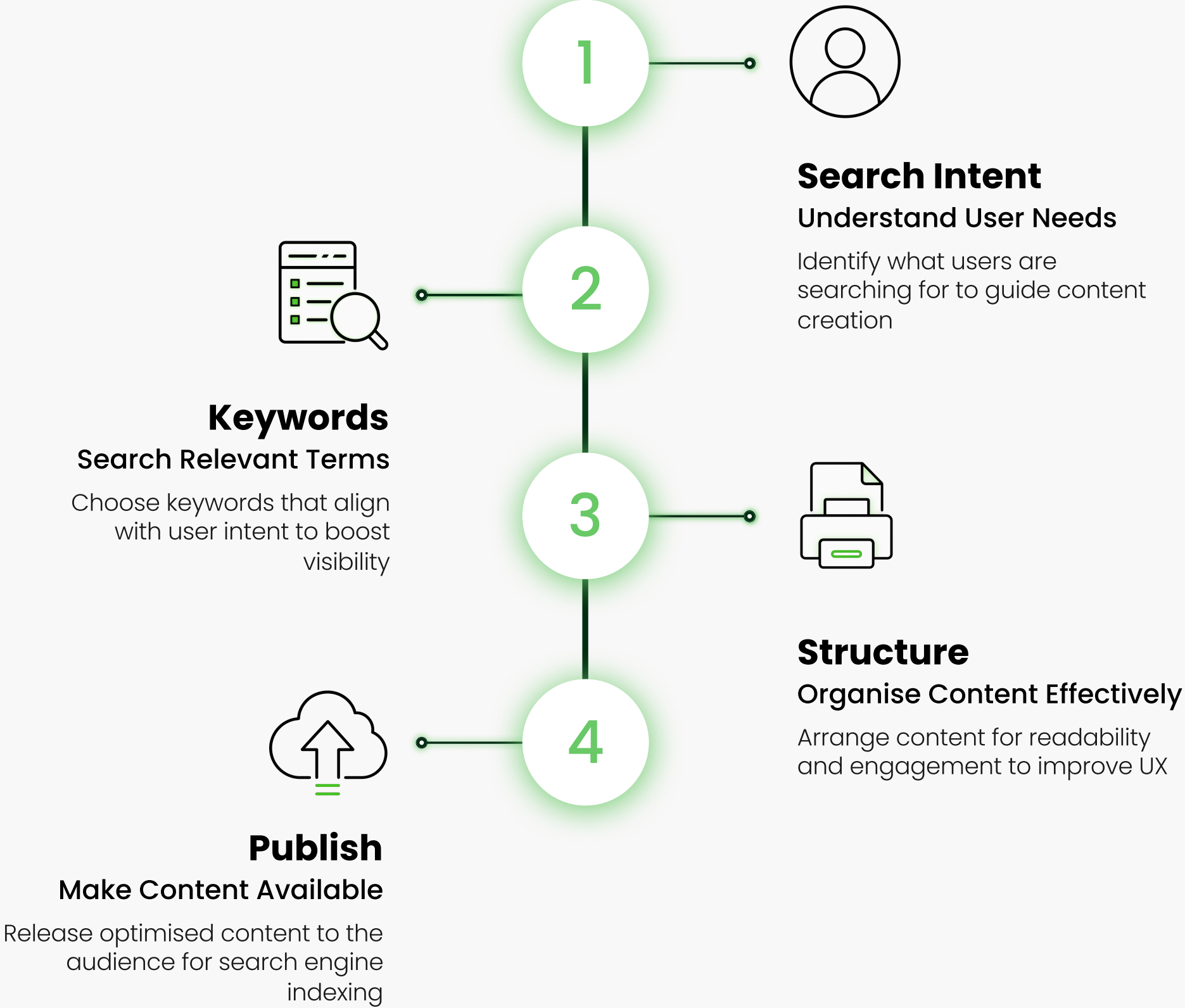
Once you’ve chosen a blog topic, it’s time to make sure people can actually find it. That’s where SEO – Search Engine Optimisation – comes in.

Start with search intent. **You want to know what your audience is typing into search engines**, like Google, and what they’re hoping to find. For example:

- Someone searching “how to create a blog post” wants a step-by-step guide
- Someone searching “best blogging platforms” is comparing tools before making a decision
- Someone searching “copywriting services” is ready to hire

The more your blog aligns with that intent, the more useful it will be and the more likely it is to show up in search results.

SEO Content Creation



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Once you know what your audience is searching for, you can start weaving those terms naturally into your post. Focus on:

Metadata

Your meta title and description appear in search results, so they're your chance to summarise your post and encourage clicks. Keep them concise, descriptive and human, with one main keyword woven in naturally.

Your Title

This is one of the strongest signals you can give search engines, so include a meaningful keyword while still making it clear what the blog is actually about.

The Introduction

Early keyword placement helps search engines understand your topic from the outset. A natural mention in the opening sentence anchors your post without feeling heavy-handed.

Headings

Use H2s and H3s to organise content and guide the reader through your blog. When it feels appropriate, incorporate secondary keywords or related phrases into your headings to reinforce relevance.

Image Alt Text

Alt text supports accessibility and SEO, so describe your images in a way that genuinely reflects what's shown. Include a keyword if it fits naturally, but never at the expense of clarity.

FAQs

Adding a short FAQ section at the end of your blog is a smart way to target long-tail keywords (the "how", "why", "what if" questions people often search for) and appear in AI overviews.



Smart Keyword Optimisation

Strategic use of keywords within useful, readable content.

How to Improve Technical SEO

Technical SEO is the foundation of a visible, high-performing website. It ensures search engines can crawl, index and understand your content effectively.

- 1. Improve Site Speed**

Fast-loading pages improve UX and reduce bounce rates, helping search engines better crawl and rank your site.
- 2. Optimise On-Page Elements**

Well-optimised title tags and meta descriptions help search engines understand your pages.
- 3. Create Helpful Content**

Focus on helpful content, answering questions and providing real value to your readers.

Reader-first content that ranks and converts.

VS



Spammy Keyword Stuffing

Forcing repeated keywords into content for search engines.

Best SEO Tips | Best SEO Tricks | Best SEO Hacks

Best SEO Tips

Best SEO tips are important. Best SEO tips can help your site rank. Best SEO tips improve traffic. Best SEO tips are the best. Use best SEO tips. Follow these best SEO tips for best results. Best SEO tips, best SEO tips, best SEO tips. Don't forget best SEO tips.

Get the Best SEO Tips Now

SEO tips are important. These best SEO tips can help your site rank. Use our best SEO tips improve traffic. Best SEO tips are the best. Follow these best SEO tips for best results.

Again in a slightly bigger font, this is the page for best SEO tips. All of the best SEO tips are on this page. Just keep scrolling, you'll see them eventually. On the page for best SEO tips.

Search engines may penalise. Users will leave.

Types of Blog Posts and When to Use Them

By now, you should have a strong idea of what your blog will cover and know what keywords you'll target. But before you start writing, there's one more important decision to make: what type of blog post are you creating?

The format you choose shapes everything from structure to tone. It helps your reader know what to expect, and it helps you stay focused on your goal.

Some ideas work best as a how-to. Others shine as a list, a case study or quick comparison. Choosing the right types from the start means fewer edits later and a more useful, engaging blog overall.

Here are some of the most popular blog formats:

1. How-to-Guides

How-to blogs are **step-by-step breakdowns** that walk the reader through a process or task. They're ideal for service-led businesses because they demonstrate expertise and provide immediate value. You might also see expanded versions of these, like definition-style posts that explain what something is and how to do it.

2. Listicles

Listicles are structured around a set number of tips, tools, examples or ideas. They're easy to scan, work well on social media and give readers a clear sense of what they're getting. Headlines with numbers get **73% more social shares** than those without (Source: Ahrefs).

3. Comparisons

Comparison posts help readers **weigh up two or more options** and decide what's right for them. These are especially useful in product-led industries or where service providers have overlapping features. They support decision-making, which makes them perfect for later funnel blog content.

4. Case Studies

Case studies show how you've helped real clients solve real problems. They can **build trust, demonstrate impact and act as proof** for potential customers who are still on the fence.

While many businesses publish these under a dedicated "Case Studies" section (like we do at TH3), they also work well as blog posts – especially if you don't yet have a separate area for them on your website.

Types of Blog Posts and When to Use Them

How to Choose the Right Format for Your First Blog

- **Search Your Keyword:** What's already ranking? The results often hint at what kind of format Google thinks best fits that query.
- **Look at Your Industry:** What are your competitors publishing? What formats dominate the search results?
- **Consider Your Goal:** Are you trying to teach, compare, persuade or showcase something?
- **Match Format to Intent:** Think about where the reader is in their journey. Are they just browsing or ready to act?

5. News and Industry Updates

News-style blogs focus on recent changes, events or trends in your industry. They work particularly well in fast-moving or regulated fields (think digital marketing, finance or tech), where **showing that you're up-to-date is part of staying credible**. Just bear in mind that these posts tend to have a shorter shelf life, so they're better for engagement rather than long-term traffic.

6. Thought Leadership

Thought leadership blogs share your perspective on big-picture trends, challenges or shifts in your industry. They're **great for building authority**, especially if the post is authored by a senior member of your leadership team or someone with hands-on experience. These posts work best when they're rooted in personal insight or original thinking. They can also take the form of reflective essays or data studies (which are great for backlink building).

7. Content Hubs

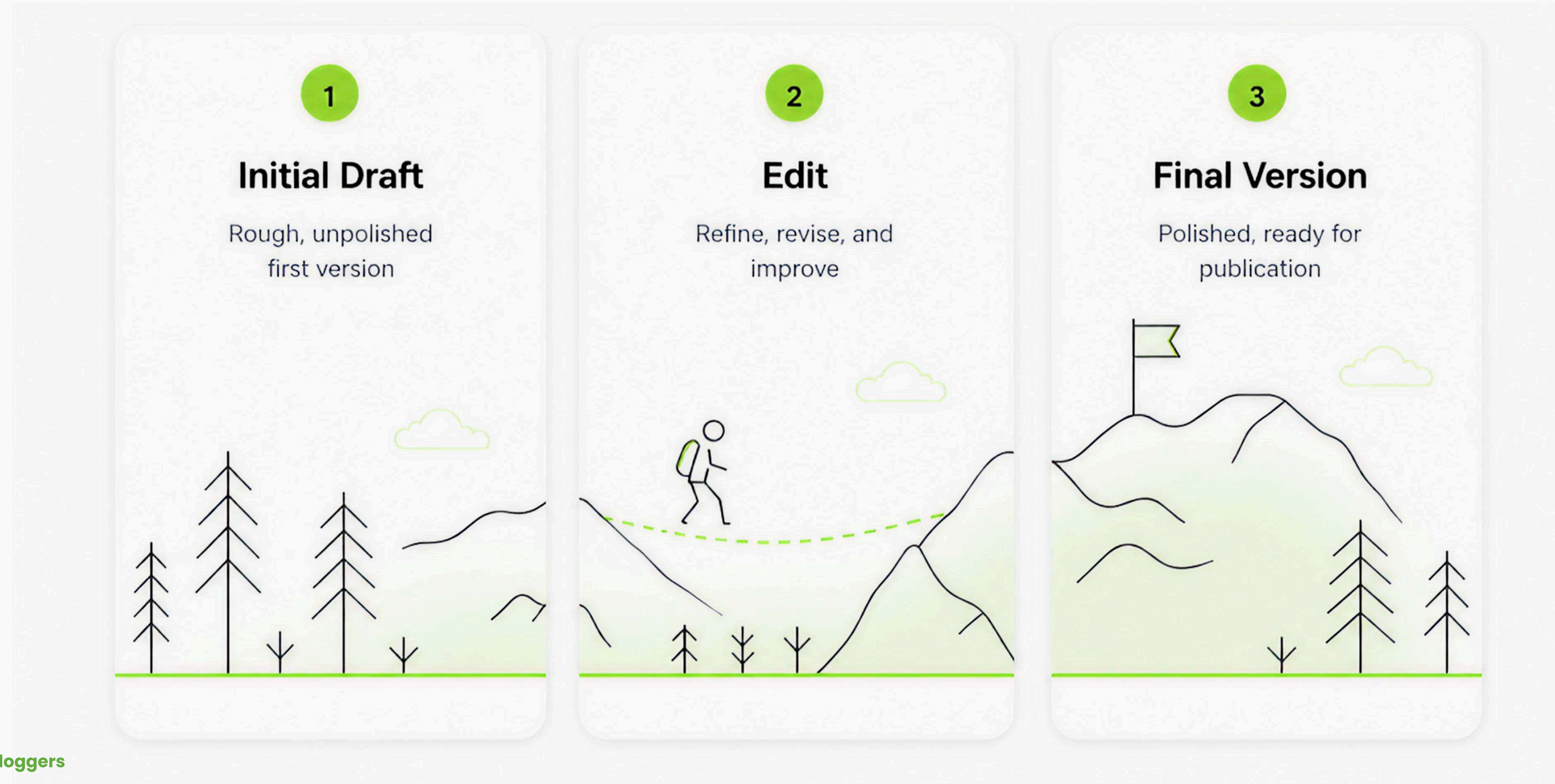
A content hub is a **group of related blog posts organised around a central "pillar"** page – like a deep-dive guide to email marketing that links out to supporting posts on subject lines, segmentation and automation. These are brilliant for SEO, as it helps search engines (and readers) understand how your content fits together. They also position you as a go-to source on a particular subject.

8. Checklists and Cheat Sheets

Checklists and cheat sheets are **practical, high-value resources** that make it easy for your reader to take action. Whether it's a launch checklist, onboarding guide or social media cheat sheet, these posts are often **saved, downloaded or shared** – which is great for long-term traffic. They're especially helpful if your blog content is focused on helping people get something done quickly and well.

Writing Tips for First-Time Bloggers

You've got your topic, done your keyword research and chosen the right blog format. Now comes the part that can feel the most daunting – actually writing it.





Creating an Outline

Before you dive into writing, spend a few minutes planning the flow of your post. An outline doesn't have to be fancy. A **simple bullet-point structure** can make a huge difference. Think of it like a map: it keeps you from veering off-track.

A basic outline should include:

- A working title (you can change it later)
- A rough intro idea
- 2-4 key points or sections you want to cover
- A conclusion or CTA (more on this later)

If you're stuck, start by thinking about what your reader needs to know. What's the logical order to explain it?



Writing Your First Draft

Here's the good news: your first draft doesn't need to be perfect. It's not meant to be.

Think of it as getting the bones down. The structure, the key ideas, the general direction. The real magic often comes later – when you start refining, shaping and editing your words into something that truly reflects your voice and your brand.

Don't worry about writing the perfect opening line. **Just get going.** If it helps, skip the intro and come back to it once you've written the body of the post. The key thing is to keep typing.

If you feel stuck, try explaining your idea out loud – like you're talking to a client or a colleague. Then write that down.

Figuring Out Your Writing Style

There's no single "right" way to write a blog, but there are a few tried-and-true tips we recommend at TH3:

- ✓ **Write How You Speak:** Unless your audience expects formality, a conversational tone nearly always works best. Use contractions, second person ("you") and questions to keep it natural and engaging.
- ✓ **Let Your Personality Shine:** Your blog doesn't need to sound like every other company's. If your brand has warmth or humour, lean into it. Consistency with your brand voice matters, but so does authenticity.
- ✗ **Don't Mimic Someone Else's Style:** If your company blog has multiple contributors (like ours at TH3), the tone will naturally shift from post to post. That's not a problem, it's actually a strength. You want your writing to sound like you, not like a copy of a colleague's blog from last month. The goal is to strike a balance between brand consistency and human relatability.
- ✗ **Avoid Jargon:** If you're in a technical field, some terms are unavoidable, but think about your reader's level of understanding. If you have to use a complex term they might not know, define it briefly. Just remember: clear doesn't mean dumbed down. It means helpful, not condescending.

Above all, keep in mind who you're writing for. The best writing feels like it was written for someone, not just about something.



How (and When) to Use AI

Let's talk about AI. If you're new to blogging, it can be incredibly tempting to let a tool like ChatGPT write your first post for you. But **while AI can help, it shouldn't replace your own ideas.**

We're not anti-AI at TH3. In fact, we use it ourselves – to brainstorm blog titles, generate outline options and more. Used well, AI can be a **powerful productivity tool.**

But it shouldn't write your blog for you.

AI-written blogs can sound flat, generic or off-brand. That's the opposite of what you want your first post to be.



Instead:

- Use AI to **speed up**, not substitute, real thinking
- Edit everything it generates – **add context, personality** and a clear **point of view**
- And always, **always do a sense check** (that means you need to read everything it produces). Ask yourself: does this sound like us? Would we say this to a client?

For a deeper dive, check out our blog: [How to Spot AI-Generated Content \(and Use It Without Losing Authenticity\)](#).

How to Use AI in Blogging



01

Use AI for Brainstorming

AI can generate blog titles and outline options, enhancing creativity.



02

Use AI for Editing

AI can reword sentences and overcome writer's block, improving efficiency.



03

Use AI for Content Creation

AI can write entire blog posts, but it may lack personality and context.

Use AI to support your writing, not replace your voice.

Creating a Call to Action That Converts

Every blog needs a purpose, and you make that clear with your call to action (CTA). **This is what turns passive reading into active engagement.**

At TH3, we always include a CTA when writing for clients because it's the bridge between your content and your wider goals. You've just provided helpful information, now it's time to gently guide your reader toward the next step.

Think about what you want your reader to do, but also what they will find valuable. For example:

- **Informational Posts:** If you've written a how-to guide or checklist, finish with a CTA like "Explore related posts" or "Read our full guide on [X topic]." This builds your authority and keeps readers on your site.
- **Lead-Generation Posts:** If your post is geared around recommendations, tools or insights (like a listicle or cheat sheet), your CTA might be "Download the full toolkit" or "Get the free PDF version." Give them something helpful in exchange for their contact info.
- **Service-Related Posts:** If your blog explains a process, shares a case study or compares solutions, a CTA like "Book a call" or "Find out how we can help" makes perfect sense. You've just demonstrated value, now you're offering to deliver it directly.

Make your CTA clear and compelling by using **action words** (e.g., "download"), **low-friction language** ("free resources") and **value-focused phrasing** ("improve your CRO today"). Always avoid vague phrases like "Click here." Your CTA should sound like something you'd actually say, something that's clear and helpful for your reader.



Top Tip

Vague phrases like "click here" are bad for SEO too. Search engines use link text to understand what the destination page is about, so make your internal links descriptive.

For a link to our CRO service page, instead of saying

"click here to learn more,"

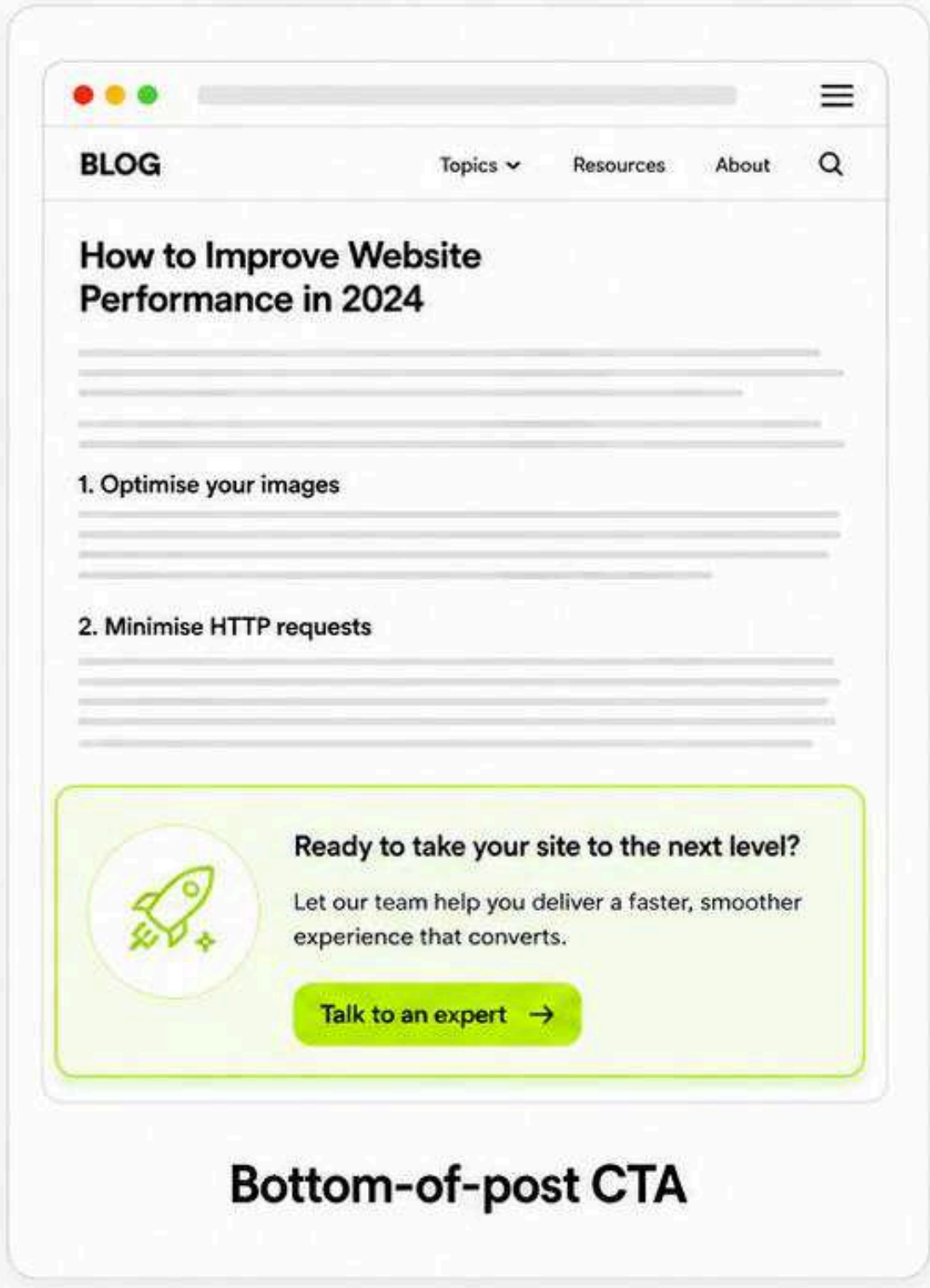
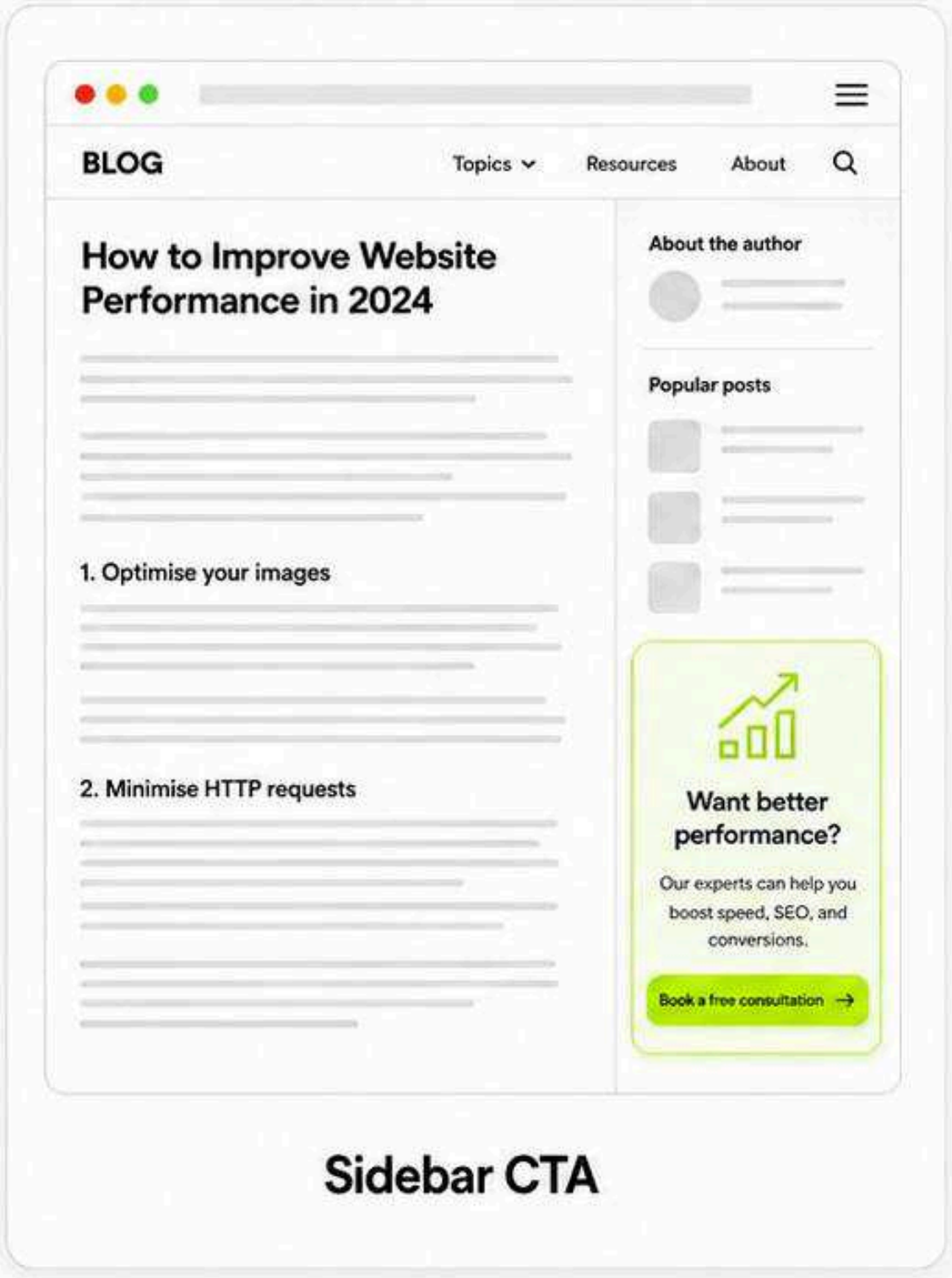
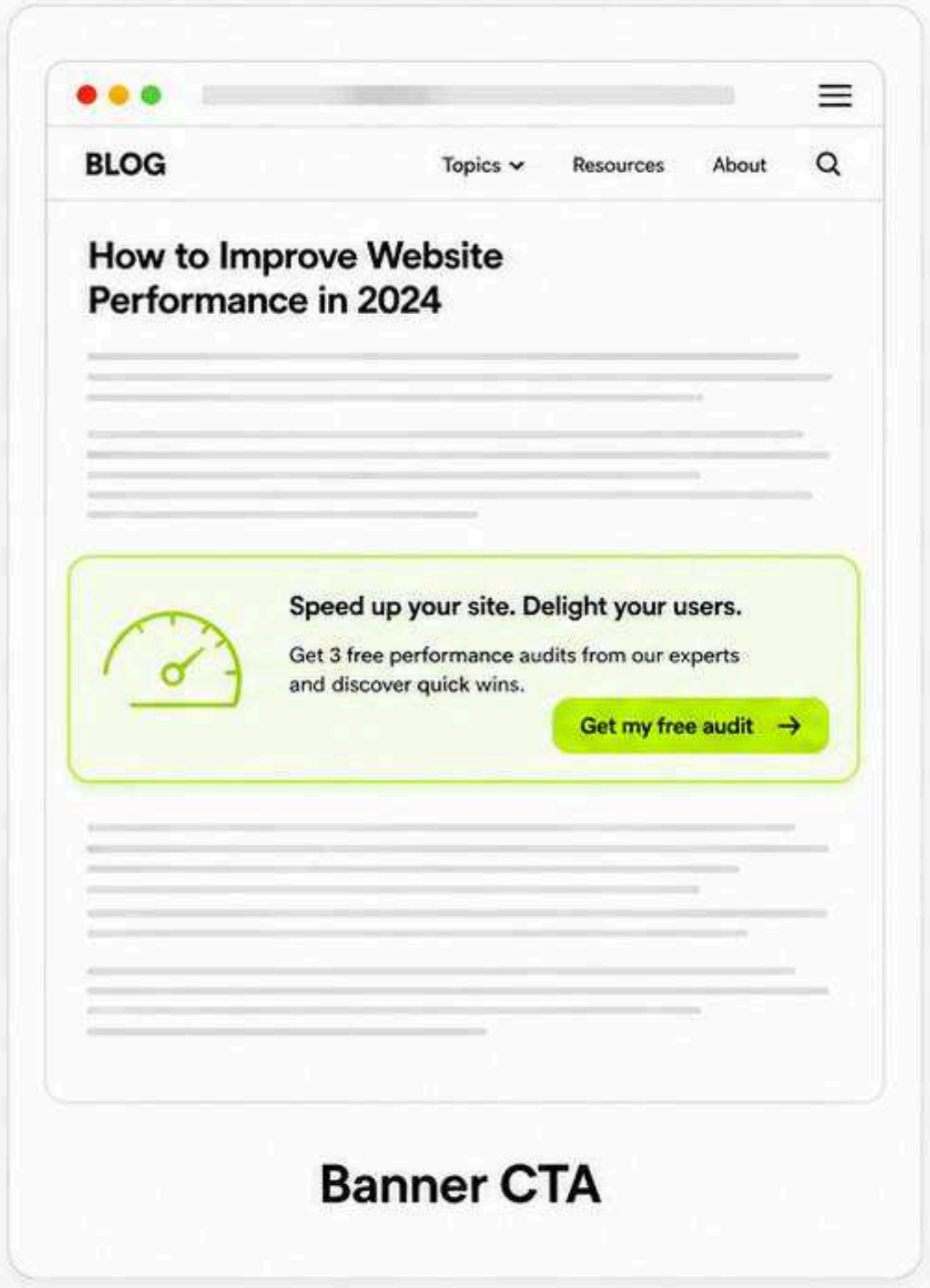
we would use "learn more about improving your site's CRO."

It's clearer for readers and better for rankings.

Where Should Your CTA Go?

CTA’s don’t have to live at the very end of your blog. Consider adding a banner mid-way through, a sidebar CTA that’s visible while scrolling. Or stay traditional and create a conclusion CTA that ties everything neatly together.

The key is to make it easy to spot without disrupting the reading flow.



How to Structure and Format Your Blog Post

You’ve written your draft, created a call to action that’s ready to convert, and now it’s time to get your post ready for upload. At this stage, structure and formatting really matter.

A well-formatted blog is easier to read, more engaging on mobile and more likely to keep your reader’s attention from top to bottom.

Here are some simple formatting tricks we use at TH3:

Element	What to Do
Headings	Use H2s to break up your main sections and H3s to add detail. This makes your post easier to scan and improves SEO.
Paragraphs	Keep them short, 2-5 lines max. Short paragraphs feel lighter, especially on mobile screens.O.
Bullets & Lists	Use bullet points or numbered lists to organise tips, tools or steps. They make dense info easier to digest.
Visual Anchors	Add pull quotes, bolded sentences or short callouts to break up text and highlight key ideas.

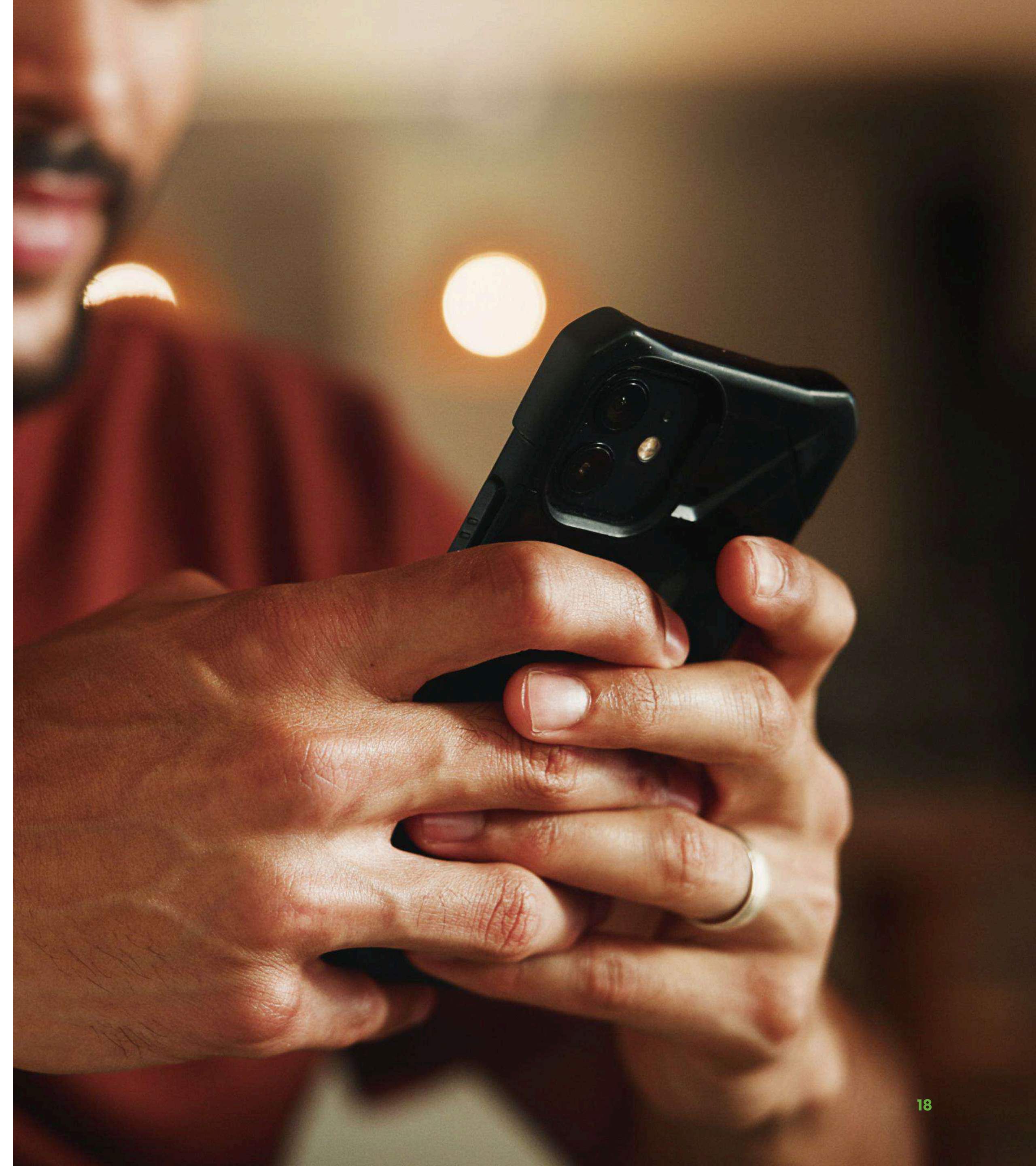
Designing Your Blog for Readability and Engagement

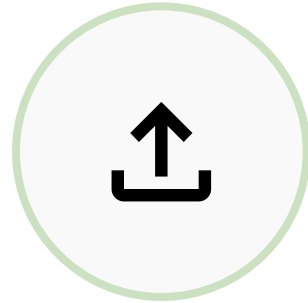
You've written your blog, now it's time to think about how it looks.

Blog design isn't just about aesthetics. It affects how your audience engages with your content, how long they stick around, and even how well your blog performs in search.

Good UX (user experience) makes your blog easier to read and more enjoyable to navigate. It builds trust, reduces bounce rates and boosts the likelihood of conversion.

Here's what to consider before you hit publish:





Where to Upload Your Blog

Your website should always be your first choice. Publishing blogs under your **main domain** (e.g., yourcompany.com/blog/your-post) helps build SEO authority and drives traffic to your site. **Subdomains** (like blog.yourcompany.com) split SEO signals and aren't ideal unless there's a specific need.

If you're using a CMS like WordPress, uploading is simple. If not, you might need help for your web developer or designer to make sure your blog layout is consistent, mobile-friendly and updatable.



Top Tip

Before uploading, check whether your site has an existing blog template with pre-set brand colours, fonts and spacing. Use it. It saves time, keeps your look polished and ensures brand alignment across all your content. This is something we set up for you at TH3 as part of our [web design services](#).



Branding, Colours and Consistency

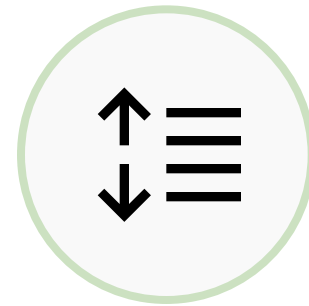
Your blog shouldn't feel like it lives in a separate universe from the rest of your site. **Consistency builds credibility** and helps your content feel like part of a cohesive brand experience.

Make sure your:

- Fonts, heading styles and colours match your main site
- Buttons and links follow the same design as other pages
- Logo and favicon are visible for brand recognition and sharing
- Background and text colours have enough contrast for readability

Use colours that are easy to read and avoid combinations with low contrast – think yellow on white or navy on black. And **always preview your blog on mobile** as well as desktop to make sure it looks clean, legible and on-brand.

Want to dive deeper into visual branding? Check out our blog on [The Evolution of Logos](#).



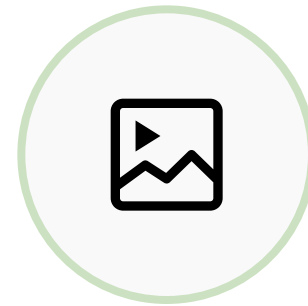
Margins, Padding and Spacing

Whitespace is your friend. It makes blogs feel more spacious, less overwhelming and **easier to read**. If your blog looks like a wall of text, readers are more likely to click away.

Key things to check:

- Is there enough space between paragraphs and sections?
- Is your text too close to the edge on mobile?
- Are your headings clearly separated from body text?

Use readable font sizes (we recommend 16–20px for body text) and a comfortable line height (1.5–1.75 works well).



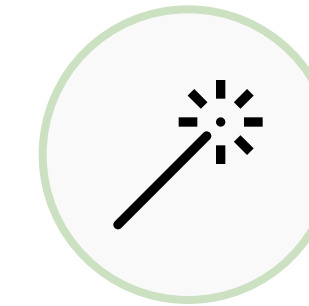
Images and Videos

Visuals aren't just decorative, they're essential to engagement. In fact, **blogs with images get 94% more views** than those without (Source: HubSpot). Effective blog images make your content easier to scan, more visually appealing and more shareable.

We recommend adding:

- A **feature image** at the top to set the tone
- **Visuals every 300–400 words** to support or break up text
- **Screenshots** for tutorials or walkthroughs
- **Embedded videos** for demos or explainer (but don't enable auto-play with sound)

Always use alt text that accurately describes the image and supports accessibility. Optimise file sizes so your blog loads quickly. Use image compression tools or host videos on platforms like YouTube or Vimeo.



Additional Enhancements

You can also take your blog a step further with:

- **Anchor links** at the top for easier navigation in long-form posts
- **Reading time estimates** to set expectations
- **Scroll indicators** for visual progress feedback
- **Social sharing buttons** to help readers spread the word
- **Email opt-ins** that match the blog's visual style

These small touches can have a big impact on engagement and UX, especially if you're planning to turn blogging into a regular content strategy.

yourblog.com/design-readability

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DESIGN • 6 min read • 15 May, 2026

Designing Your Blog for Readability and Engagement



A well-designed blog does more than look good. It guides readers through your ideas with clarity and keeps them engaged from start to finish. In this post, we'll explore practical ways to combine thoughtful design with clear writing to create a better reading experience.

1. Start with Readability

Readable content respects your reader's time and attention. Use short paragraphs, clear headings and plenty of white space to make your ideas easy to scan and absorb.

Strong readability builds trust and keeps people moving through your post instead of bouncing away.

Once you've introduced your topic, dive deeper with helpful details and examples. Break up longer sections of text to maintain momentum.

An occasional visual helps reinforce your message and gives readers a mental breather.

yourblog.com/design-readability



2. Use Structure to Guide Your Reader

A clear structure helps readers understand and remember your content.

- ✓ Use **descriptive headings** to set expectations
- ✓ Keep **paragraphs short** – 2 to 4 lines is ideal
- ✓ Use **bullet points** to highlight key takeaways
- ✓ Add **visuals** that support and clarify your points

“

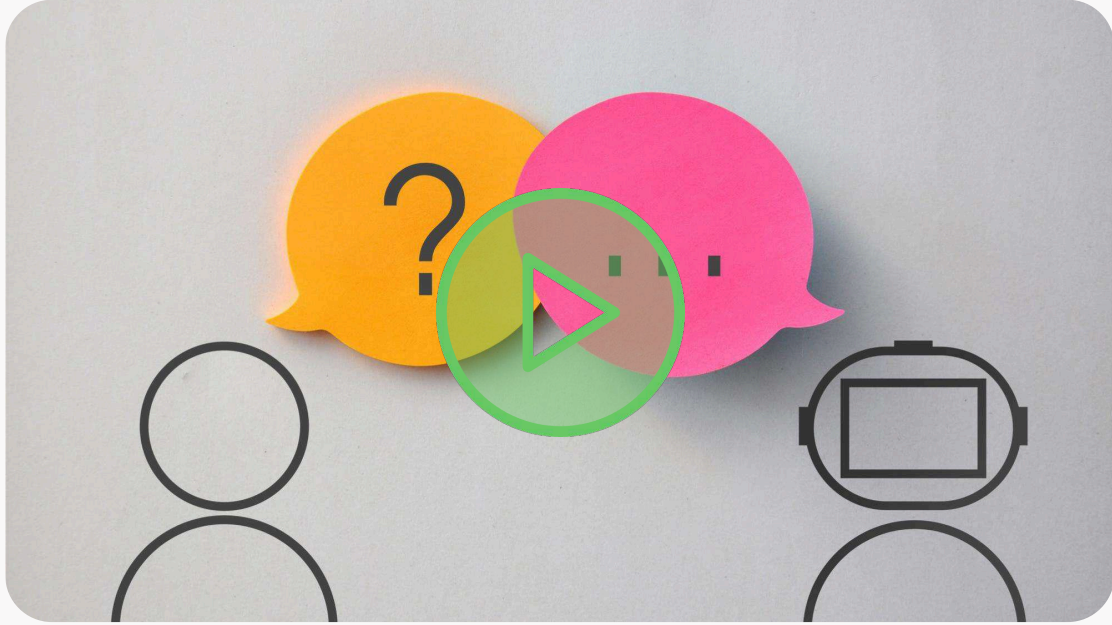
Good design doesn't just decorate your content – it delivers your message more effectively.

3. Choose Visuals That Add Value

Visuals should do more than fill space. They should clarify, demonstrate or inspire action.

yourblog.com/design-readability

Use images, screenshots, charts or videos to reinforce key points and make complex ideas easier to understand.



4. Wrap Up with Purpose

Summarise your main points and leave readers with a clear next step. A strong conclusion reinforces your message and builds trust.

Design and content works hand in hand – when you respect your reader, they'll keep coming back.

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Editing Like a Pro

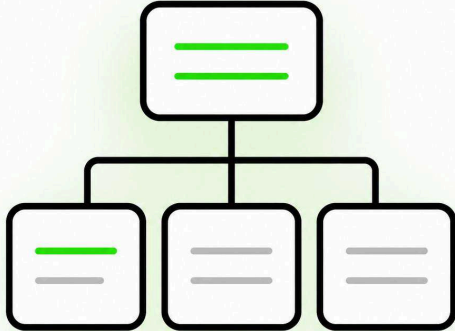
Once your blog is written, structured and formatted, it's time to step back and start editing.

The best time to edit is after you've laid everything out properly. Why? Because you're now seeing the post as your reader will. When the content is no longer just lines on a doc but part of a designed layout, things become clearer. You might spot a clunky sentence that needs smoothing, a section that would flow better elsewhere or a quote that deserves more visual space.

Remember: editing isn't just about fixing typos. It's about sharpening your message and making sure your blog delivers its full impact.

If you're new to editing, we recommend this simple 4-step process:

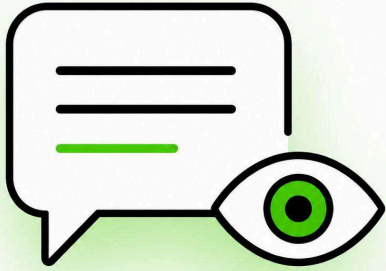
01



Structure

Does the order of your sections make sense? Trim tangents, remove overlaps and improve flow.

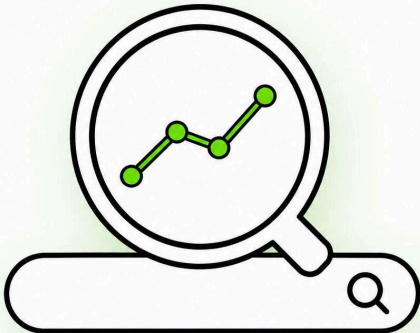
02



Clarity

Simplify over-complicated sentences and jargon so your meaning is always clear.

03



SEO

Check keywords in the title, headers and intro. Review internal links, alt text and metadata.

04



Polish

Review grammar, spelling and formatting. Use tools like Grammarly or Yoast as a final check.

Editing Like a Pro

And yes, AI can help here too. Ask it to rephrase a sentence, shorten a paragraph or give alternative headline suggestions informed by your keyword research. Just don't let it take over. Use it as a second pair of eyes, not as a ghostwriter.

Here's a few more editing tips:

- Read it aloud to catch awkward phrasing and repetition
- Use preview mode (especially if you're working in a CMS) so you see what readers will see
- Ask someone else, a colleague might spot something you've missed
- Take a break – even 30 minutes away from your screen can give you a fresh perspective



Final Pre-Publish Checklist

Before you publish your first blog, take five minutes to run through this final checklist.

We've pulled together everything from this guide into a single checklist so you can confidently tick off each item and know your blog is ready to go live.

Want a Copy?

Download our Final Pre-Publish Checklist as a free PDF.

[Download Checklist](#)



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From Blog Post to Business Growth, Start Strong with TH3

You've now got everything you need to publish your first blog. From finding the right idea to understanding your audience, to structuring your post and formatting it for maximum readability.

You know how to use keywords with purpose, the different types of blog posts and what to check before you hit publish.

It's a lot to do, but it's doable. And, more importantly, it's worth the effort.

Publishing your first business blog might not change everything overnight, but it's a meaningful step towards building long-term visibility, trust and growth for your business.

Like any good habit, consistency is key. The more you write, the easier it gets.

If time is your biggest barrier, we get it. At TH3, we write and optimise content for clients every day. So whether you need help planning your blog strategy, reviewing your draft or building a full content calendar, we're here to support you.

Need help with your business blogs? [Get in touch](#) and let's talk.



Sources

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