

Five Steps for Creating Your First Blog with Kala McCrayer

Thinking about starting a blog? Check out these essential steps you need to follow with blogging expert Kala McCrayer.

FAYETTEVILLE, NORTH CAROLINA, UNITED STATES, January 18, 2019 /EINPresswire.com/ -- In 2019 the question, "Is blogging still relevant?" gets bandied about fairly often. The answer, as I'm sure you can guess if you're reading this article, is a resounding yes. Blogging is as relevant as it ever has been, and shows no sign of slowing down. In fact, the number of blogs and the relevant number of



readers has shot up dramatically in the last few years as companies have realized the importance of using a blog for SEO purposes. With that in mind, we're going to take a look at five important steps for creating your first blog with the help of blogging expert [Kala McCrayer](#).

Choose your niche

"Every blog needs a niche." [Kala McCrayer says](#). "Those without one quickly fall into obscurity and never get read." A blog needs a central topic, a theme. It allows readers interested in a particular topic to find information about that topic in one centralized place, mainly your blog. Without a niche, your blog will join the ranks of countless other generalized blogs floating around in the ether.

Decide on your blog's name

According to [Kala McCrayer](#), your blog's name is the first thing that people will see, so it needs to be catchy and memorable. Take your time with this one, as the name also has to contribute to the overall brand identity of your blog. It has to resonate with readers while also reaffirming exactly what your blog is about. Take a look at other blogs within your niche for inspiration, and use some creativity to come up with something that your readers will remember instantly.

Find a reliable hosting provider

Your blog is reliant on your hosting provider and that means you need one that will never falter or cause your site to go down. Every second you're not online is a potential lost reader, so you'll need to find a provider that's extremely reliable.

Develop a content strategy

Content should not just be created when you feel inspiration strike. According to Kala McCrayer, you'll need a strategy in place so that you can plan your content days, weeks and even months in advance. This will give you some breathing room should you not feel inspired to write or post

that very day.

Create amazing content

Content is king. It's the saying that has dominated blogging since its inception and it still holds true today. Without valuable content your blog is nothing, so ensure that each post is well-written, well-researched, provides value and uses incredible photography to really draw your readers in. "It's a no brainer." Kala McCrayer says. "Without great content, your blog simple won't take off."

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