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## The Top 3 Tips To Consider When Starting a Lifestyle Blog

Jennifer Bell · Thursday, June 18th, 2020

In the Age of Technology, people young and old are taking advantage of the vast wonders that the internet has to offer. Whether people are starting their own online business, taking college classes online, staying connected to friends and family, or in this case, starting a blog, the possibilities are endless.

However, if you are looking to take advantage of the vast wonders of the internet, specifically starting a lifestyle blog, there are some things you should know in order to do this successfully. Tips such as the ones discussed in this post will ensure your blog is as successful as possible. Here are the top 3 things you should keep in mind if you are looking to start a lifestyle blog.

### What You Need to Know To Start a Lifestyle Blog

Starting any kind of blog is exciting, fun, and a bit stressful. There are vast opportunities when it comes to starting a blog, however, one of the most lucrative kinds of blogs that generate a lot of traffic are lifestyle blogs. Lifestyle blogs are exactly what they sound like, they talk about topics having to do with everyday life. If this sounds like something you would be interested in, here are some tips to start your own lifestyle blog today.

### Create a Plan

It's important to start your lifestyle blog with a clear plan in mind. A clear blog plan will help you create the best lifestyle blog possible and will help you decide what you want out of your blog. A plan will also help you get a better understanding of what kind of content you enjoy creating and how to go about it efficiently.

Ask yourself, am I creating a lifestyle blog for pleasure or for commerce? Who do I want my audience to be? What kind of content do I want on my blog, serious, funny, informative? For example, a [Tampa Rhinoplasty](#) company's lifestyle blog is likely going to be informative and serious, compared to a college-aged girl's lifestyle blog about fashion. These questions are key in creating a plan for your blog.

### Learn Basic SEO

SEO, search engine optimization is the process of growing quality internet traffic to your website/blog. SEO can make or break a website and is something that is becoming more complex as the internet develops. With that being said, learning basic SEO will allow you to take advantage

of it and get your blog the positive traffic it deserves.

**Some things** you should know about basic SEO include:

- ? Create compelling content that answers the search query's answers; this way you will appear higher on Google
- ? Pay attention to keywords; keyword optimization will also attract search engine results
- ? Create content that features links and citations
- ? Schema markups are crucial and will stand out in SERPs (search engine result pages)

### **Create New and Original Content Often**

This point goes along with knowing basic SEO as the entire point of your blog is to create content; however, be sure that it is new and original. Original and specific content will help you rank better and will attract a larger audience. Readers want to read about things that they don't already know and will reference your blog to do that.

It's also crucial to be specific in your content. For example, if you are talking about the best men's summer fashion on your blog, make it a point to really narrow down what you are talking about, making the content answer some sort of specific question that would be searched into the search engine. Perhaps write a post called, "the most comfortable men's khakis to add to your summer wardrobe this year."

### **Get Started On Your Blog Today**

It will be worth your while to get a headstart on your blog as soon as possible so you can address any issues that arise. Be sure to do some more research to find out how to actually get your blog up and running and how to eventually turn it into a business. Keep these tips in mind as you get started, good luck!

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