



Best in Blogging

Introduction

An individual Blog is defined as a single or duo Blogger/s. This can be for business or pleasure. You must be the main contributor for your Blog. If your Blog has a large amount of regular guest contributors (more than 5), you must enter the category News, Publishing and Entertainment

Relevance to Niche

- The blog should be focused on its specific niche category.
- It should provide informative value to its readers with posts that are not obviously written for promotional or marketing purposes.
- It should have established credibility in its niche as evidenced by loyal following and readership.
- Are the blog posts targeted towards a specific niche?
- Do the posts discuss topics that are relevant to the blog's target audience?
- Does the blog add to the knowledge of its readers?
- Is the blog recognized by its readers as a worthwhile source of information/tips/recommendations?
- Is the blog owner able to address comments/inquiries about the topics discussed in his posts?
- Are the blog posts free of blatant sales pitches/advertising for specific products?

Engagement

- The blog should be kept fresh and up to date with a sufficient frequency of posts.
- It should generate audience interaction through promos, social media posts, and comment sections.
- Are posts made at least once a week?
- Are contests or events held from time to time?
- Are blog post links being shared through social media?
- Does the blogger interact with readers on social media?

- Are readers allowed to directly comment on posts?
- Does the blogger regularly reply through the comment section?
- Are there clear and convenient ways to contact the blogger?

Content

- All blog posts should be synonymous with quality writing.
- The blog should feature articles with appropriate photos and videos to better convey the intended message.
- Are the blog posts devoid of common grammatical mistakes?
- Are the blog posts written in a way that flows naturally?
- Does each blog post have a clear core message?
- Is the tone used audience-appropriate?

Design

- Usability and accessibility — Is the website user-friendly and easy to navigate for people of all abilities?
- Functionality — Do all of its components function properly?
- Interactivity — Are a comments section and author contact information available? Are its interactive components (including comments, audio, video, etc.) effective and functional?
- Aesthetics — Is the website pleasing to look at? Is its design original?