

10 tips when setting up your first food blog.

Bloggers are taking over the web! The current world that has transformed greatly and given opportunities to various groups of individuals in the society has enabled them to give a voice to their ideas and pass their messages across in the easiest way possible- blogging. A blog is more of a conversation between a web/online author and the reader, depending on the purpose of the blog and the intended impact on the society.

Food is one of the most interesting topics to write about. First, everyone likes food, whether used for sustenance or satisfaction, it is still one of the things in life that we can't really live without.

Writing, on the other hand, is more about expressing your ideas on a particular issue or practice in society. Writing helps someone express what is within them, whether locked or not, as it is a form of expression. In the same lane, writing on food topics is not uncommon at all, because people are always out there trying to learn more about the foods they either interact with daily or eat. Interests could, therefore, span around how to cook a particular food (recipe), why certain foods taste differently when cooked or even where to find certain food recipes. Some people are not interested in learning how to cook.

They probably have that figured out already. They may be more interested in healthy foods to eat, or why some foods are said to be unhealthy. Others may want to know nutritious values of certain foods while some may just want to know whether it is safe to ingest particular foods when suffering certain health conditions. All in all, millions of writers write about all these topics and more, and this is how important a food blog is- it provides you with the answers you are Googling or Binging about.

So, you've decided to set up a food blog, and you need a few tips that will help you with your startup. Well, the following may or may not be useful to you, depending on your preference. But they are just what you need to know for your startup, therefore, very critical.

Uniqueness

Why do people seek after uniqueness so much? Well, everyone likes to be unique because being able to do something different than everyone else is both admirable and awesome. When setting up your first food blog, being unique is probably the first thing you should have in mind. This way, as you kick off the process of startup, you will do everything perfectly and in a manner that will make you stand out and reflect positively on your web traffic.

But what should be unique in your blog? What kind of uniqueness are we talking about? I would tell you to be unique from the first step of setup to the very last, but then you should know what is more important and critical here; content.

How many people do you think write food blogs? On a daily basis, I would tell you hundreds or even more. But you still plan to go ahead, don't you? So then, what should make web visitors come to your site and not any other? Make your content unique! This means that you write something that nobody has written about before. Make your style outstanding and make your flow commendable. Having an impressive start will kickstart your success in blogging. Don't be

a blogging cliché, writing about what everyone is. Even if your topic is a general one like healthy foods, you should be creative and come up with something that will blow your reader's mind, and make them feel like they've never come across what they're reading before.

Make your name unique. Perhaps this should come first in the list of the things to be aligned with uniqueness. A domain name that is short, catchy and unique will go a long way to get you more web traffic than you would ever get from writing consistently for a whole year. While some domain names have to be purchased, you could look at it as a worthy investment.

Engaging

Not everyone was born a reader. Most people who don't like reading, which typically makes the majority of the world population, will often get tired reading lengthy articles. Therefore, think before you begin writing. Writing should always be planned because having your ideas organized will ensure a good flow. To keep your blog engaging, it should be:

Short

Long articles are tiresome and many people may not get to the end. What would be the point of writing something that most people won't read? You will have wasted both your time and energy. Therefore, always try to make your work brief, but be able to pass your message in the short text. The length should be reasonable. A blog that is too short leaves the reader feeling dissatisfied.

Interesting

Making an interesting article is not so easy a task. You have to master the art of communicating through the ink. Give your blog article a tone that is a little casual by introducing humor. Readers who are not interested in professional articles will get bored reading a food blog that is written in a purely professional tone.

Well-paragraphed

Short paragraphs of between 6 and 8 lines with a maximum of 10 is ideal for your blog content in order to capture the reader's attention and maintain the engagement. Long paragraphs are tiring and could get boring. Therefore, make it reasonably short.

Good in grammar

Grammatically correct content is more engaging than an article with poor grammar. At times, good command of the language could get you more readers since most people tend to get drawn to writers who can communicate. Who wouldn't?

Relevant

Relevance is so critical when writing your blog and intending to engage the reader. Make your content relevant by writing exactly about what your topic states, and not straying while maintaining an informal tone. The moment you become irrelevant, the reader will lose interest because they'll be failing to get the message they were looking for.

Relatable.

You may or may not like to consider this a trick, and an important one for that matter. To make your article very engaging, the content has to be relatable to the reader. This simply means you should write about things that people experience or come across on a daily basis, while at the same time being unique in how you bring out your ideas. People want to feel that your message is directed to them. Therefore, in your content creation, put yourself in the shoes of your intended audience.

Customizing of the interface

Once you have begun the [set-up of your blog](#), you will come across customization of the user interface. This simply means everything that the reader or your page's visitor will interact with onscreen. Having a beautiful and simple interface will leave a good impression on your visitors, and the message may just spread along and get you more visitors meaning more web traffic. Wouldn't you want that for your first food blog?

When customizing, make good use of themes. Choose the ones that relate well to the kind of message contained in your blog. Use catchy headers and don't forget to include useful widgets. These could help in page navigation.

Catchy content

A good first impression is always something that everyone wants to leave on whomever they interact with. Remember that writing a blog is indirectly interacting with your readers and site's visitors. Therefore, leave a good first and lasting impression by making use of tools like photographs.

Imagine reading a very engaging article on how to stay fit and the foods that will help you achieve the slim body, then half-way the interesting article, you come across photographs of tasty foods that are recommended or of a slim lady, courtesy of the foods recommended. Wouldn't you want to keep going? It is said that photos carry more message than words. They are also catchy and could leave quite an impression!

Original content

Originality is critical. Whether setting up a food or business blog or just writing for the sake of it, [being original is so important](#). You can walk on with a guarantee that nobody would want to read an article whose content has been copied elsewhere. What happened to being original? Copying makes your work fake and invalidated, and can therefore not be trusted. You bet within a month, your web traffic will be staggering if not dried up already. Originality in the whole process is important. You should, therefore, create content that comes from your own creativity.

These five tips are more focused on how to make your content great in order to succeed in setting up your first food blog. How do you define success? I would define it by the web traffic you receive on a daily basis. Is it great? If so, then you need to improve on your content. These tips will give you an astounding web traffic. The following 5 will then help you in both starting your workstation and finalizing your content creation.

A good web hosts.

Web hosts basically host your website and enable you to do all your activities online in the easiest way possible. Here you would want to consider subscribing to shared web hosting, where a single server is shared. Though it may not sound like something you would want to involve yourself with at the start, I can assure you that it is exactly what you need to start your first food blog – like the OnlineFoodBlog.com . You may also come across free plans for shared web hosting, but in order to enjoy the best services at a little cost, you may want to reconsider that and get yourself w subscription.

How do you determine a good web host?

Well, this is easy. A good web host will offer several features that will help you in your startup. Speed should be an invaluable factor, to begin with. Once established, seek after a plan that will offer a blogging platform like WordPress.

A good blogging platform

[Your blog needs a blogging platform](#). This is where you will be able to customize your page into whatever you would like to appear to your audience. Also, it is where you will be able to create your content and manage it with ease.

A good blogging platform will offer the best customizing features. It will also allow you to make unlimited changes to your work, monitor your progress and easily update and share your work. WordPress is a good platform for a start.

Choose a domain name

It's important to give your site identity. It is just like naming a child. While children are special beings, your blog is also your important asset. Therefore, give it a name that is special and has meaning for you. Also, be able to think of a short and unique name. Stand out!

Consistency

The final stage is creating your content using the tips already stated, which by now are at your fingertips and just a few scrolls away. Once you successfully create your content, understand why you should be consistent in your publications. Most site visitors with whom you develop a good impression may decide to frequent your site for more information or updates. Dormancy will make you lose such readers since they're always hungry for more content. However, your publication consistency should be reasonable. Writing too much will make them fall behind while writing too little will make them disinterested in following your blog.

Advertise your blog

You have done everything and are now ready to go live and public! Excited? Definitely! Therefore, sell yourself out. Share your blog through its shareable link to your friends and family. Post it on social media and other platforms as this is a way of attracting web traffic.