

## **How to write a successful dental blog**

### **1) Determining topics that interest you:**

This is probably the most important part of starting a blog, but it can also be difficult. If you want to attract people to read your dental blog you need to find a unique selling point (USP). There is so much content on the internet so we should make it stand out.

One of the most important thing is emotional investment in what you write about. If you are not passionate about dentistry then it will be shown through your posts. If your target is writing to attract patients (not other dentists) remember to speak in their own language. Exclude scientific terminologies out of your blog and write in a simple language as it may help your reader to understand the topic better. Definitely you should think outside the box to get the most impact. Maybe an infographic with bright colors and crazy but true facts is more appropriate and acceptable.

### **2) Read others blogs/data/articles/research on each topic:**

It is important to read other blogs on the same topic to realise the flow of writing. Write down all the things you see that you like and think about how you can emulate or even improve them and channelise when it comes to your own blog. Blogs were created to be more interactive and informal so it's a great chance for you to find your voice and use it.

### **3. Choose your blog's title and theme:**

This can either come naturally or can be very much difficult. Many professionals just name their blog after themselves which can help if you want to build a brand of your own. This may feel like an Apprentice task but never over complicate things. Believe in your instinct.

#### **4) Use Links:**

Link to other blogs, websites, or even back to your own website.

#### **5) Use Images/Flow charts/ Diagrams:**

Diagrammatic representation of data gives a better understanding of content to the reader. Show your office and talk about your staff, show an example of a smile makeover and case reports, tell your patients how the new techniques will impact and is advantageous to them.

#### **6) Be Consistent:**

If someone comments on your blog, make sure you respond back to them. Even posting "Thanks " is a very great way to show your readers you care about their time and comment. Responding to comments can also encourage a discussion thread on the topic giving it more traction and make you understand about your mistakes.

#### **9) Be patient:**

Don't expect your blog to be an overnight success. Your only readers may be your close family and friends initially but it will take time to build your audience.

#### **10) Find the time:**

Starting a blog can be very time consuming. Setting it up is probably the most time-consuming part. But once you've set up your blog, you then need to find the time to actually write your posts!