

Blog Criteria: What makes a successful blog?

Criteria	Descriptor	
Attractiveness	A neat, simple, professional look.	
Widgets	It keeps the users entertained and it's interactive.	
Organized (Navigation)	Easy to navigate the blog, and it looks organized.	
Organized (Simplicity)	Not too busy, easy to read, not too many pictures in one place and is not cluttered.	
Timely Updates	Daily or weekly updates to keep viewers engaged and entertained.	
Comments	Lets the viewers comment, tell the author their thoughts and share the information that they would like. The author also replies to the comments and posts and takes in the ideas the viewers have given.	
Email Contact	A page, post, or way that the viewers can contact the owner of the blog by email or mail.	
Search Bar	The ability to search the blog's archive in a search bar.	
Titles, Subtitles, and Banners	Every page of blog should have these things so viewer knows what they're looking at. Interesting titles encourage the reader to read the posts.	
Fonts	Font is bold is easy to read and is eye catching. Font is formatted in a way that makes sense.	
User Friendly	Readable by all ages (does not say no-no words). Does not offend other people.	
Language Flexibility	Readable by anyone internationally by being able to change the language.	
Visual Aids	Visual examples, like pictures and videos so viewers can get a better idea of what the blog is talking about.	
Links to Other Resources	Links will provide additional information for the viewers to read.	
Attribution (no plagiarism)	Do not use copyrighted material without permission. If you do use something under fair use, be sure to attribute the author.	
About Page	A page that talks about the owner of the blog but doesn't give	

	away too much personal information.	
Themes/Formats	A simple but attractive theme that will catch the viewers attention so the blog is simple, organized, and attractive.	
Constraints (Things that should not be a part of our blog.)	Images/personal info, travel plans, address, cell phone number, bank account, SSN, Debit card, PIN, personal pictures of yourself, don't troll, don't flame.	