Avoid PR and Marketing

Usually 500-800 words

Welcome criticism/comments

Have a criticism/comment policy

Use social media tools to pass your content along

Track your blog's success

Disclose any relationships between you and subject matter

Create compelling content

Include objective of your blog

Remember your audience

Give what photos/videos you use thought and decide where you will obtain them

Think style – bullets, headings, bold text, etc.

Provide value – give your readers a reason to return to your blog

Generally, post 3 or 4 times a week – this depends on your audience and your topics

Read and comment on other bloggers

Be unique

Be easy to read

Use keywords

Give your readers the impression that they know and trust you – share stories, etc.

The following comes from one website:
http://contentmarketinginstitute.com/blog/blog-guidelines/

Have, and hone, a main message. Edit your intro so that the point of your post is ridiculously clear. (Your teachers weren't kidding about the value of a thesis sentence.)

Be prescriptive. Don't just tell readers to do something. Explain how.

Tell a story – like a journalist. Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, money you've saved (or earned), audiences you've grown, problems you've solved, etc.

Make it concrete. Give examples, details, metrics. Tell and show. Make it real. Deliver aha moments for readers who may be scratching their heads.

Make it long enough to engage and enrich readers (and no longer): We don't have a word-count goal.

Self-disclosure. Please disclose any relationships / partnerships you have when providing examples, technologies, etc. (e.g. if an example comes from a client or your company, indicate this in the post).

Avoid or explain buzzwords. Some of our readers feel turned off by geekspeak. If you're talking tech, help people understand – in a nonscary way – what's possible and why they should care.

Be thoughtful when including links. Posts with too many links back to your domain will look spammy and will be rejected.

Self-promotion. Avoid promoting your tool or company in your post. Your author bio is a good place to do that.

Use a friendly voice. Say I, we, you. Use contractions as you would normally (you'll). Write as if talking with a friend.

Include high res images (PNG or JPGs) and/or video or infographic embed codes.

Incorporate utility content. Share templates, checklists, step-by-step instructions.

Give credit. Check your facts and quotations. Cite your sources.

Let your heart show. Where appropriate, share your feelings!

Lastly, check out this post:
http://www.socialmediaexaminer.com/26-tips-for-writing-great-blog-posts/