BEST BLOG POST PRACTICES

ORIGINAL WRITING

- ☐ Never copy and paste anyone else's article or blog post into yours.

- ☐ All text should be reworked completely or in your own words.

- ☐ Try to flat out say what the post is about within the first 3 or 4 sentences.

- ☐ Try to restate the topic in several different ways throughout the post.

    Example: Better nutrition helps with weight loss = healthy eating habits, nutritional guidelines, nutrition plan, healthy diet, clean eating, etc. (Don't just stuff these in though, make sure they flow conversationally throughout the post.)

FEATURING OTHER'S WRITING

- ☐ Write an introductory paragraph (in your own words) that references the article(s) you would like to share.

- ☐ You may use ONE non-branded/non-pinnable photo from their site and give proper credit within the photo's caption.

- ☐ Under the photo reference the original article and say something along the lines of "For the full recipe please visit Paleo Running Mama" and hyperlink that sentence to the article you're sharing.

GENERAL GOOD PRACTICES

- ☐ All blog posts should have an original "pinnable" graphic near the top of the article. (These must be created using photos you own or stock photos that you have purchased or are under free use with Creative Commons.)

- ☐ You may use ONE non-branded/non-pinnable photo from their site and give proper credit within the photo's caption.

- ☐ Rename all photos files so that it reflects what they are photos of (as opposed to IMG 1234.)

- ☐ The Google spiders can't look at photos or watch videos. They can only read the text associated with them.

- ☐ Use ALT tags on your photos to provide even more information.

- ☐ Make sure to link to other areas on your site whenever possible. This can be to other blog posts, products and services, etc.