

FORMATTING BLOG ARTICLES – CHECKLIST

✓ STRUCTURING

- ✓ For structuring your articles use **h2 headers** (*don't* use h1 or **bold** for subheadings). Structure is extremely important, try to make article easy to “scan” by breaking into sections using h2 headings.
- ✓ Please do **not** use
 tags. Paragraph breaks should appear normally, for example:

This is the end of a paragraph.

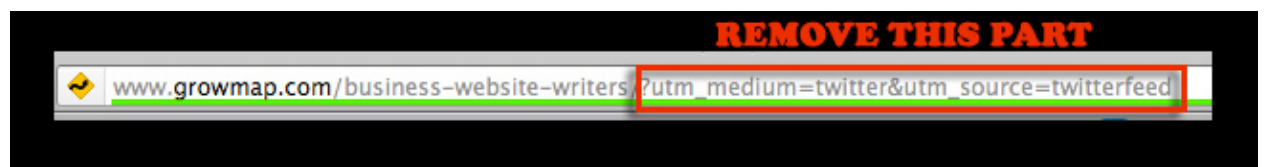
This is a new paragraph of text.

Other structuring rules:

- ✓ Keep your sentences and paragraphs **short, concise and easy to read**. Please don't write a huge block of text which can exhausting to read.
- ✓ End the article with a conclusion or better question for the readers.

✓ LINKS

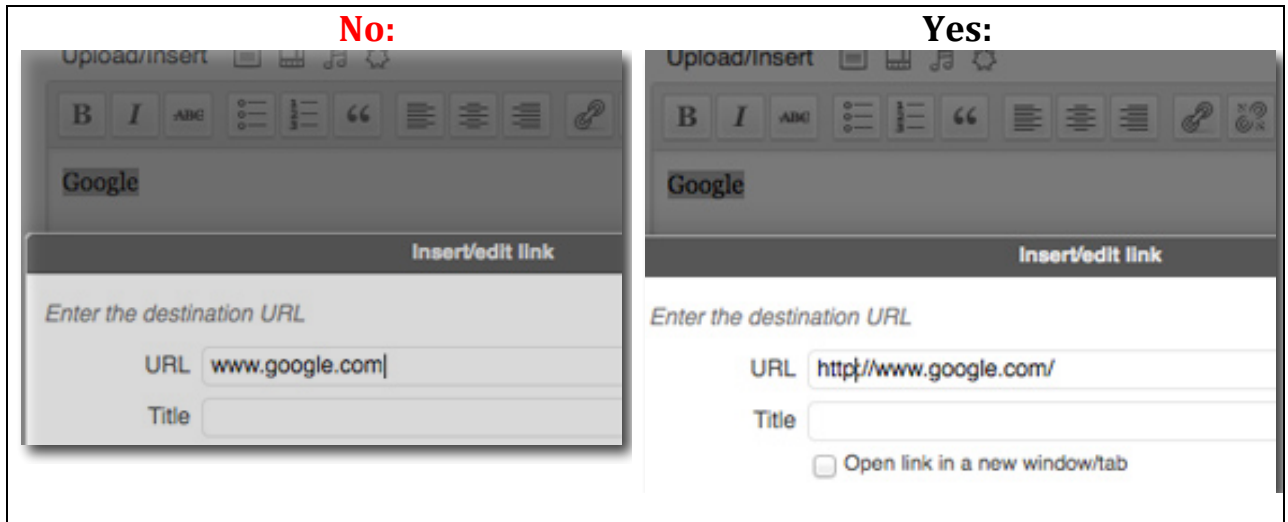
- ✓ **Link sources:** When you refer to a name, a company or quote, include a link to the source so readers can go and discover more.
- ✓ **Link words:** **don't** place links in subheads or image captions.
- ✓ **Use the original link:** don't use affiliate links; don't use any shortened links such as bit.ly. Remove any tracking parameters from a link:



- ✓ Always **check (click through) all the links** before using them (to make sure they are working);
- ✓ **Cross-reference:** In each article, you must **link to older relevant articles** published at the same blog.

Tip: use [SITE:*blogdomainhere.com* KEYWORD] Google search to find related articles to link to

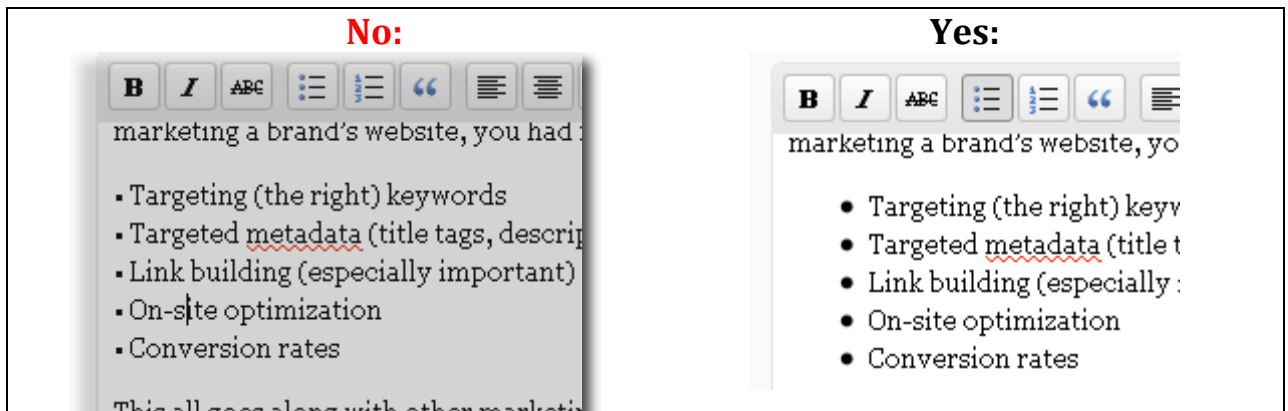
- ✓ Always make sure you are providing the **full URL address** of a link you embed (including *https://*)



✓ FORMATTING: LISTS

Be sure to include bullet-points and numbered lists in the post as this improves scannability and makes the post easier to read.

- ✓ Lists should have **proper HTML formatting**: for bullet-point lists and for numbered lists.



✓ IMAGES

- ✓ Provide a **relevant attention-grabbing image** to introduce your article. Use this tool (<http://compfight.com/>) to find relevant CC-attributed images on Flickr;
- ✓ Always include all image sources at the bottom of the article;
- ✓ Make it a rule to use **large, clear screenshots**;
- ✓ Images should be 640px max width, saved in JPEG or PNG format, and kept under 100k in size.
 - Note: Always **resize your images on your desktop** and upload the final version to Wordpress (Do not use height/width attributes to modify images. Instead please crop and resize the images to fit.)
- ✓ Do not link images to image files (unless you want to readers to click through to a larger copy)