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 <br> 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:

REPLACE THIS PART

✓ 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**: `<ul>` for bullet-point lists and `<ol>` for numbered lists.

```plaintext
marketing a brand’s website, you had
- Targeting (the right) keywords
- Targeted metadata (title tags, description)
- Link building (especially important)
- On-site optimization
- Conversion rates
```

**IMAGES**

- Provide a **relevant attention-grabbing image** to introduce your article. Use this tool [http://compfight.com/](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)