

HaltonHour Blog Post Outline Template

Things to consider first

Topic:

Choose to focus on one product/service/event. Getting too broad or trying to cram everything in appeals to no-one.

How many words:

As many as it takes! You want several good paragraphs that give an in-depth view of your product/service/event but don't fluff for the sake of word count.

Images:

Preferably use your own images. Stock is OK too – but please supply the source and licence. Do not use any watermarked images, even if they are photos of you!

Use photos, videos, gifs to break up your post. You'll need at least 1 image for the blog header image.

Save your image files with descriptive names. It makes it easy for me to keep track and know what the images is about AND tells Google what the images about too... For example:

- your-business-service-location.jpg or
- my-name-event-location.png or
- community-activity-location.jpeg

Blog header image 1200×630 pixels works well when sharing to FB, Twitter & Insta

Creating an image that can be shared on Pinterest is a good move! Pinterest uses long images with a ratio of 2:3. So, 600x900 pixels would be the minimum to use.

Compress all your images to make them load faster (no need to get techy – use TinyPNG.com it's free).

Language:

English please. I'm not going to get all Grammar Nazi, but basic punctuation is a must. Capital letter to start a sentence and full-stop to end it.

Write as you speak, you're not writing a school essay!

If you're worried about spelling and grammar, try Grammarly – it spell checks straight in your browser.

How do I post?

If you are comfortable with WordPress, I can create you a log-in. If not, fire your post and images to hello@haltonhour.co.uk

The Post!

Intro: What's In It For Me? (WIIFM)

- Highlight two or three benefits that people will get from reading your post.
- What is important about your product/service/event – what problems does it solve or how does it make people happy?

Blog Introduction

- State the problem your product/service/event will solve or how it will make people happy
- Highlight two or three things that people will gain or learn by reading the post
- How will these things help solve their problem or make them happy?
- Tell them why they should read this post

Body Copy – break it down

Make the post easy to read on screen. Use short sentences and paragraphs. Bullet point lists. Break up sections with an image or GIF if you can.

- **Heading 1:**
 - **Sub-heading 1:**
 - **Sub-heading 2:**
 - **Sub-heading 3:**
- **Heading 2:**
 - **Sub-heading 1:**
 - **Sub-heading 2:**
 - **Sub-heading 3:**

What's Your Call To Action?

What action do you want people to take when they finish reading your post?

List of Sources and Data

List any sources or data that you want to include in your post. This would include copyright acknowledgments and data sources. If you don't have any – don't list!

Conclusion

- Summarise the main points of your post.
- Add in your Call to Action

FAQ

Can I link to my website?

Yes! I really encourage you to link to a relevant page on your website that has info about the product, service or event you are sharing. You can link once as part of the blog body copy and again if it make sense in your call to action.

Can I link to my social media profiles?

Yes! Provide a short profile with all your contact info. It will be included in your bio.

Can I write about more than 1 product, service or event?

It's not recommended. The more you try to cram in to one post, the less relevant it becomes. You're more than welcome to submit several articles.

Is there a minimum or maximum word count?

The short answer is no... Longer answer is many people recommend a minimum of 500 words. Personally I think that is so 2010. Evidence suggests that longer articles get more traction in the search engines (1500 words+). My personal view is it is all about relevancy, so don't fluff to hit a word count.

When will my article be published?

Publication will depend on the total number of submissions received. If it gets to a point where there is a significant queue of articles waiting to be published, I'll update the publication frequency.

Can I write about topics other that a product, service or event?

Yes, if it is legal and relevant to Halton.

Terms and Conditions

By submitting your article you agree that:

- HaltonHour can publish your article and images on the website haltonhour.co.uk
- HaltonHour can add links to relevant internal pages and external websites inside your article
- HaltonHour can share your article across platforms and make it available for others to share
- HaltonHour can reuse and repurpose your article in part or in whole for republishing across various platforms
- The article is unique and written by you or a representative for your business/organisation and you have the rights to publish it
- You have the rights to use any images you provide
- You accept responsibility for any copyright claims against the article and any images, videos and other media submitted for publication

Questions?

If you have any questions or want to know more information, please get in touch. *Email:* hello@haltonhour.co.uk