



# Article/Blog Archive Requirements

A checklist of recommendations that articles/blogs should meet in order to more effectively connect and impact your audiences.

## Mandatory

- Content must be the sole intellectual property of the author unless otherwise noted with legal permission to use
- Design a brief description of the post with less than 160 characters
- Great, precise or compelling title
- You must have the full rights for anything included in the post such as images
- Post must align with highest level of ethics
- Make it available for others to reprint for free while crediting the author.
- Free of grammatical and spelling errors
- Avoid “overselling” products in the blog. Always Ok to give something away for free

## Recommended

- According to Erin Kissane, the reader should relate to the content emotionally (by feeling something), physically (by doing something) or cognitively (by learning something)
- Use interesting examples to support your points
- A Call to Action (CTA) should be included
- use interesting graphics or a photo in which you have the legal rights to use
- Consider a quote or interview from an “expert” on your topic.
- Use 11-point font or larger. Recommend 300-2000 words.
- Very brief bio about the author- you can hyperlink to a full bio if desired. Article should be linked to your area
- Well-researched posts differentiate themselves from others
- A captivating first paragraph
- Consider a layout with sub-headlines, tables, or charts to allow readers to scan easily
- Consider using a popular keyword strategically in your blog to generate more search results
- Consider using a readable font type like Arial or Times

## Optional

- “How To” posts are very popular
- Lists have become very popular
- Allow your unique personality to show and differentiate in your writing
- Can include links especially if linking to more information, research etc.
- Encourage readers to share on social networks
- Make it a responsive blog by asking a question and inviting comments