

Content Guide for Online Posts, Pages, Newsletters

The following guide provides helpful reminders for content and layout on writing projects for blog posts, website pages, and email newsletters.

Titles & Links

- Off-site links need to open in a new window
- Link to internal content when appropriate (open in the same window for internal links)
- Use H2, H3, H4, etc instead of bold (no more than 2 header sizes per post)
- Titles should be catchy, clear and concise. Use “stronger” language rather than passive statements.
- Slugs should be “readable” but without “stop words” (i.e. the, they, I, you, contractions, etc)

Images

- Each post needs a Featured Image
- Images: Have permission to use any images and graphics. Examples:
 - <https://unsplash.com/> or <http://www.freeimages.com/>
 - Purchase stock photography with an appropriate license
 - Find an appropriate image on Flickr Creative Commons - Commercial Use and Modifications allowed
- Images: Make sure image has correct Alternative Text & Image Title
- Images: Link to None

Body Content

- KISS & Economy of Language - If you can communicate it in fewer words...Do it!
- If copying/pasting info from another site or source, use Command+Shift+V (Mac) to paste without formatting (Control+Shift+V on PC)
- All written content should be grammatically correct and consistent (i.e. 1 space after periods, no run on sentences, everything spelled correctly)
- Break up body content into readable/scannable chunks of no more than a couple of sentences each. If you have 700-900 words in a post, then consider making it a 2-part series
- Use H3's or H4's to separate content sections and to make Calls to Action (CTA's) stand out from other content
- In Call To Action text, be specific and direct about what action you want the reader to take. For example, instead of asking them to “share on ‘social media””, specifically ask them to “Share on Facebook” or “Tweet About Us” then link those words to the appropriate Facebook or Twitter pages for the client. Make it absolutely clear what we're asking for and then make it easy for them to do it.