



**Detail:** Include just enough detail so the reader knows what you're talking about and wants to reach out to learn more. **Assume the average reader has a general understanding of your topic, and write to that level.** Provide sufficient detail to explain yourself, and try to avoid overwhelming the reader with in-depth explanations or technical jargon.

**Error-free:** Proofread/edit. Grammar check. Spell check. Check for subject/verb and noun/pronoun agreement. Take time to read your work before it's published.

**External Links:** Include hyperlinks to outside source material, either sources you cite or for additional reading.

**Keywords:** Include at least a few keywords in your post, especially in the first sentence and paragraph. Avoid keyword stuffing.

**Organization:** Short paragraphs. Short sentences/words. Bulleted/numbered lists. Transitions. Headings. Bold-face and/or italicize.

**Story-telling:** If there's a way to relate to readers using a story, do it. Not only does this make you more relatable, story-telling also helps to make your point in an interesting way. **Not all blogs need a storytelling element, so save the good case studies, quotes, testimonials, or other examples for the posts that really need to stand out.**

**Style/Tone:** Know the voice and personality of your firm and stay consistent to that. Try to avoid overly formal language or writing conventions; blogs tend to be more informal.

**Visuals:** Include at least one graphic, stock image, video, or illustration related to your post. This breaks up the text and attracts more readers. Never use a copyrighted image.

**Appropriate Length:** Varies; posts that are 1,000+ words are best for SEO, but it's good to have a mix of shorter ones, too. The important takeaways are that the post must answer readers' questions and provide value.

**Brevity:** Don't ramble. Don't stray from the main topic. Stick to the point. The blog is only as long as it needs to be. **A tip: reading the first sentence of each paragraph should make enough sense together as a standalone blog post. The rest of the content provides supporting details.**

**Catchy Title:** Create a title you would click on. Grab attention, ask a question, or make a memorable statement. Include at least one main SEO keyword.

**Clarity:** Remove unnecessary words/phrases. "Be" verbs and prepositional phrases are easy places to cut.