



# BLOG MASTERY

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# **How to Attract Free Web Traffic, Build A Red-Hot Customer Database and Increase Sales With Your Own Blog**

## **The Big Idea...**

*“Your customers don’t care about you, your products, or your services. They care about themselves, their wants, their needs. Content Marketing is about creating interesting information your customers are passionate about so they actually pay attention to you.”*

Joe Pulizzi - Epic Content Marketing

Content marketing is a method of growing your business through your many online (and offline) communications. These could include emails, phone calls, customer services and social media. But most essentially – before you focus on anything else – your business website needs a blog. This is your primary online content marketing tool.

Put simply, a blog is regular content that you put on your website every week for free, containing interesting and relevant information that helps your customers in some way or other.

Here’s why it gives you a marketing advantage...

- **It improves the lives of your prospects and customers** – Your prospects want to live happier, healthier and richer lives. If you can offer this through your blog, then in return for your generosity they will reward you with their attention and loyalty. That includes following you on social media, joining your email list, sending email enquiries, browsing your shop and buying products. These will be red hot customers – interested, highly qualified and highly likely to buy from you.
- **It helps your website get picked up by search engines.** Websites that are regularly updated with original and genuinely helpful content have more ‘authority’ and are ranked more highly by Google and other search engines. This means your website will become more visible online – and more credible to people searching for information online and finding your website.
- **It's low cost advertising** – Rather than pay to advertise in the traditional way (Google advertising, banner adverts, pop-ups, classified ad space, radio, TV) your blog will draw in an audience, not just from search engines, but from social media. The more your blog posts are shared on social networks, the more traffic you pick up. Aside from your time and hosting costs, this is free marketing. Once you generate an income this way you'll have more to spend on paid approaches.
- **You will build credibility and trust** – by becoming a regular source of interesting, topical and useful content you build confidence in your prospects. The more you communicate with them in a personal, friendly, mutual beneficial way, the more trust you will build, there more regularly they will come back to your site, and the more people will join your email database and social media lists. Trust is a fundamental driver of sales.

- **You help your prospects avoid information overload** – In an internet swamped with information of varying quality and reliability, people seek out businesses and individuals who can filter and make sense of it all. Sources of advice they can trust, They will then follow those businesses over the long term and are more likely to buy from them.
- **You stand out from the crowd** – by sharing interesting content on your website in your own voice, with your own personality, you become unique. You offer something distinct with which your competition cannot compete.
- **You can generate content hands-free** – if you get your blog right your customers and fans will happily comment and discuss issues in your blog on your website. This massively increases the page views on your site and the number of repeat trips. This not only gives you more opportunities to convert people into subscribers, enquirers and customers, it also boosts your search rankings, generating more traffic. It's also an easy way to populate a website with dynamic new material. Every time someone adds a comment that's new content for your site.
- **It's a useful sales tool** – you can use some of your blog posts to directly or indirectly promote a product or service. As long as the majority of your posts offer useful or entertaining content for free, your readers will accept – and even look forward to – promotions or offers that are relevant to their interests. A promotional blog post allows you to sell through social media. By sharing a sales-based blog on Twitter, Facebook or LinkedIn, for example, you can go directly to your social media followers with an offer without them needing to be on your email database and without it looking like you're hawking wares on social media, which is never popular.

Here are some examples of blogs that will inspire you.

## **Case Study: 4 Websites that Use Blogs to Market Themselves Effectively**

We've talked about *why* a blog can add help you connect with your audience and add real value to your brand or product.

Now let's look at some businesses who are doing it already (and doing it well).

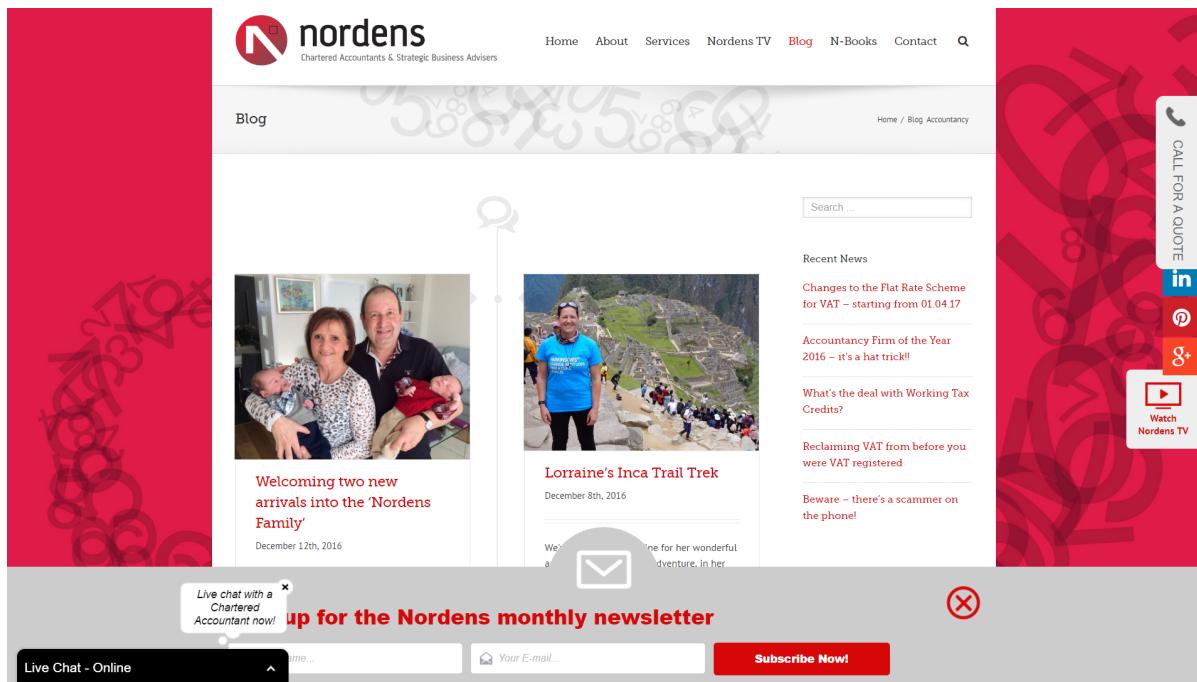
Here are four examples of websites that use blogs to market themselves.

I've provided links to each so you can take a look at each and get a feel for how blogs work.

### **Case Study 1: Nordens Accountancy**

<http://www.nordens.co.uk/category/blog/>

Here's an example of what is sometimes thought of as a 'dry' and 'boring' business being made more personal and interesting through a blog.



The blog includes photos of the team, both off-duty and at award shows or industry events.

It also includes personal stories related to their hobbies and family life.

All this may seem irrelevant for their target customer – individuals and small businesses looking for help with taxes and bookkeeping – but it's all designed to increase trust and create a lasting relationship.

Qualifications and track record are essential but if you also feel like you have a human connection with them – even if it's just through a few personal stories and family photos - you're more likely to feel comfortable trusting them with your finances.

Mixed into these personal stories they share news of awards and industry developments to build their credibility as a firm that is successful and knowledgeable.

But it's not only all about them. Remember, your customers care primarily about themselves and their success. So Nordens' blog

regularly shares advice, tips and reminders that customers will find helpful including:

- Information about tax credits
- Techniques for managing your time
- Personal finance tips
- Moneysaving tips
- Changes to tax laws and regulations
- Scam warnings
- Psychological tips for avoiding stress and worry, like the one below:

The screenshot shows a blog post titled "Four steps to tricking your brain into de-stressing". On the left, there's a sidebar with a "Live Chat - Online" button. The main content area features a superhero illustration and a quote from Professor Ian Robertson.

**nordens**  
Chartered Accountants & Strategic Business Advisers

Go to...

Recent News

- Changes to the Flat Rate Scheme for VAT – starting from 01.04.17
- Accountancy Firm of Year 2016 – it's a hat trick!!
- What's the deal with Working Tax Credits?
- Reclaiming VAT from before you were VAT registered

Live Chat - Online

As you can see, the bottom of the blog page has a constant reminder (it follows you up and down the page) to sign up for their email newsletter, helping the blog to drive conversions and build a database of prospects.

The screenshot shows the Nordens website's blog section. Two posts are displayed:

- Our fabulous night with Frank Bruno** (November 17th, 2016) - Includes a photo of two men, Frank Bruno and another man in a plaid shirt, and a caption about attending an evening with boxing legend Frank Bruno.
- Our very own Ben Affleck (The Accountant was miscast!)** (November 14th, 2016) - Includes a photo of Ben Affleck holding a newspaper with the headline "BEN AFFLECK THE ACCOUNTANT OCTOBER 14" and a caption about the movie casting.

On the right side of the page, there is a sidebar with social media sharing icons for Facebook, Twitter, LinkedIn, Pinterest, Google+, and YouTube, along with a link to "Watch Nordens TV". At the bottom, there is a newsletter sign-up form with fields for "Your E-mail..." and a "Subscribe Now!" button.

There is opportunity for comment and social media sharing beneath posts.

For example you can see there that this award announcement got 118 Facebook Likes.

The screenshot shows the Nordens website's blog section. A single post is displayed:

**Very well done – again ! You must all be very proud. Keep your flag flying. Kind regards,**

November 29th, 2016 | Blog, News | 2 Comments

2 Comments

**Michael Goldstone** 01/12/2016 at 9:38 am - Reply  
Very well done – again ! You must all be very proud. Keep your flag flying. Kind regards,

**Renée Wallen** 01/12/2016 at 9:56 am - Reply  
Many thanks Michael! Hope all's well in your world. Best wishes from all of us.

On the right side of the page, there is a sidebar with social media sharing icons for Facebook, Twitter, LinkedIn, Pinterest, Google+, and YouTube, along with a link to "Watch Nordens TV". At the bottom, there is a newsletter sign-up form with fields for "Your E-mail..." and a "Subscribe Now!" button.

This kind of blog is ideal for:

- ✓ Businesses in fields considered dry, analytical, unsexy, boring (skip hire, IT, chartered surveying)
- ✓ Industries in which there is an element of public suspicion or distrust (estate agencies, loan companies, chartered surveying, legal)
- ✓ Family and friends businesses – any business where you're a close knit team of big personalities who know each other socially
- ✓ Business-to-business websites where the majority of your competition are boring or reliant on jargon and business-speak – this will really help you stand out.
- ✓ Authority websites where you are influential and successful in your field
- ✓ Services websites where you're trying to convert visitors into clients (eg, cleaning companies, consultants, recruitment agencies, advertising agencies)

## Case Study 2: Cumbria Fly fishing

<http://www.cumbriaflyfishing.co.uk/glyns-blog/>

Here's an example of a local, special interest website that uses a blog to build an audience for its fly-fishing courses.

## Cumbria Fly Fishing

Fly Fishing Courses    Salmon Fishing    Brown Trout Fishing    Grayling Fishing    Sea Trout Fishing  
River Tay Fishing    Gift Vouchers    Contact    Accommodation    River Eden Fishing's    Links

Blog 

Blog diary for Cumbria Fly Fishing

Home / Blog diary for Cumbria Fly Fishing

3  
11, 2016



Saving Eden's Wild Atlantic Salmon.

By Glyn | November 3rd, 2016 | Cumbria, Fly fishing, River Eden, salmon

Eden Rivers Trust Charity Auction

15lb May Spring fish 2016.

[Read More >](#)

3  
11, 2016



A day learning fly casting techniques for all abilities.

By Glyn | November 3rd, 2016 | AAPGAI, Cumbria, Fly fishing, River Eden, salmon

Fly casting techniques and a little fishing with Clive Mitchelhill and Glyn Freeman.

The blog makes great use of images to show that this is a real business, with real personalities and lots of action shots to engage their target audience and show the business in action.

### River Eden, October 24th 2016.

Powered by  Google Translate

A bit of a damp squib the last couple of weeks of the Eden salmon season compared to the fantastic spring and summer fishing we have had. Low and warm water, no arrival of the Autumn fish yet and the trees are still green, seems to be the same story across the UK at present. There are coloured fish about in the pools but we don't feel like bothering them too much.

I had the pleasure of Colin and Mike on the Eden for two days.



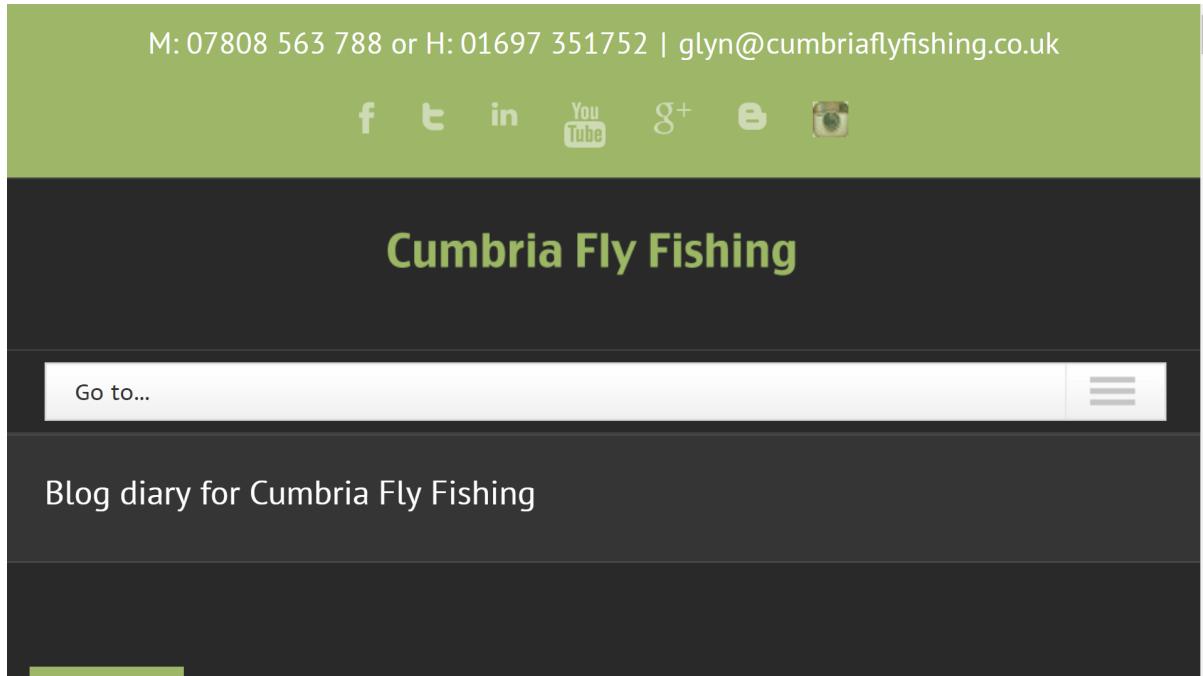
### Popular Pages

- › [Fly Fishing Courses](#)
- › [Salmon Courses](#)
- › [Sea Trout Fly Fishing Courses](#)
- › [Grayling Courses](#)
- › [Brown Trout Courses](#)
- › [River Eden Fishing's](#)
- › [River Tay Residential three day Salmon Courses](#)
- › [About Glyn Freeman](#)
- › [Gallery](#)

The aim of the blog is to get people to come to an offline event, so the photos of the people and places are essential.

At the top of the blog there are phone numbers and an email address to contact them about courses.

Note that they also have links to their Facebook, Twitter, LinkedIn, YouTube and Google+ social networks.



The style of the blog is warm, informal and conversational – but also shows that they're very knowledgeable and enthusiastic about the sport, which is essential.

They also cover issues regarding conservation and responsible fishing, which helps communicate that they are an ethical, responsible company.

While most of their blog posts contain stories about fishing trips, the experiences of their team and news about their field of interest, there are also posts where they are direct selling.

For instance, this one is offering 'A day learning fly casting techniques for all abilities'.



A day learning fly casting techniques for all abilities.

By Glyn | November 3rd, 2016 | AAPGAI, Cumbria, Fly fishing, River Eden, salmon

Fly casting techniques and a little fishing with Clive Mitchelhill and Glyn Freeman.

On Saturday 19th and 26th November on the Lazonby Estate water on the river Eden, we are hosting (for up to four people) informative casting sessions with both single and double handed rods.



This kind of blog is ideal for:

- ✓ Hobbies and special interest websites (model trains, cosplay, DIY)
- ✓ Outdoor pursuits (trekking, camping, gardening)
- ✓ Family and friends businesses – any business where you’re a close knit team of big personalities who know each other socially
- ✓ Authority websites where you are influential or successful in your field
- ✓ Offline events and courses where you need to get people to come for an offline experience.

## THREE: Knit and Stitch

<http://www.blacksheepwools.com/blog/>

Ode to Autumn – Spice of Life Blanket

Posted by Amy | Posted in Spice Of Life CAL, Staff Projects | Posted on 08-12-2016

Tags: Blanket, Crochet Along, Stylecraft

[HOME](#) • [CONTACT US](#) • [BLACK SHEEP WOOLS NEWSLETTER](#) •

[#TryItTuesday \(44\)](#)  
[Blogger of the Month \(19\)](#)  
[Company News \(232\)](#)  
[Creative Christmas \(18\)](#)  
[Crochet \(24\)](#)  
[Cross Stitch \(18\)](#)  
[Customer Projects \(110\)](#)  
[Designer Q&A's \(19\)](#)  
[Free Patterns \(70\)](#)  
[Guest Blog \(16\)](#)  
[How to..... \(16\)](#)  
[Katie Agar \(4\)](#)  
[Knitting \(63\)](#)  
[Meet the team \(4\)](#)  
[Miscellaneous \(4\)](#)  
[New Products \(47\)](#)  
[Patchwork & Quilting \(8\)](#)  
[Sara's Blog \(34\)](#)  
[Sewing \(8\)](#)  
[Shows & Exhibitions \(23\)](#)  
[Spice of Life CAL \(11\)](#)  
[Staff Projects \(175\)](#)

This wool shop blog covers a whole range of subjects including:

- Q & A session with top designers
- Knitwear design ideas
- Videos and photos of the latest products
- Award and achievements
- Video demonstrations
- News of special events and offers
- How to guides
- Stories about the personalities who work in the shop
- Profits of guests and speakers

All of this is designed to show that this a unique, credible offline business that's passionate about wool and kitting.

The blog might be online, but it constantly pushes events that are happening in the shop, using photos to make these real and show that they are popular and well-attended.



Sue brought along boxes and boxes bubbling over with an extraordinary amount of crocheted projects. Where does she find the time to produce so many creations? I do wonder if perhaps she just doesn't sleep and continuously crochets day and night. Always with a crochet hook to hand she wears one dangling around her neck, so she really can crochet all the time.

Before she started her talk Sue emptied *some* of her boxes to showcase a spectacular display of colourful crochet, layering blanket after blanket on the table. A plethora of tactile temptation, I just wanted to rummage through and peak at all of the beautiful crochet.



Sue explaining the basics of crocheting triangles in [Stylecraft Batik dk](#).



## They also use occasional blog posts to promote an event or sell tickets to something happening at the shop.

### Sew Saturday 2016

Posted by [Amy](#) | Posted in [Company News](#) | Posted on 07-10-2016



Type your search here...



On Saturday 15th October we will be participating in Sew Saturday 2016. Last year saw the launch of [Sew Saturday](#) by [Sew Style & Home Magazine](#). A day to celebrate your local bricks and mortar fabric & haberdashery store in the UK. We are proud to support this campaign for a second year running, encouraging people to visit not only our bricks and mortar store here in Warrington, but also to visit their local fabric shop should they live further afield.

Here at the Craft Barn we will have a variety of mini sessions running throughout the day. There will be a mini drop in hand sewing demonstration from Rowan tutor Melanie Boocock in the morning – she will be showing how to make adorable bird brooches. Then in the afternoon she will be whipping up a fab skirt made from fat quarters, in just a couple of hours. Why not drop in and see how she is going on? She will be happy to take a break and have a natter about sewing, happy to offer any advice. She will also be offering her pattern free to anyone buying fabric to make a skirt on the day. Our creative Craft Barn staff will be demonstrating how to make a 'no sew' flower with beautiful fabrics and embroidery too!

If you can't make it on Sew Saturday, but like the idea of making a 'skirt in a day', then how about booking a place on Melanie's full day workshop on 10th November.

#### Categories

- #TryitTuesday (44)
- Blogger of the Month (19)
- Company News (232)
- Creative Christmas (18)
- Crochet (24)
- Cross Stitch (18)
- Customer Projects (110)
- Designer Q&A's (19)
- Free Patterns (70)
- Guest Blog (16)
- How to..... (16)
- Katie Agar (4)
- Knitting (63)
- Meet the team (4)
- Miscellaneous (4)
- New Products (47)

## This kind of blog is ideal for:

- ✓ Offline businesses like shops, pubs, breweries, restaurants who want to find an audience online who they can attract to the premises and/or sell beyond their geographical locale.

- ✓ Crafts, hobbies and special interests (baking, gardening, modelling)
- ✓ Specialist online food and drink businesses (craft beer, gourmet food products, cheese, brewing)
- ✓ Family and friends businesses – any business where you're a close knit team of big personalities who know each other socially
- ✓ Authority websites where you are influential and successful in your field

## FOUR: I Quit Sugar

<https://iquitsugar.com/>

Here's an example of a campaigning-style blog where the author is out to persuade, enlighten and change minds about the dangers of sugar – and the benefits of a sugar free life.

The screenshot shows the homepage of [I QUIT SUGAR](https://iquitsugar.com/) with the tagline "with Sarah Wilson". The top navigation bar includes links for Blog, 8-Week Program, Store, Recipes, About, and a search icon. A red header bar at the top has a newsletter sign-up form with fields for Email and a blue "Subscribe" button.

**Blog section:**

- Post 1:** "These kids are living a low-sugar life (and here's how they do it)" by Sarah Wilson, posted December 13, 2016. It features a photo of two children and a bowl of salad.
- Post 2:** "7 quirky ways to use up your leftover coconut milk" by Sarah Wilson, posted December 13, 2016. It features a photo of a bowl of coconut milk topped with strawberries and blueberries.
- Post 3:** "5 easy food swaps to help you stay healthy this holidays" by Sarah Wilson, posted December 13, 2016. It features a photo of Brussels sprouts.

**Newsletter sign-up sidebar:**

A sidebar on the right encourages users to "Log In to the 8-Week Program". It features a "FREE! A Day in the Life of Quitting Sugar" offer with a small thumbnail image. A large input field asks for "Email \*". Below it is a "First Name \*". At the bottom is a red "Add me to the list" button.

**Footer:**

A dark blue footer bar contains the text "LOVE YOUR GUTS" in white capital letters.

It includes

- ✓ recipes
- ✓ inspirational stories
- ✓ personal testimony
- ✓ food warnings
- ✓ lifestyle advice
- ✓ Motivational tips
- ✓ Science/medical news

It mixes humour and warmth with more serious topics. For instance, here's a blog post warning about sugar in McDonalds meals.

The screenshot shows a blog post titled "Sugar sleuth: the hidden ingredients in McDonald's ‘healthy’ oatmeal" by Meg Yonson, published on April 28, 2015. The post features a large image of a bowl of oatmeal topped with strawberries and seeds. Below the image, there are social sharing buttons for Facebook, Twitter, and Pinterest. To the right of the main content, there is a sidebar titled "You may also like these" featuring three smaller articles: "Sarah Wilson's day on a plate", "Doctors say: eat more avocado!", and "Raw cacao vs cocoa: what's the difference?". At the bottom right, there is a red banner for "I QUIT SUGAR 8-WEEKS OF DELICIOUS MEAL PLANS." with an image of a meal.

There's lots of audience interaction beneath blog posts too as you can see here.

Get the weekly IQS newsletter [Email](#) [Subscribe](#)

**What do you think of Macca's latest marketing scheme?  
Would you eat this new product?**

Please be respectful of other participants in the conversation. We'd love you to keep your comments respectful, friendly and relevant. Differences of opinion are welcome, but trolling and abuse of other commentators and the IQS editorial team is not and will result in blacklisting.

**25 Comments** [I Quit Sugar](#) [Login](#) ▾

[Recommend](#) 3 [Share](#) [Sort by Best](#) ▾

[Join the discussion...](#)

**Leigh** a day ago  
I've made oatmeal in a coffee cup and eaten it in the car  
[1 ▲](#) [▼](#) [+ Reply](#) [Share](#)

**marlyIQS** [Reply](#) Leigh - 14 hours ago  
Faster than swinging into McDonald's, and much better for you :)  
[^](#) [▼](#) [+ Reply](#) [Share](#)

**jenny wright** [Reply](#) Leigh - a day ago  
not whilst driving i hope :)-  
[^](#) [▼](#) [+ Reply](#) [Share](#)

**Grace** - 2 days ago  
I was surprised when I started seeing these ads on TV... how hard is it to make porridge at home ... or work? Quick Oats (plain flavour of course) takes less than 2 minutes in the microwave - less time than swinging into Macca's in the morning!  
[1 ▲](#) [▼](#) [+ Reply](#) [Share](#)

But the website doesn't simply hammer home anti-sugar messages. In order to prove useful in the long term for its health-conscious readers it also shares health stories that are of interest.

For instance '6 amazing things that happen to us when we sleep'

## 6 amazing things that happen to us while we sleep

By Camilla Wagstaff | November 29, 2016



### You may also like these



6 amazing things that happen to us while we sleep



6 ways to get teenagers to eat less sugar (and love real food)



The easiest sugar-free, gluten-free banana bread you'll ever make

Do you catch enough shut-eye? Or are you more like the [one in three Australians](#) who aren't getting quality sleep?

Scientists are still nutting out why we have actually evolved to need sleep. But one thing they all agree on is that our 40 winks is absolutely vital to a healthy, happy body. So, exactly what happens to us when we sleep?

1. Your blood pressure drops.



Note that this got shared 133 times. By blogging about a range of interesting, funny and unusual topics, they can increase their reach and get willingly shared on social media.

This kind of blog is ideal for:

- ✓ Charities trying to raise money and awareness for a cause
- ✓ Environmental, social and political campaigners (or businesses with strong ethical principles)
- ✓ Health businesses – anything in which you have a strong opinion, unusual attitude or specific approach that you believe others should know about (diet, nutrition, complementary medicine)
- ✓ Guru-led websites where you are on a crusade, you're a known personality or an authority in your field
- ✓ Motivation and success businesses where you're trying to communicate passion, drive and ambition
- ✓ 'Seeker' businesses where you're on a mission or a journey to achieve a certain goal and your readers are coming along with you.

# How to Write a Blog: A Classic Blog Template

**Headline**

Flag down your prospect and grab their attention

- 5 of the worst fashion mistakes you can make this summer
- Do You Recognize this Early Warning Sign of Dementia?
- The Natural Tea that Reduces Anxiety, Sleeplessness and Stress
- Lose a Stone in 14 weeks With Lemon & Garlic Juice
- Attract New Customers With This 5-Step Traffic Strategy
- Do You Make These Mistakes in English?

## **Visual hook**

It's important to add a visual element: photo, cartoon, chart, infographic.

Add a photo at the top, where the reader's eye will go to first – this will help draw the eye to the headline.

Then have 1 photo every 200 words. For instance, a 500 word blog post should have a picture at the top, then one in the middle.

## **Caption**

Caption the image to increase Search Engine Optimisation and make you easier to find if someone pins your image or blog on Pinterest.

## **Written Hook**

Suggest how or why they are going to benefit from reading the post, hearing the audio watching the video or looking at the infographic. For instance, it might help them solve a problem, save money, achieve a goal, save time or discover a secret. Or you could be about to tell them something unique, urgent, useful or life changing.

## **Message**

A written message should be around 200-1000 words. If you are posting a video, audio or photograph, make sure it's accompanied by short text explanations and captions. The message could be:-

- News about your business or products
- A summary of a topical event or news item
- A series of useful links and resources
- A video – by you or someone else
- An infographic
- A review
- An audio file
- A recommendation
- A list
- A “how to” tip, explaining how to carry out a task or overcome a problem
- Photo/photos
- An announcement
- An opinion piece about something you like or dislike
- A diary entry telling people what you’ve been up to that week
- A preview of something that’s about to happen

For a list of 99 blog post ideas, check out our free download: [LINK](#)

### **Subhead**

If you have a post of more than 200 words, break it up with a second headline that flags up to the reader what the next chunk of text is about.

### **Call to Action**

Include a call to action:

- A link that takes the reader to another related blog post.

- A recommendation to join your email service
- A product or service recommendation
- A further useful resource the reader should try
- A reminder to join your social networks
- A request to share the blog post.
- A request for feedback, either through the comments beneath or via email.

## Tags

On Wordpress you get the option to add tags. These appear beneath the blog post. They are like page markers for readers to access other content on your blog. Take the main 5-15 topics, keywords or themes and list them. Use the same tags across your posts. For instance, if you regularly cover 'art' then use that as a tag whenever it is covered

# 99 Magnetic Blog Post Ideas to Draw Visitors into Your Website

Many businesses struggle to know what to post on their blog, particularly if they don't have writers or lots of time for research.

So here are 99 tried and tested blog post ideas you can steal.

1. Share a demonstration video from YouTube – simply click on 'embed' beneath the video on YouTube, then paste that into a

new blog post, with a headline, brief explanation and a few further links or a call-to-action for more details.

2. A best of the month/year – pick a time-frame and select the 10 best examples of something related to your business – “The 10 best fantasy horror films of 2015”
3. Ask the experts – email a handful of experts in your field of interest with perhaps 5 of the top questions your ideal customer might want to know. Put the answers in a post.
4. Recipe – offer a recipe, with instructions. It could be for food, drink, a home remedy, a natural beauty care product. Ideal if you’re in the sport, health, fitness, food and drink areas.
5. Chart – create a diagram that clarifies something or helps organise information, for instance a pie chart, flow chart or mind-map
6. Infographic – take complex information or a complicated process, then turn it into a visually arresting image, using elements such as photos, cartoons, arrows and bubbles.
7. Competition – open a short, time-limited competition in which readers must send in feedback/answers/photos/product reviews in return for a prize.
8. Caption competition – find an amusing photograph and ask people to send in their captions (a great one to push on Twitter and Facebook)
9. Quiz – ask a series of fun quiz questions related to your field of interest, customers or products. Either answer the questions by getting readers to click through, or submit their email address.

Or reveal the answers in the next blog post, to keep ‘em reading.

10. Interview a celebrity – get in touch with top influencers, trend-setters, industry leaders or celebrities and see if they will answer a short set of email questions. Simply post the questions and answers.
11. Interview – interview someone of interest to your readers and record it as an audio file. Use [www.soundcloud.com](http://www.soundcloud.com) to upload it then embed that in a blog post.
12. Diary Dates – pass on a series of date for the diary, perhaps it’s a list of up and coming events, launches, or goals.
13. Best of List – make a list of the best/worst/funniest/stupidest things you’ve seen or heard and list them, for instance “The 10 Best Wet Suits for Triathletes” or the “20 Most Stupid Excuses for Being Late”.
14. Compile Links – make yourself really useful in a very few words by collecting up the best links you’ve found relating to a topic (for instance, “7 Paleo Diet Websites You Should Read”) and pass them on in a bullet point list, with a few words on why you recommend each one.
15. A video demonstration – make a simple smart phone video of you demonstrating something, eg, trying out a product, doing an exercise, making a recipe, touring a place of interest – then put it on YouTube, then embed that in a blog post.
16. A photo demonstration – take a series of photos of you completing a task at different stages, then simply post them in order with a few words linking each.

17. Q&A – take the most common questions you've received from customers and readers and then create a post with all the questions and answers.
18. Recommendation – is there a product, service, book or system that you've tried and really like? Write a few sentences on why you recommend it.
19. Warning –is there a product, service, book or system that you've tried and don't like? Write a few sentences on why you don't like it, with as much back up and proof as you can muster.
20. Myth Bust – take some of the most common misconceptions about a business, product, topic or person, then challenge each one in turn.
21. Go behind the scenes – offer a bit of ‘behind the scenes’ gossip or insight, perhaps talk about the people in the office, or how you created a product, or what happened on the way to an event.
22. Profile your team – show off your team members in special profiles, making sure it's more about how they are qualified to help readers than a boastful piece.
23. Preview – look ahead to an event, product release or piece of news and tease about what you think might happen, or how the reader could benefit.
24. Checklist – offer a series of things that your reader needs to remember, or complete, in order to achieve a goal.

25. Video tour – take a tour of your shop, factory or home town.... Or tour a place that's important to your business. Show the viewer around with your own commentary.
26. Event report – report back on an event you've attended, summarising the things you've learned, people you've met, with photos.
27. Tutorial – in written steps, or using photos or video, create a tutorial on how to use a product correctly, how to perform a task.
28. Reader Contest – ask your readers to send something in (photos, results, achievements, videos, answers, feedback) with a prize to the winner.
29. Photo essay – rather than write a post, use a series of photos. Ideal if you have a visual product (fashion, art, food, design) or a business with outdoor events, or lots of social activities.
30. Radio Show – [www.mixcloud.com](http://www.mixcloud.com) is a website where you can upload your own music or speech radio shows, from 10 minutes to 2 hours long. With a simple piece of recording software you could mix interviews and music tracks, or create soundtracks for your readers.
31. Compilation eBook – use your blog post to give away a PDF or eReader book of material you've compiled, it could be a "Best of", or a series of posts on a topic compiled together around a theme
32. Questionnaire – ask customers to fill in answers to questions with a view to improving services, launching a new product, or working out ways to help them more. Try Survey

Monkey <https://www.surveymonkey.com/mp/online-questionnaires/>

33. Start a campaign – write a blog post launching set up a social media campaign with a special #hashtag built around a common cause. It could be weight loss, avoiding a common toxin, raising awareness of an issue, or championing an idea.
34. How to – a classic blog posts offers simple “how to” advice in a series of steps or bullet points, helping readers achieve a small goal.
35. Announce something – it could something that’s happening on the blog, or a new service or social media network you’re on, a piece of industry news, a new product, something big coming up you are finally able to share.
36. Deadline reminder – if there’s an offer closing, a product running out of stock, tickets selling fast, or an event coming up soon, then remind your readers and get them to hurry.
37. Opinion piece – has something in your field of business or interest really riled you, or cheered you up, or confused you? Then why not share that in a short opinion piece. Get readers to comment with their thoughts.
38. Customer Feedback – share the latest results, testimonials, results or praise from blog reader and customers.
39. Press – pass on quotes, clippings, audio or coverage you or your products have received in the media.
40. Customer photos – when customers send photos of themselves with your product, or in response to previous posts, then compile some of them into a blog post.

41. Bibliography – list some of the books, websites, journals and other sources you’ve used recently, with links to each so readers can investigate themselves.
42. Tell a story – has something funny, strange, revealing or interesting happened to you, related to your field of interest? Tell the story in plain words, short sentences and a natural style.
43. Have a giveaway – offer to give away a limited amount of a free report, product, sample or membership.
44. Set goals – come up with a list of personal goals, recommended goals for your readers, or goals that you and your readers might share. Suggest some tips or timeframe for these to add value.
45. Ask a question – think of a big question that will get readers thinking and see what responses you get. Perhaps something controversial, highly topical or unusual.
46. Ask for feedback – ask readers to tell you how they think you’re doing, or what you could do better, or what they’d really like to see on your blog
47. Create a “to-do” list – come up with some likely things that your readers will need to do in order to reach their goals. Perhaps this is something you could do each month, with a follow up blog post to ask how everyone has done.
48. Introduce a guest post – ask someone you’ve connected with on social media, or through your blog, to write a blog post for you (in return for a link to their site, or a reciprocal post on

their site from you). Introduce it with a few choice words, then let them do the rest.

49. Share statistics – if you’re in a business where performance is measured, for instance marketing, sales, fitness, sports, betting – then why not share some useful statistics, either that you’ve found or that you’ve measured yourself.
50. Social media – create a post reminding readers that you are on social media accounts, offering the links, and explaining what you get up to on each (maybe even a screen shot or two of your latest posts and tweets)
51. Social Media Recommendations – share 10-20 of the best people you follow on Twitter/Facebook/Pinterest/Instagram or whatever networks you are on. Many of those influential people you feature will tweet the post.
52. Push your email service – write a post getting across all the exciting benefits they might enjoy if they put their email address down (free gifts, discounts, exclusive tips, previews and behind the scenes revelations).
53. Have a rant – if something really bugs you and you think the readers should hear it, don’t be afraid to let loose, especially if it’s a common enemy (for instance natural health writers railing at the pharmaceutical industry, or libertarian investment writers railing at market legislation, or parents railing at advertising aimed at children).
54. Poll your readers – ask readers a straight question with a choice of two answers (for instance, “which do you think are healthier, eCigarettes or Vaporsors”) and get people to email you the answers. Compile the results and share them in another blog post.

55. Share a flaw – connect with your readers more closely by sharing a flaw, mistake, bad habit or failure with them. Showing you're fallible makes you more human.
56. Tell a joke or funny anecdote – as long as it doesn't contradict your brand or risk insulting readers, pass on something funny to brighten their day.
57. Answer a query - if you've had an interesting email from a customer than you spent a long time answering, why not turn that answer into a blog post so everyone gets the benefit?
58. Pros and Cons – look at a subject or product, then list everything that's good about it, everything that's bad about it, then ask the readers what they think.
59. News bulletin – has something happened in your industry, or to your business? If it's urgent, timely and interesting, then pass on that news and get it out there.
60. Scam alert – if you hear or, or experience, a dodgy operator, then check them out properly first with a bit of research. If you find evidence, then warn of a scam. If not, then pass on your concerns and ask readers for their experiences.
61. Blog some tweets – list some screen shots of tweets (or use [www.storify.com](http://www.storify.com)) that are interesting/funny/insightful about an event or topic. The more topical the better.
62. Facebook invite – write a post inviting people to "Like" your business Facebook Page. Remind them of the benefits or run a competition – for instance a free gift to the 100<sup>th</sup> like.

63. Apologise – if you've make a mistake, factual error or hopeless prediction in a previous post, then don't be afraid to apologise and offer a correction. It makes you look more open, honest and human.
64. Motivate – offer a piece of advice, or even an image or story that really inspires you. Share it.
65. Quote! – find a quote (from an author, celebrity, historical figure) that really sums up how you feel, or says something in a way you possibly couldn't. Quote it and say why you like it.
66. Digest – take a book, film or course you've seen/read and try and summarise the key points simply, perhaps using bullet points.
67. Declare your manifesto – offer the reader a set of values and principles that sum up your brand, attitude or approach. They should be principles your reader shares, based on your common goals. Number your manifesto, with the most important points at the top.
68. Speak your post – instead of a written post, why not write it, then record it using a simple desktop microphone, then turn it into an MP3. Use [www.soundcloud.com](http://www.soundcloud.com) to stream it and embed it into your post.
69. Issue a challenge – ask your readers to go out and do something and pass on their results or findings. It could be a physical or mental feat, or a lifestyle change. Or dare your readers to find a better product, faster service, etc.
70. Set *yourself* a challenge – declare to your readers that you're going to give something up, take something up, learn a new skill or achieve a goal. Set a time-frame, then offer

updated blog posts every month showing how far you've got. Use photos, videos and statistics to prove it.

71. Annotate an image – use a simple programme like Skitch <https://evernote.com/skitch/> to draw notes, arrows, bubble and circles on a presentation, report, image or website screenshot. Perhaps you're challenging, clarifying or analysing something on behalf of your readers.
72. Case study – take a person/business/event as an example that illustrates a point you'd like to make, then simply explain what happened. Draw as many conclusions as you can on behalf of the reader.
73. Forensic analysis – find a website, report or product that interests you, then pull every element apart to see how it works (or doesn't work). List everything and explain it to your readers.
74. Life hacks – come up with a list of shortcuts that readers could take to achieve something. For instance, “20 tools that automate your social media marketing for you”. Don’t be afraid to link to pieces of software or online resources, your reader will thank you for it.
75. Begin a series – offer some advice in a series of blog posts so that readers have to keep coming back for more. Make sure it’s clear this is part one. As you post more in the series, make sure there are links back to the earlier posts.
76. Cartoon – get someone to make a cartoon that sums up a common problem, or pokes fun at a common enemy. Use [www.fiverr.com](http://www.fiverr.com) to commission something specially at a low price.

77. Promotional video – likewise, commission a short, fun promotional video, perhaps using animation and cartoons, for your business and services.
78. Face-to-camera presentations – give your blog a direct, personal touch by speaking directly to camera, without a script, instead of writing your blog.
79. Screenshots – use a series of screenshots (photos of your computer screen) to guide the reader through a complicated process, or give readers examples of things you like.
80. Results – pass on your latest results as a way of proving you are successful, and inspiring readers. Ideal for health, fitness, investment, trading, betting, marketing, business and sales.
81. Hot trends – find the latest trending subjects by looking at the latest hashtags on Twitter, Google Explore and tools like Hastagify.it. List the latest hot trends related to your field of business, perhaps with examples of the top tweets.
82. Comparison – take two similar products, services or website and compare each feature and benefits (price, usability, customer service etc), with a little score for each, then work out the winner.
83. Service update – if there's been a change to your delivery times, terms and conditions, order system or other functions of your business, then alert people to it in a post.
84. Tip list – think of a subject, goal or topic and list as many possible tips as you can think of that could help someone. Be as specific as possible. Research as many as you can. Don't worry if you run out – ask readers to send in their own!

85. Close something down – if there's a product or service that's reaching its limit, or that's becoming too expensive or hard to run, then account that it's closing in a blog post, but give people enough time to snap it up before you close it. Use another couple of posts to remind them the deadline is looming.
86. Come off duty – there will be certain times of the year – Christmas, mid-summer, bank holidays, April Fool's, New Years Day – where you can have a bit of fun off duty and create a post that's nothing to do with business. If the country is taking time off, then join them with jokes, fibs, playful ideas or simply a friendly season's greeting.
87. Update – it may be that since a previous post, something has happened that makes it out of date. Perhaps the prediction you made has occurred, or since your angry rant there's been an apology from the offending party, or perhaps there's new feedback. If so, issue a short update, linking back to the original post for reference.
88. Ask for contributors – why not see if there are any of your readers are willing to test, review, research or write posts? Make a call for contributions. Even if the right person doesn't respond, it's a great way to interact.
89. Retrospective compilation – at the end of a year, or season, compile a list of the best posts, then summarise each one, linking back to it. A great way to recycle old content and make your website 'stickier'.
90. Countdown – begin a countdown to a new product launch or event, teasing with some of the benefits of the product and warming everybody up.

91. Jargon bust – make a glossary list of some of the most common jargon, acronyms, business-speak, technical terms and other confusing language, and explain what each means for the lay person.
92. What the Paper Say – take a look across the newspaper (or online news sites) and list all the headlines relating to a topic (try screenshots of each to give it visual punch), with links to the articles.
93. Open letter – write an open letter to an organisation or person, criticising them, congratulating them or addressing a problem. This should feel like something your reader wishes they could say.
94. Resources – dare to be open with readers and simply list the resources you use to get results, so they can try the same, whether it's apps, software, social media tools, RSS feeds, subscriptions or databases.
95. Show notes – take a photo or screenshots of some notes you've written during an event, or while away from your desk. Doesn't matter if it's scrawled and covered in doodles. It's direct and personal and shows that you're working things out.
96. Cheat sheet – come up with a cheat sheet (a concise set of notes) that someone can use to do something more quickly, using shortcuts and tricks.
97. Rags to Riches – find a media story, or historical example, of someone for whom things were really bad, and who transformed their life for the better. Retell it briefly in your own words.

98. Transcribe – take a webinar or video, and transcribe it into a written form as a blog post.
99. Watch-List – come up with a “movers and shakers” or “people to watch” list for your industry or field of interest. People who haven’t quite made it yet, but who are doing good things. This is another way to make friends and contacts online.

# **Content Marketing Shortcuts**

## **9 Easy, Quick Ways to**

### **Gather Content for**

### **Your Blog Posts**

If the prospect of having to find regular, good quality content gives you a headache, you're going to find this a life saver.

Here are our favourite 9 content shortcuts. These will help you find information that's topical and relevant to share on your social media, or as the basis of your blogs and emails.

- **Hootsuite** - <https://hootsuite.com/>

This application allows you to automatically monitor social media for keywords related to your business or topic of interest. That means you can get right onto the latest breaking news, reviews and tips on your social media networks. Think of it like a robot researcher scanning for content while you're doing other things.

- **Feedly** - <https://feedly.com/i/welcome>

Content aggregation websites like Feedly helpfully group news and information into themes, allowing you to search more easily. Just type in your area of interest and see what comes up. It'll show you the sites specialising in these topics, how many articles they publish

each week and let you click through to see them. Or even easier, add (+) these to a content feed to create a news feed.

- **Alltop** - <http://most-popular.alltop.com/>

Type a keyword in the search box and it will show you what categories it appears. For instance, ‘arthritis’ leads to an alternative medicine page, with all the top stories and hot topics collected for you.

- **Topsy** – [www.topsy.com](http://www.topsy.com)

This tool analyses all the data on Twitter since 2006 for popular trends, keywords and topics. You can use it to find out the latest, most topical information on a subject of your choosing, based on what’s being tweeted – meaning you’ll stay in tune with the latest buzz (and access the latest links, videos and pictures without doing any research)

It also shows you the most popular and most often-shared topics on Twitter, helping you target your customer’s needs with the most popular and in-demand information.

For instance a search for “gout” will bring you a list of content culled from Twitter in the last 22 hours. Use ‘all time’ to get a wider view over a long period (since 2006). Here you can see that “foods that affect gout” has been tweeted 3,900 times in the last 5 years. If it helps, you can narrow your search down to particular time-frames, languages and content formats (videos, tweets, photos)

- **Hashtagify**

This is a great tool for finding hashtags that lead you to great content for your website, social media and email. Go to <http://hashtagify.me/> and enter in a topic on the top right. For instance, let’s stick with the topic ‘photography’.

You'll now see hashtags of related keywords that usually appear by #photography, plus examples of the top Tweets that use it on the right.



Now go and search for content linked to those hashtags by using a tool like this...

- **HashAtIt**

This is a great tool for finding hashtags right across social media. Go to <http://www.hashatit.com> Use the search box to enter a term. For instance, 'DIY'. You can have the option to search across all social media, or select only Twitter, Facebook, Instagram, Pinterest

- **Google alerts** <https://www.google.co.uk/alerts>

Choose a key word to find relevant content. If it looks useful and interesting, then set up an alert for that topic. You'll get all the latest delivered to your inbox.

- **News website RSS** - Almost every news site allows you to sign up for RSS feeds based on specific topics, which means you'll get emailed each new article as it's published. This saves you time as you do not have to then check sites individually. For instance, *The Independent* online offers RSS feeds on each of these underlined subcategories.

- **Topical Websites** - As well as the RSS feeds on general news sites, try those that are more specific to your area of business. For instance, if it's science related The New Scientist website is the place to go. Next find at least 5-10 websites that offer information, advice and news related to your interests or niche. If possible, sign up to their RSS feeds, social media accounts and email newsletters.

-

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# Swipe File: 17 Blog Post Examples To Adapt

1.

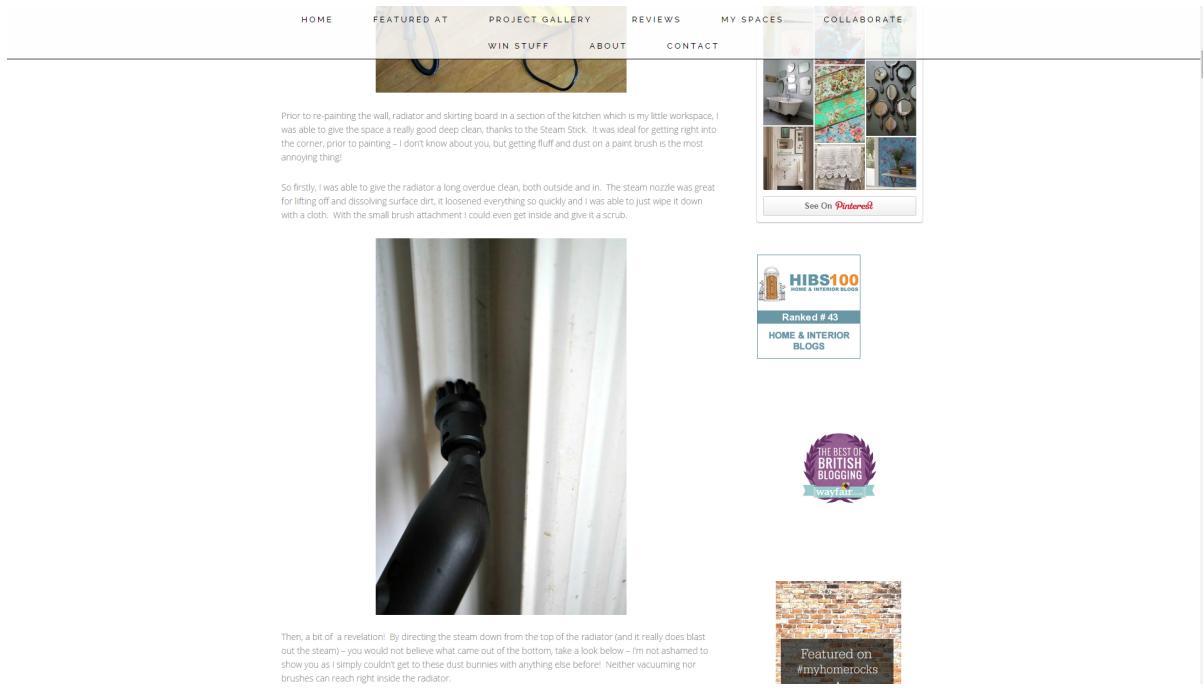
## WEBSITE: Tidy Away Today

<http://www.tidyawaytoday.co.uk/>

### Blog Post Type: Test a Product

Take a product, try it out, note down the results, then add some photos (or record yourself trying it on video). Here's an example:

The screenshot shows a blog post titled "REVIEW: KÄRCHER PREMIUM STEAM STICK" dated May 26, 2013. The post features a large image of the Kärcher SC 1 Premium Steam Stick being used on a wooden floor. Below the image is a caption: "This is the second item Kärcher have sent me to review, after the Window-Vac which really impressed me. The Kärcher Premium Steam Stick is a portable steam cleaner with attachments making it extra versatile." To the right of the post is a sidebar with a "MEET ANTONIA" section featuring a photo of the author and a brief bio: "Hello & welcome to Tidy Away Today where I share my love of all things home". Below this is a "LET'S CONNECT" section with social media links, and a "FOLLOW" section with a "Follow me on bloglovin'" button. At the bottom is a "SUBSCRIBE" form and a search bar.



## Tips:

- For this kind of ‘real life’ demo you can use a basic smartphone camera to take the shots or record the video.
- You can use either your own product or demonstrate another product as a live review.
- Make sure you caption each photo with a few sentences explaining what’s happening. If it’s a video, talk the viewer through what you’re doing.
- At the end, summarise the pros and cons of the product and add your personal opinion.
- Ask for feedback on the post or video. Have any of your readers tried this? Do they like it? Would they like to find out more?

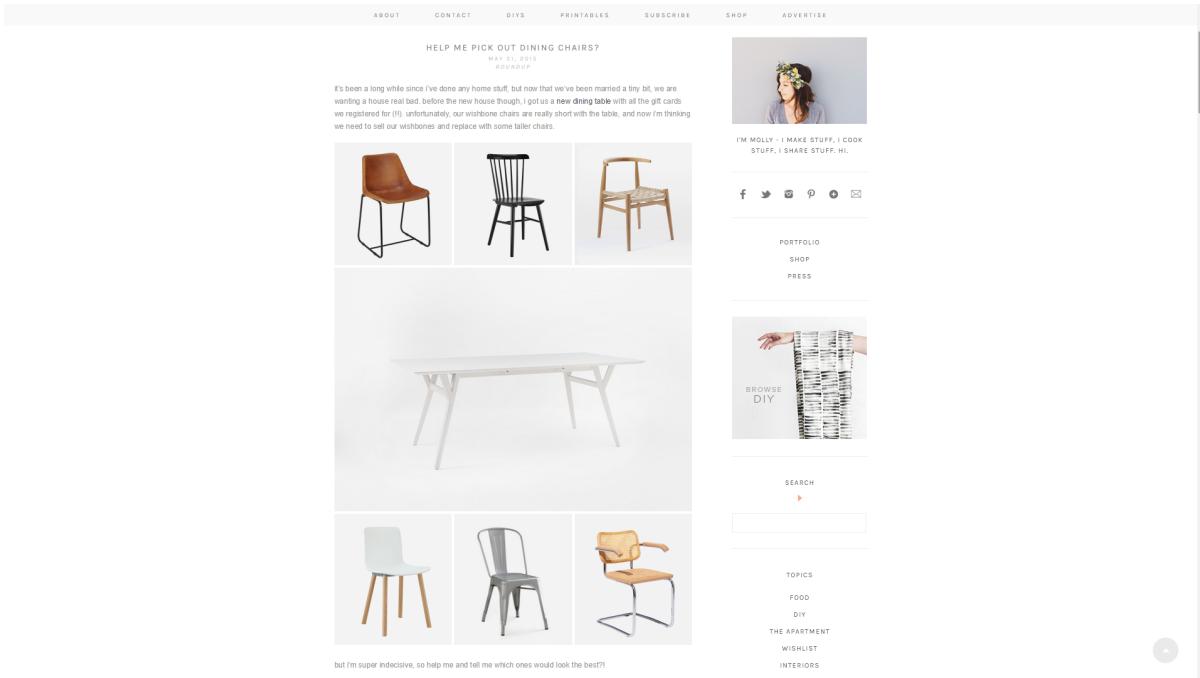
## 2.

### **WEBSITE: Almost Perfect**

<http://www.almostmakesperfect.com/2015/05/21/help-me-pick-out-dining-chairs/>

## Blog Post Type: Request for feedback

In this craft and design blog, the writer is asking her readers what dining chairs she should buy.



This format is ideal for consumer websites – for instance in the areas of fashion, interiors, design, motoring – in which you try, test, review and report on new products and innovation.

It will also work well for websites in which you are on a journey to achieve a goal, whether it's enjoying a better lifestyle, learning a new skill or going through a transformation. The readers of your website are there to help, guide and comment, so that they share your journey and learn something themselves.

When you're asking for feedback:

- Create a clear call to action. Get them to email you, comment beneath the post or leave their thoughts on your forum or Facebook Page.
- Encourage social media sharing by sharing this on your Facebook/Twitter/Instagram/LinkedIn and asking people to talk about it and offer their opinions.
- For an ongoing theme or regular feature, create a hashtag. For instance #WhatChair or #FridayChair. Something that people can rally around and re-share.

- Always acknowledge your feedback. Answer politely, but don't feel the need to go into a big, detailed reply. Gather up the feedback and your responses and use them for a follow up blog post.

### 3.

## WEBSITE: Cave Girl in the City

<http://cavegirlinthecity.com/paleo-pointers-the-best-paleo-blogs/>

### Blog Post Type: List of Links

A list of your favourite resources. This Paleo Diet blogger recommends other websites that will help.



By far, the best resource for paleo eaters new and old is a good paleo blog. When I first adopted my paleo lifestyle, I searched high and low for the best paleo blogs. I was looking for recipes that were easy to follow, didn't have too many ingredients and were, above all else, delicious. I also wanted to follow bloggers that were personable and provided real life stories and information on eating paleo in the modern world.

I followed a ton of blogs those first few months and read them all trying to learn everything I could about eating paleo. Over the past year I have weeded out some blogs that didn't fit my personal style or didn't offer the kind of recipes and resources I was looking for. I've also added new reads to my daily blog roll, some of which aren't even paleo specific food blogs.

While I think I've come up with a pretty good group, this is in no way way and exhaustive list. I find new blogs every week that are inspiring and offer new insight into paleo cooking.

So without further ado I give you the top ten paleo blogs, as told by a cave girl.

1. [PaleOMG](#) – Juli is my inspiration, I love her yummy recipes and spicy personality (I previously wrote about her [here](#) and [here](#) and am giving away a copy of her cook book [here](#))
2. [Paleo Girl's Kitchen](#) – Kelly's blog is a more recent find but I love that she makes it easy to find a recipe based on what meal you are eating or what kind of meat you want to cook!
3. [Civilized Caveman Cooking](#) – A tried and true favorite, this blog is a must for all paleo eaters. George offers some of the

Search this website ...

MY COOKBOOK

KENZIE SWANHART of CaveGirlInTheCity.com

PALEO IN 28

4 WEEKS 8 INGREDIENTS 130 RECIPES

NEVER MISS A RECIPE

Email Address

SIGN ME UP!

Here's another example...

[http://www.girlsoutdoors.org/resources/climbing\\_resources/](http://www.girlsoutdoors.org/resources/climbing_resources/)

This outdoor recreation website has come up with a list of useful organisation for women climbers. Note the links to other 'latest resources' to the right. This is obviously a popular type of post for this website.

Many businesses shy away from directing traffic to other sites, but here's why this kind of post can be a great idea:

- You form a community with other bloggers, influencers and businesses who will, in turn, give you publicity. So make sure you contact the sites you recommend on social media, or directly via email, so that they know they're being mentioned.
- By mentioning authoritative websites in a blog posts, it's likely that they will share this list with their followers on social media – or even mention it in a blog themselves. In doing so you can reach new readers, subscribers, social media followers and potential customers. Again, make sure you contact them or tag them in your social media post so that they're aware.
- If one of the sites on your list mentions you on their blog, it's likely they will link back to your post. This is known as a backlink and is very important for search engine optimisation. Backlinks from quality sites will raise your ranking and make your site more visible to people searching on Google.
- A list is a useful thing for your readers. It gives them valuable resources that they will appreciate. By showing that you prioritise

the success and wellbeing of your readers above selfish concerns, you become more credible.

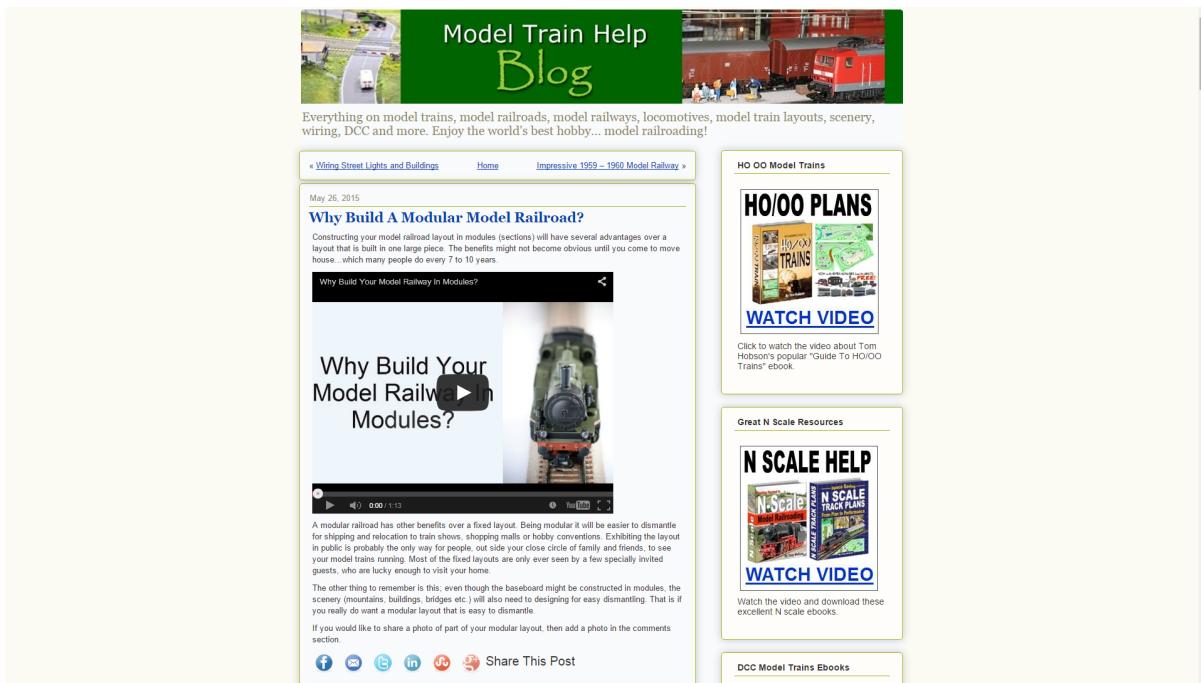
## 4.

### WEBSITE: Model Train Help

<http://blog.model-train-help.com/2015/05/why-build-a-modular-model-railroad.html>

#### Blog Post Type: Embedded YouTube Video

This model train blog has embedded a YouTube video. Below is a brief explanation. Note the ‘share’ buttons beneath the post that encourage people to share this on social media.



#### Tips....

- Create the video and upload it to YouTube first. You'll then see an 'embed' link option. Cut and paste that piece of code and past it into your blog post. It's easy to do if you have a Wordpress site.
- Treat it like any other blog post. Make sure that there's a good headline and some compelling, personal copy to explain what the video is about.

- Below the video use a call to action. For instance if you have a YouTube channel then push them to subscribe to it. If there are other similar videos on your site, link to them so that the reader can continue their journey. Also encourage comments beneath the post or beneath the video on YouTube. The more of these, the higher the video gets ranked.
- Encourage social media sharing of the video. This kind of multi-media post gets good traction on social networks.

## 5.

### **WEBSITE: Hodinkee**

<http://www.hodinkee.com/blog/ten-vintage-watches-that-should-be-more-expensive-than-they-are-and-why>

#### **Blog Post Type: Best-Of List**

This is a form of ‘best of list’ from a watch website. You simply take a theme and list what you believe to be the best, adding your opinion on why.

The screenshot shows a blog post on the Hodinkee website. At the top, there's a profile picture of Benjamin Clymer and the title "HISTORICAL PERSPECTIVES Ten Vintage Watches That Should Be More Expensive Than They Are, And Why". Below the title, it says "IN-DEPTH" and "THURSDAY MAY 09, 2013". The main feature is a large, detailed image of a vintage Heuer chronograph watch with a black dial and a black leather strap. To the right of the main content area, there's an "ADVERTISEMENT" box for "THE HODINKEE SHOP". It features a close-up of a brown leather strap with the brand name "HODINKEE" printed on it. The ad copy reads: "We work with the finest craftsmen to create a full range of products for all wristwatch enthusiasts." Below the strap, it says "REVERSE VIEW. HONEY-BROWN CROCODILE STRAP". The overall layout is clean and professional, typical of a high-end watch magazine's website.

Examples could include:

- The 10 best knitwear websites of 2016
- The 22 top cameras for under £99
- Our Top 5 Natural Headache Remedies
- Ten Wines You Won't Believe are Made in England

Tips...

- Always contact the companies, websites or publishers that you list, so that they will share this with their customers.
- Ideally, include a photo with each entry.
- Always give your personal opinion on the products. Remember that anyone can make a list, but nobody can replicate your personality or point of view.
- Lists can be controversial, as everyone has their opinion. Embrace this. Get people to send in THEIR top choices or continue the debate beneath the post.

## 6.

### **WEBSITE: Rock My Wedding**

<http://www.rockmywedding.co.uk/how-to-find-your-perfect-wedding-dress/>

#### **Blog Post Type: Ask the Experts**

This wedding blog asks four designers for their tips on picking a wedding dress, then it simply compiles their answers. A very easy way to generate very high quality expert content. Notice the ‘top ten tips’ list with a graphic to the right and the “pin it” button above that encourages people to share this on Pinterest, an ideal forum for images and female-orientated products.

## How To Find Your Perfect Wedding Dress

Wedding dress shopping. There seems to be a huge pressure on you lovely lot to immediately click with a gown, stare at your stunning reflection in the mirror while your Mum cries, then you sip on Champagne with your best girls, toasting your dress hunting success. But at **RHAW** we know that this isn't always the case. Sometimes it's demoralising. All the dresses feel wrong. You aren't wearing the right underwear. Both you and the sales assistant genuinely work up a sweat trying to wrestle you into a fluffy meringue number... Well, we don't want it to be like this, we want it to be relaxing and fun and at the end of the day – we want you to come away with a dress you feel BEAUTIFUL in. So we asked our lovely **Fashion Pack** members for their top tips for wedding dress hunting. Who better to advise you than the actual designers themselves?

We'd love to hear your dress finding stories and tips too – did you find 'the one' or was it more of a slow burning love? Any dress hunting horror stories? Do share below!!

### Ian Stuart

Let go of all expectations, you don't know what shape will make you feel like a queen. I've been designing wedding dresses for over 20 years, and what I've learned, is that the way a bride feels about her own figure is as equally as important as the design itself, which is why I developed a construction to make a bride feel sensational!

Bridal gowns are unlike anything else you have worn before, the corseted structure and the way the fabric is draped holds the body very differently to the way your day to day clothing does. If you are concerned about lumps and bumps, they are smoothed away, or want a bit more definition, a wedding dress can give you that.

Be open minded to the fact that those hips you usually hide, will make you feel like a knock out in your dress.

So before you decided to be hungry for 6 months prior to your big date, or take a trip to Harley Street, remember the dress can do all that for you. You are beautiful, exactly the way you are, in this very moment.

### Amanda Wyatt

Keep an open mind, listen to the stylist in the boutique as they are experts and will know what will suit you, your style and body shape.

Don't compromise on the perfect fit.

### Charlotte Balbier

Don't try on more than 10 gowns, trying on too many gowns will only leave you confused. Let the boutique stylist help guide you into finding the right style for you from a small selection... not 100's. Set your budget but always have the emergency 'OMG I have to have this dress' fund! (This is usually Mum)...

### Naomi Neoh

Don't get too obsessed by Pinterest. If you obsess too much on how a dress looks in a picture you might be disappointed by how it looks on you.

Only take one or two trusted people with you – too many people and opinions can make it very stressful. Don't be afraid to break from tradition – there's no 'bride laws'. You can wear whatever

### Pin It!



### TOP TEN TIPS

- Wear good pants, a strapless bra and no fake tan
- Have a hair trial in the morning to get your hair done
- Don't try on too many dresses
- Do your research on what shapes suit you best but keep an open mind
- Listen to the boutique stylist but go with your gut instinct
- Only take a few trusted people with you
- Have a plan incase you fall in love with another designer
- Don't compromise on the perfect fit

## This works well because...

- You have a reason to contact influencers – CEOs, celebrities, writers and big personalities in your field of interest. This helps you establish long-term mutual relationships and gets you known.
- By including credible experts on your website, you enhance your own credibility.
- All the experts who agree to take part in this post are likely to share this on their social media networks, giving you free advertising and a greatly enhanced reputation. They may also backlink to it from their websites, helping to raise your social media ranking.
- Bringing multiple experts together to offer advice is highly useful, interesting and entertaining for your readers.

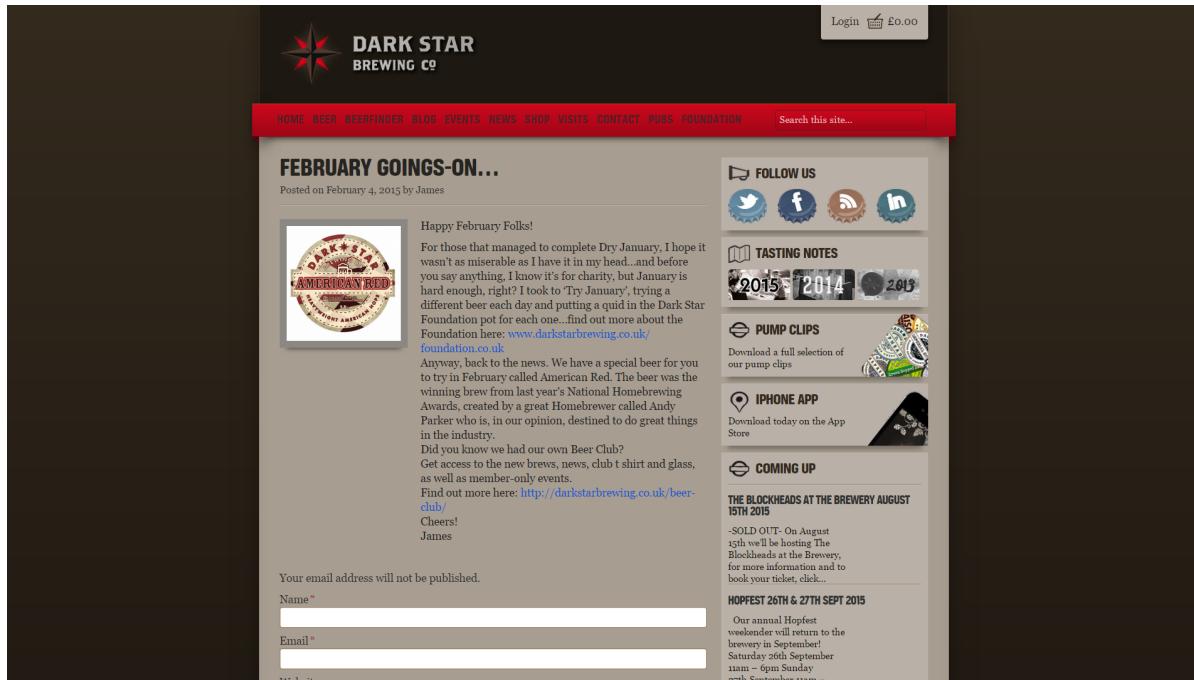
7.

## WEBSITE: Dark Star Brewing Co.

<http://darkstarbrewing.co.uk/february-news-from-us-at-dark-star/>

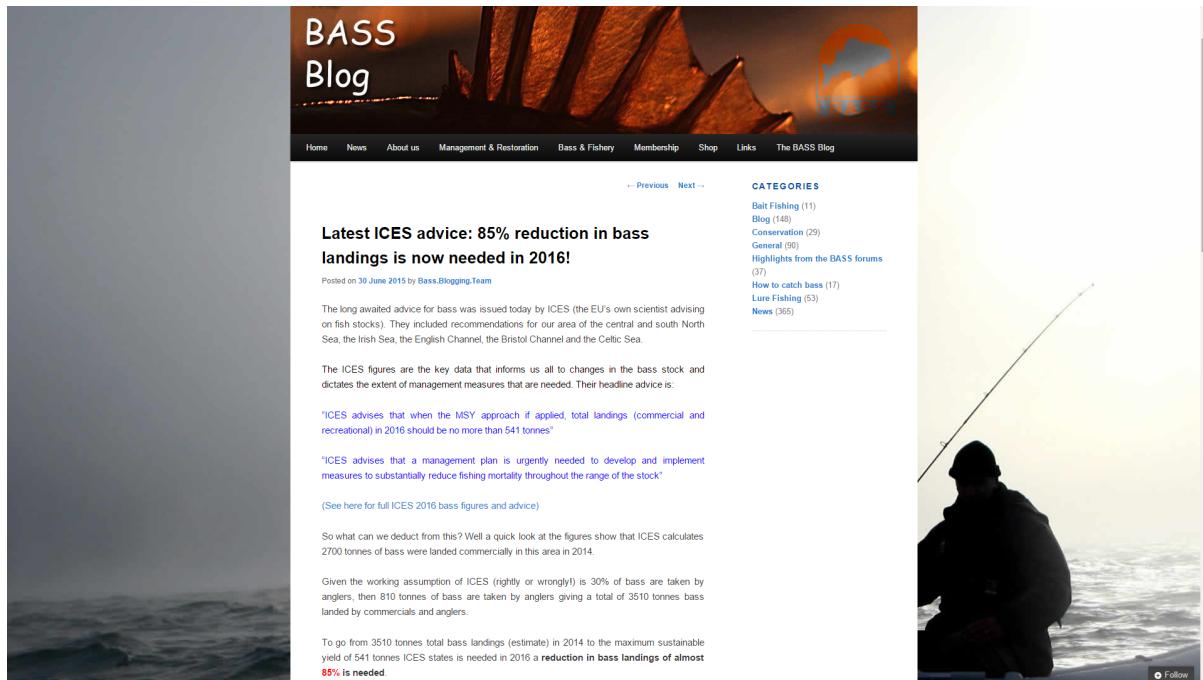
**Blog Post Type: Announce Company News**

Here the blog for brewing company Dark Star is announcing a new beer for January, and reminding readers of their Beer Club. Note the great sidebar to the right with social media buttons, apps and up-coming news.



This is ideal for...

- Product announcements – if you have a new service or product lined up, then announce it well in advance, then continue to mention it in the run up to launch.
- New team members – if you regularly feature your staff in blog post, or there's a lot of contact between customers and individuals in the business then this will work well. When there's someone new to the team, share this, including a photo or a bit of biography.
- Changes to the industry – news doesn't have to be related to your company, product or services. It could be industry-wide. Showing that you're aware of the big picture in your field of interest enhances your credibility. Here's an example below. This post from a fishing blog is passing on topical fishing industry news that will be useful to the reader.



## 8.

### WEBSITE: Women's Health

<http://www.womenshealthmag.co.uk/magazine/editors-blog/499/raspberry-ketones-green-tea-other-diet-pill-scams/>

#### Blog Post Type: Scam Warning

Here's the editor's blog for the magazine Women's Health, warning of a diet pill scam. Notice that this blog post is very short, and yet it has 172 comments, so despite its very short simple structure, it's highly engaging content.

SUBSCRIBE  


# Women'sHealth

SEARCH...  
NEWSLETTER

HOME THE BODY 2015 FITNESS NUTRITION BEAUTY & STYLE WEIGHT LOSS HEALTH SEX & LOVE LIFE SKILLS MAG COMPS

Home / Mag / Editor's Blog

 RASPBERRY KETONES, GREEN TEA AND OTHER DIET PILL SCAMS 

Warning: The Women's Health name is being used by scammers

By Alice Beerton-Palmer 30 August 2013

You may have seen websites purporting to be Women's Health UK, selling dietary and weight loss supplements. Please be aware that these websites are not connected with Women's Health in any way and we do not promote or endorse any dietary supplements of this nature. We will only ever contact our readers through our official Facebook page, Twitter account (@UKWomensHealth) or via our official website [womenshealthmag.co.uk](http://womenshealthmag.co.uk).

We are aware of this scam and others like it and we are conducting ongoing investigations into the matter.

 321  16  1 

**COMMENTS** 172 COMMENTS 

172 comments ▾  Frank Pallaggrass Leeds College of Technology I have just been SCAMMED by Ketone and Active green coffee.I paid the shipping/postage but never saw anything about 14 days to return





## Tips...

- Are there any dangers, dodgy practices or bad apples in your industry or field of interest? Don't be afraid to call them out. Just be aware of slandering people or false accusations.
- Do some research to find specific examples of malpractice. For instance, sharing links to newspaper articles or quoting credible experts will allow you to critique someone without fear of reprisals.
- A good way to attack a common enemy is to get your readers and subscribers to send in their experiences, then you can share them and get a debate going.
- This doesn't have to be about scams – which are, technically crimes. You could take a more Watchdog style approach and challenge misleading adverts, misinformation, poor quality products and other issues that are more about good vs bad ethics than criminality.

## 9. WEBSITE: Brown Ale Girl

<http://www.brownalegirl.com/10-must-do-steps-for-sustainable-homebrewing/>

## Blog Post Type: Guest Post

This blog is by a young beer enthusiast. For this post, she makes a short introduction, then hands over to an expert who provides the content.

The screenshot shows the homepage of the Brown Ale Girl website. At the top is a navigation bar with links for HOME, LIFE, FOOD, BEER, ABOUT, and CONTACT. Below the navigation is a logo featuring a stylized bottle and the text "Brown Ale Girl" with "LIFE|FOOD|BEER" underneath. To the left, there's a sidebar with a "MEET THE BROWN ALE GIRL" section containing a photo of a woman holding a glass of beer and some descriptive text. The main content area features a guest post titled "GUEST POST: 10 MUST-DO STEPS FOR SUSTAINABLE HOMEBREWING" by Abby Quillen, dated April 3, 2015. The post includes social sharing icons for Twitter, Facebook, Google+, and Email. Below the post is a note from the author about her recent adventures in Cincinnati. To the right of the post is a sidebar with a search bar, an Instagram feed (@THEBROWNALEGIRL) showing various photos of beer and brewery scenes, and a decorative footer bar at the bottom.

- Guests posts are a great way of getting free, quality content for your website.
- Guest posts by experts are fantastic if you can get them. But they don't need to be by experts. You can get enthusiasts, customers, peers, up-and-coming writers and all sorts of people to provide guest posts.
- Ideally, you should provide a reciprocal guest posts for their site in order to attract readers. However, it's not always appropriate or necessary. Remember, by hosting a blog post by someone else, you will attract their social media followers when they share it on their networks.
- Always make it clear that this is a guest post and add a bit of copy to the top and tail of the post so that you claim ownership of the post.

- Allow the guest poster to link back to their site in the article, but encourage them to mention the post on their website to get that all-important backlink.
- To find guest posters, make friends on Twitter and LinkedIn and ask the more interesting, enthusiastic and popular (ie more followers) to contribute.

Warning...

It's likely that companies will approach you via email, offering to give you content for your site. Beware that many of these are either dodgy sites seeking to farm backlinks OR they are PR companies. The latter will provide content that is effectively a piece of direct publicity that is probably replicated elsewhere. Avoid.

Also remember that replicated content that exists on more than one website is frowned upon by Google and could affect your rankings. So if someone offers you a guest post, agree on the condition that it original copy that has not been posts elsewhere. If the poster wants to put the content on their site, agree a timeframe (for instance 3-6 months) in which this content is unique to your site.

When the poster DOES put up a version of that blog post on their site, ensure that they say it originally appeared on yours, making sure there's a backlink to your website.

## **10. WEBSITE: DIY Tips UK**

<http://www.diy-tips.co.uk/easy-mortar/>

**Blog Post Type: Tutorial**

This blog post offers a step-by-step tutorial on a clever shortcut to mixing your own mortar. Note the photos that make this easier to follow. It could also be a video if you chose.



## EASY MORTAR

POSTED ON FEB 11, 2015 IN TECHNIQUES, TOOLS

Traditionally, mixing and preparing mortar or concrete is a messy and labour intensive process. This can be particularly off-putting for the casual DIYer as they are unlikely to have a spare wheelbarrow or chip board off-cut suitable for mixing. The cost of buying something to mix on, and the effort involved in cleaning up after mixing, can prevent you from starting some simple and rewarding DIY tasks.

We have just come across a "mix in the bag range" from U-CAN which we think is brilliant. We can't believe this idea is new to us; it's simple but really practical. No buying separate ingredients, working out how much you need of each, messy mixing and then cleaning up waste. U-CAN advertise that you can mix their product in one minute but we found it took a bit longer for someone (who was not super strong) to mix it really well. However it is still a lot quicker than the traditional method of using a spade to turn over your mixture on a spare bit of wood!

For more information on the U-CAN range you can visit [www.u-can.tv/blog](http://www.u-can.tv/blog). If you want to buy it you have to go to B&Q. If you don't have a store near you - just go online; [www.diy.com](http://www.diy.com).

### How To Do It



1. Place the bag on a level surface and shake to loosen the powder.
2. Add 2.5 litres of clean water. Squeeze the bag to remove all excess air.
3. Replace the cap. Turn the bag over and knead the product in the bag for around 60 seconds or until it's fully mixed. Mixing the mortar in the bag is key to cutting out the traditionally messy part of the process.
4. Cut along the line printed on the bag and open the top so the mortar can be easily removed.

### TAGS

CONCRETE   MIXING   MORTAR  
U-CAN

### RELATED POSTS

### SHARE THIS



### INFORMATION

- > About Us
- > Contact
- > Editorial Review



### GOOD DIY SITES

- > diynot - free information and a DIY Forum
- > Gardening blog - Garden design ideas and inspiration
- > Green Upgrader - DIY tips for the home & garden

With a 'how to' blog post make sure you...

- Explain it in clear, simple language, removing any jargon, so that anyone can follow.
- Show the steps in a logical order.
- Use photos, diagrams or any graphics that might make it even clearer.
- Invite feedback, queries and questions from anyone who hasn't quite made it work as shown.
- Link to other posts or online material that might help

TIP – these sorts of posts can be very good for upselling to information products in which they can find out more, or get higher level help and coaching.

**11.**

## WEBSITE: Total Women's Cycling

<http://totalwomenscycling.com/lifestyle/history-cycling-infographic-34517/#qMHovSCKa73of56Y.97>

**Blog Post Type: Infographic**

This blog post offers a visual representation of the history of cycling using something known as an infographic. Essentially, they are bundles of information in a catchy visual format.

The History of Cycling Infographic

Fascinating facts, little-known numbers, and eye-opening achievements – have a gander at this History of Cycling infographic

0 10 months ago Aoife Glass @Silverstrange

Like 16 Shares Tweet

Ever wondered when the first bicycle was built, who's won the most Olympic gold medals, or how much the UK spends annually on bikes?

Wonder no more! Take a trip through a select history of cycling, discover some remarkable bike facts, and find out some of the most popular cycle routes in the UK.

A HISTORY OF BRITISH CYCLING RAC

BROUGHT TO YOU BY THE RAC

1830 Scottish blacksmith Kirkpatrick Macmillan is credited with building the first mechanically propelled 2-wheel vehicle.

1870 James Starley designed and manufactured the Ordinary Bicycle. It had a large front wheel and a small back wheel. The Ordinary became the Penny Farthing due to its similarity in the different wheel circumferences. The Ordinary was exported around the world and is the first machine to be called a bicycle.

1890 The National Cyclists' Union banned cyclists racing on open roads, a ban that remained in force until the 1950s.

LEARNING ZONE

free UK delivery

POPULAR IN LIFESTYLE

TODAY THIS MONTH

Ask the Expert: Should I Wear Underwear Under Cycling Shorts?

Lose Weight Cycling : Everything you Need to Know

There are a lot of benefits to using infographics.

- They allow you to simplify complex ideas, or filter a lot of information in an “at a glance” manner for your website readers, clients or customers.
- They’re very quick to absorb and understand – and people really like learning through visual information.
- They’re great additions to information products, free reports, blog posts and marketing material.
- They’re highly shareable, making them popular blog posts to tweet or put on Facebook, giving you wider exposure.
- They’re attractive, eye-catching hooks that lift the look of an otherwise dry or word-heavy website.

TIP: Here’s a site that offers adaptable infographic templates for free:

<http://www.freeinfographictemplates.com/>

And this one, called Piktochart <http://piktochart.com/> offers over 400 templates that you can then tweak and adapt to your needs, simply by clicking a mouse and dragging icons – so no technical skills needed.

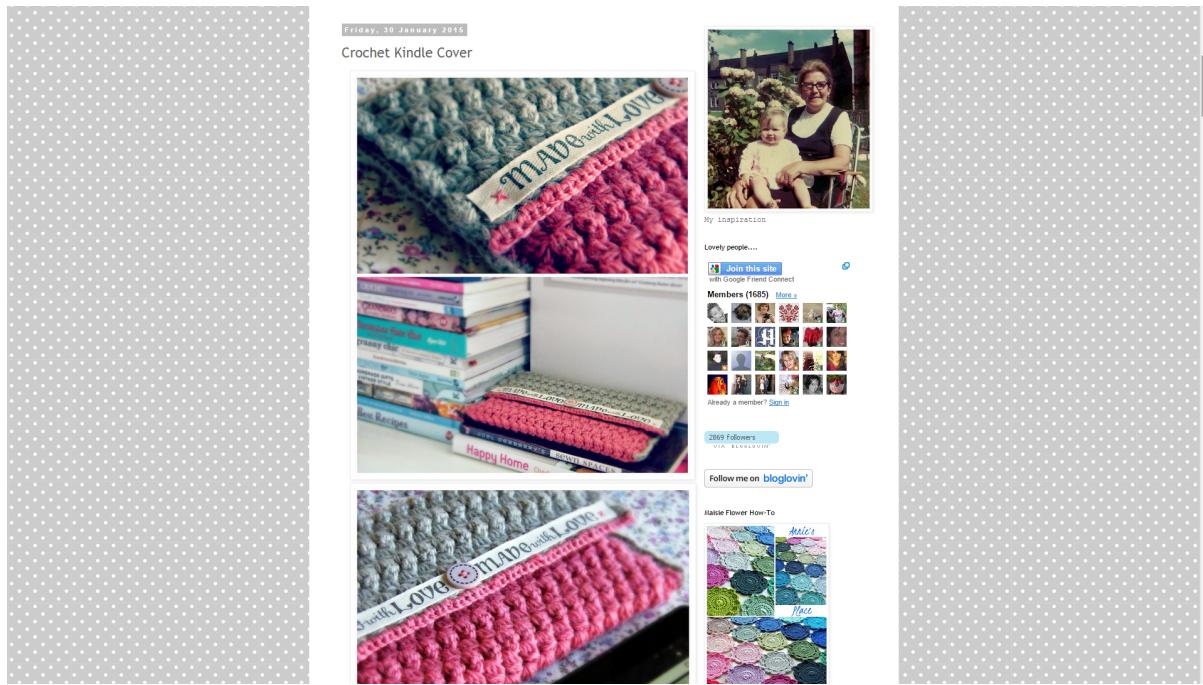
## 12.

### WEBSITE: Hook and Bake (crochet website)

<http://hookandbake.blogspot.co.uk/2015/01/crochet-kindle-cover.html>

#### Blog Post Type: Photo

This blog post is made entirely out of photos. On arts and crafts blog this is a common and popular format, as your audience is primarily interested in visual information.



In an age where Instagram has become the most popular social network, images can be very powerful. They have instant appeal and a global reach, as they overcome language barriers

Photo posts are ideal for visual websites or businesses with striking-looking products:

- Arts and crafts

- Fashion
- Design
- Interiors
- Food

Make sure that photo-based posts are part of a mix of blog styles. Encourage social sharing of each photo as well as the whole set.

## 13.

### WEBSITE: Brown Eyed Baker

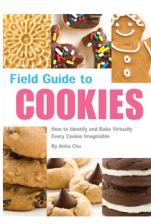
<http://www.browneyedbaker.com/a-brown-eyed-baker-cookbook-giveaway/>

#### Blog Post Type: Reader Poll

This blog post combines two tried and tested favourites – they have created a reader poll about their all-time favourite cookies. The winner gets a baking cookbook.

A Cookbook Giveaway!  
June 3, 2009 | 196 comments »

Welcome to Brown Eyed Baker's very first giveaway!



**Field Guide to COOKIES**  
How to Identify and Bake Virtually Every Cookie Imaginable  
By Anita Chu

A few weeks ago I was the lucky winner in Liliana's giveaway of *Field Guide to Cookies* by Anita Chu of *Dessert First*, which was held over at *My Cookbook Addiction*.

How lucky was I! This is such a fantastic little book packed full of wonderful recipes. Pretty much any cookie you can think of is in there - everything from Amaretti, black and White Cookies, and Macaroons to Baklava, Granola Bars, Cingersnaps, Rugelach, and much more for a total of 100 cookie recipes. I was most impressed by how many ethnic-inspired cookie recipes are included and can't wait to give it a big workout come the holidays.

Due to some shipping issues that Liliana ran into, she ended up sending me two copies of the book and although both of them arrived to me safely she insisted that I keep both (what a sweet person!). Now I don't want to be greedy and since it is such an amazing book, I want to share a copy with one of my lucky readers!

**How To Enter:** It's easy! Just leave a comment telling me what your all-time favorite cookie is. **Bonus:** If you share a link to this giveaway on your blog, through Facebook or Twitter, post another comment with a link to your shout out for a total of two possible chances to win.

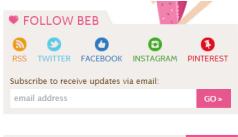
**Deadline to Enter:** 11pm EST Saturday, June 6th

A winner will be selected by the [random number generator](#) on Sunday, June 7th and the book will be shipped to the winner on Monday.

\*Please be sure to leave a valid email address when leaving a comment (no one will see it but me) so that I am able to notify you if you win!

Don't miss out on any future contests or giveaways - subscribe to the [Brown Eyed Baker](#)

Waiting for www.facebook.com...



**FOLLOW BEB**  
RSS TWITTER FACEBOOK INSTAGRAM PINTEREST

Subscribe to receive updates via email:  
email address  GO +

**SEARCH**


**commute**  
Real-time traffic and road conditions.  
Available on Google play App Store Available on Amazon

Learn more →


Grow Your Knowledge.  
Grow Your Business.

Get FREE Weekly Marketing Tips [Sign Up Now!](#)  
(right in your inbox)

WordStream


FROM £2999  
**Lexta Sunlight 5.5m x 3.5m**

#### Tips:

- Offer an incentive as a reward for taking part (prize draw, eBook, report, priority invitation, free sample)
- Make sure you explain precisely what they have to do to take part.

- Encourage readers to share the poll and get their friends and social media followers involved.
- You could also set up this poll on Twitter, using Twitterpolls - <https://support.twitter.com/articles/20174524>

What's great is it allows you to follow up later with another post...

**14.**

## WEBSITE: Brown Eyed Baker Part II

### Blog Post Type: Results

<http://www.browneyedbaker.com/your-top-10-favorite-cookies-and-readers-choice-pick-a-cookie/>

Here they post the results of their reader poll and announce the winner of the giveaway.

The screenshot shows the homepage of Brown Eyed Baker. At the top, there's a banner for Game of Thrones and an advertisement for Audible.co.uk. The main header features the site's name "BROWN eyed BAKER" with a cartoon illustration of a woman holding a cupcake. Below the header, there are navigation links for HOME, ABOUT, RECIPE INDEX, HOME & GARDEN, ARCHIVES, and RESOURCES. A sidebar on the left contains a poll titled "Your Top 10 Favorite Cookies and Readers' Choice: Pick a Cookie!" dated June 11, 2009, with 31 comments. The poll results are listed as follows:

- #1: Chocolate Chip Cookies. Description: "The classic favorite. Most everyone has a favorite chocolate chip cookie recipe, but in the case that you don't or if you're just looking for something new to make, check out the Thick and Chewy Chocolate Chip Cookies. They're absolutely incredible and my favorite."
- #2: Chocolate Cookies. Description: "Continue reading to see the rest of the Top 10 and vote for what I bake and blog next!"

On the right side, there's a sidebar for "FOLLOW BEB" with links to RSS, Twitter, Facebook, Instagram, and Pinterest. It also includes a sign-up form for email updates and a search bar. An advertisement for MapQuest is displayed at the bottom right.

You can now turn that feedback into a post that gets further shares and encourages more discussion.

**17.**

# WEBSITE: Making a Mark

## Blog Post Type: Deadline Reminder

<http://makingamark.blogspot.co.uk/2015/06/sunday-times-watercolour-deadline-plus-lucy-willis-painting-.html>

This art blog post is reminding people about the deadline for the Sunday Times watercolour competition.

The screenshot shows a blog post titled "Lucy Willis painting and a reminder of Sunday Times Watercolour Competition 2015 deadline". The post includes a reminder that submissions are due by 5pm on Monday 15th June 2015. It provides links to previous posts and other resources. The sidebar features a search bar, an email subscription form, and a "Read (and watch) More!" section with various links.

You can use blog posts as a kind of ongoing newsfeed, making sure readers and customers are aware of important dates and deadlines:

- Special offers – opening and close dates
- Competitions, surveys and polls
- Limited stock
- Dates for events
- Seasonal purchases (for instance 'last chance to order flowers before Mothers Day')

**15.**

# WEBSITE: Moz

## Blog Post Type: Cheat Sheet

This SEO company's blog offers a cheat sheet for web developers.

<https://moz.com/blog/seo-cheat-sheet>



## Announcing the Web Developer's SEO Cheat Sheet 3.0

Technical SEO | Basic SEO

Today we're excited to make freely available the new [Web Developer's SEO Cheat Sheet 3.0](#).

Ever since the indelible [Danny Dover](#) created the original version in 2008, the SEO Cheat Sheet has been downloaded tens of thousands of times by developers and marketers alike.

Countless beginner and advanced SEOs have printed it out, laminated it, and hung it on their walls as a quick reference to the most impactful best practices in search engine optimization. Web developers and software engineers also find it handy to easily reference SEO technical standards.

### New for 2015

Lots has changed in SEO since 2008 (even since 2013 when we published version 2.0) To keep pace, we updated version 3.0 to reflect best practices in SEO today.

- Updated information in several places, most notably in *User Agents*, *Social Metadata*, and *Mobile Web Development*
- Eliminated sections with reduced relevance, such as *Authorship* and *Publisher markup*
- Simplified sections to make them easier to understand, such as *User Agents*
- Made the "best practice" advice clearer and easier to understand throughout
- Added entirely new important material such as *Schema* and *Rich Snippets*

All together, we incorporated close to **100 new changes** in this edition, some big, some small.

If you can wait to dive in and print it out, feel free to download it right now:

[Download the SEO Cheat Sheet](#)

79

104



The cheat sheet itself is a page long PDF that looks like this:

A screenshot of the full-page SEO Cheat Sheet PDF. It features a grid layout with several sections:

- Important HTML Elements**: Includes sections for Title Tag, Meta Description Tag, Image, and Hyperlinks.
- HTTP Status Codes**: Lists common status codes with brief descriptions.
- Webmaster Tools**: Links to Google, Bing, and Yandex Webmaster tools.
- Canonicalization**: Information on common duplicate homepage URLs and canonicalization best practices.
- URL Best Practices**: A section with numbered tips from 1 to 8.
- SEO Tips for URLs**: A section with recommended practices for URLs.

The PDF is designed to be a comprehensive reference for web developers.

To create a cheat sheet:

- Find a process that is intimidating, complicated, boring or tricky for many of your potential customers.

- Strip it all down to the most essential information. Links, phone numbers, apps, software, lists of resources, shortcuts and basic steps.
- Organise it so that it's easy to look at on the page. Turn it into a PDF document.
- Offer it for free on your site to enhance your usefulness and credibility OR offer it in return for people signing up to your email newsletter.

## 16.

### WEBSITE: D for Dog

#### Blog Post Type: List of Tips

<http://www.dfordog.co.uk/blog/dog-tips-summer.html>

This is another classic format for a blog post. Find as many tips for a single problem, then list them simply. In this case, it's how to protect a dog from the effects of a hot summer.

The screenshot shows the homepage of dfordog.co.uk. At the top, there's a navigation bar with links for 'our shop', 'blog' (which is highlighted in green), 'events', 'articles', 'funnies', and 'contact us'. To the right of the navigation is a search bar and a 'view basket' button showing £0.00. On the left, there's a sidebar with 'major brands' including Chuckit, Creature Clothes, Dexas Popware, EzyDog, Hugo & Hennie, JW Pet, K9 by Igloo, Nina Ottosson, Pet Head, Pets and Leisure, and PetSafe. The main content area features a large image of a dog wearing sunglasses and a striped beach chair. The title 'Dog Tips - Summer' is displayed above several text blocks and images related to dog care in summer.

**our shop**

- Dog Collars & Leads
- Dog Harnesses
- Dog Beds
- Dog Blankets
- Dog Bowls
- Dog ID Tags
- Dog Toys
- Dog Clothing
- Walks, Travel & Training
- Dog Gifts & Edibles
- For Dog Lovers
- Health & Grooming
- Memorials & Urns
- Patriotic Pets
- Gift eVouchers

**major brands**

- Chuckit
- Creature Clothes
- Dexas Popware
- EzyDog
- Hugo & Hennie
- JW Pet
- K9 by Igloo
- Nina Ottosson
- Pet Head
- Pets and Leisure
- PetSafe

**Dog Tips - Summer**

Sunday, 31 May 2015 | D for Dog

In warm and hot weather we must make sure that our dogs are happy, healthy and not suffering from the heat. This article covers dog walking, dehydration, heatstroke, summer pests, garden hazards, car travel and more.

**Drink**

Make sure that your dog has a fresh bowl of water always available to them. They will drink more in the hot weather so you will need to check and re-fill it on a regular basis. You could even try adding cooling ice cubes to their drinking water.

**Feeding**

Often your dog will seem less interested in food during the hot summer months. This is quite acceptable. We do it too, so try not to worry. Don't forget that your dog is probably doing less energetic running around or playing, so it should all equal out.

**Treats**

A great idea for a fun and cool summer treat for your dog is ice cubes (no, not icecream). Or why not stuff a Kong and freeze it for a lasting summer treat.

**Dehydration**

Given a regular supply of water to drink, your dog should not dehydrate. However, it can happen. One sign of dehydration is loss of skin elasticity. If you think your dog might be dehydrated, do this simple check. When the skin along the back is pinched

This one is all about the research. Google the problem + “tips” – for instance “natural pain relief tips” or “how to photograph animals tips” and then dig up as much information as possible.

Tips...

- Always turn the content you find into your own original copy. Give it your voice and insight.
- Make the tips concise and to the point. This is not the time to go into massive detail – it’s all about showing the reader a load of small things they can do to achieve a goal.
- Try and add a practical element. For instance, if you suggest ‘mint tea’ as one of 21 stomach ache treatments, then offer a quick recipe. In other cases you could add a link to another piece of your content that has more detail.

## 17.

### **WEBSITE: Bike Rader**

#### **Blog Post Type: Product Review**

<http://www.bikeradar.com/gear/category/components/seat-post-seat-pin/product/review-rockshox-reverb-seat-post-11-44654/>

Here’s a bike website with a view of a high tech hydraulic seat – they’ve added a score, a link to the product, a summary of their verdict, then the longer text below.

Product reviews are ideal for consumer websites, expert/guru websites, or website in which you are on a journey to reach a goal, trying things out as you go along.

### Tips...

- Make sure you sample, view, read or test the product yourself.
- If you don't have time, ask one or more of your readers to do it.
- Add images where possible – of the product and/or of you using the product.
- Create a rating system to make it easy for readers to get your opinion at a glance.
- When it's a good review, contact the manufacturer or publisher to let them know and they might share it with their networks.
- To turn this into content for a future blog post, ask for comment from your readers. Have they tried it? What do they think?