L.E. Erickson - Guidelines to refer to when contributing a blog post:

Word Count: Here are my suggestions for content posted to my blog.

Short. About 350 to 500 words. Include one image.

Medium. 550 to 1,000 words. Limit to two images or one image and a video (a video that supports your written content).

Long. Over 1,000 words. I suggest breaking your post into Part I and Part II, but it's even better that each article stands alone. Multiple photos/graphics and a video by you or about you or your organization can be included with each segment.

Publishing. (1) Once I hear from you via my Contact form, I will have you email me your story or article content as an attachment; text as a Word Doc, photos and images as Jpg files. Let me know where the images or video should be placed within the body of your post. Also, provide me any links you want included in your post in the body of your email. (2) I will review your content for any final corrections or editing that needs to be done, add labels (keywords) and publish to my blog giving a link back to your website and publishing you as the author of the contributing blog post. (3) I will also share your post online with various social media, and I encourage you to do the same. I will notify you when your post is published.

The following general guidelines and tips are provided for you to consider when writing a blog post as a contributor on my website or on your own: Marketing Expert [Heidi Cohen](#) writes: With blogging, it's not about size, it's about the best written or created content you can provide. To that end, here are seven points to help you:

1. **Write quality content.** It's what keeps people coming back. Blog post length is irrelevant if your posts are poor quality or include bad grammar and usage.

2. **Teach me something.** Readers want to leave your content feeling better for the engagement. Are you explaining your point(s) effectively?

3. **Eliminate flabby words**. Go through your post to eliminate every word that's not supporting your key points. Aim for word efficiency. Look for phrases that you insert into your writing when you can't think of anything else say especially in posts over 1,000 words.

4. **Increase readability.** Make your content easy for readers to scan and still grasp your major points. Remember you're competing for readers' time and attention so help them maximize their reading effectiveness. To this end, presentation matters. Think bold section headings, bullet points and other visual cues to facilitate quick consumption.

5. **Link to related content**. One way to provide more background in less space is to link to other posts you and other bloggers have written. This has the added benefit of supporting your search optimization efforts.

6. **Divide long posts in two.** If your post remains over 1,000 words after removing all excess verbiage, create two separate posts. But don't arbitrarily cut your article at the midpoint. Remember, the two resulting posts <u>must stand on their own as independent entries</u>. <u>It is recommended to finding two different angles for two different articles within the original topic.</u>

In Cohen's article Post Lifecycle, she writes:

Develop blog post idea. Every blog post starts with an inspiration. Basically, this is what the column will be about. It can be a short one or two sentences or a full outline. Even if you're a "wait until inspiration hits" type blogger, you still start with some germ of an idea. (Read the rest of her article for more suggestions).

Have fun! I'm absolutely delighted that you are considering sharing your passion, your story, your knowledge and experience with us! I can hardly wait to receive and read your post, and if accepted, share it with everyone I can!

On another note, Moments is a new feature that feature where we have an opportunity to share a moment in time that stands out in our memory as uniquely unforgettable. I hope you'll send me yours.

What's the best way to contact me?

Please fill out the form on my Contact page.

Blessings!

Lee
L.E.Erickson