

PSI-CT Blog Guide:

Send to Sharon(psictcommunications@gmail.com) and Vanessa Hawke (papercranebirth@gmail.com)

Word length:

700-1200 words is optimal. Anything much longer than 1200 words needs to be a more authoritative piece with citations.

Layout:

Try to break up the text when possible. Using bullet points or even “7 things you can do to reduce risk of postpartum depression” makes it more interesting to readers.

Images:

Suggest some images we can use to break up the text. Captions for the images are appreciated!

Writing:

Think of your intended audience and adjust language accordingly. If your audience is new parents, try to imagine reading and understanding your article while functioning on 2 hours of sleep. If someone has to re-read a sentence to understand it, change it.

References:

It can help to refer to and link to other sources or articles. That actually generates more traffic.

Search engine optimization:

Think about 2 search terms that someone would use to find the information in your article. Use those search terms in your article multiple times
Be sure to include your keyword within [the first 65 characters of your headline](#) (can always do something like “keyword 1 and keyword 2: fun title follows the colon”)

Use headings to divide up the post – these headings are one of the things that google uses to determine what the content is.