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| **Blog guidelines** | **Explanation** |
| **Aim for around 500 words**  | * Try to keep it sharp and to the point
* 500 words is not an exact target – it may make sense to make it shorter or longer depending on the subject matter
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| **Keep it conversational** | * It should be written almost as if you were talking to the reader in person
* Content which is humorous and light-hearted tends to work well in blogs – people read blogs by and large for light entertainment, and heavy writing can put people off.
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| **Make sure you have a short and captivating headline** | * Clear and to the point
* Search engines love a simple approach
* Think how you would search for the topic and incorporate this in to the headline
* People tend to share posts on social networks such as Twitter where the number of characters is limited – so a short headline is much more user friendly and makes it easier for them to share the article
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| **Use relevant keywords throughout the post** | * Important keywords should be relevant to what the article is about e.g. ‘Science’, ‘Glasgow’, ‘Technology’, and ‘Innovation’ etc.
* Try and not let keywords affect the readability of the post.
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| **Embed links within the body of post** | * A key factor for successful search engine optimisation (SEO) i.e. getting found on Google is the creation of outbound links to relevant websites. This gives your reader a more informative blog post with the added bonus of increased [‘Google juice’](http://www.seoglossary.com/article/695)
* Where possible explain what the link leads to
* Try to link to well established websites or blogs
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| **Use at least one image per post** | * As well as making for a much more attractive post, images offer big benefits for SEO
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| **Include a clear call to action** | * Try to stimulate conversation – ask a question at the end of the post that relates to the content
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**Glasgow City of Science**

**Guest blog guidelines**