BLOG POST CHEATSHEET

This will guide you through your blog post creation. Feel free to print it out, laminate it, and keep it next to your computer for reference.

General writing tips:
- **Always vary your keywords**. Don't make every post "San Diego Wedding Photographer." Focus on venues, locations (neighborhoods), vendors, etc.
- Think about each Post as a story that you're telling. The photos help people see what happened visually.
- When in doubt, start with the 5 W's: Who, What, When, Where and Why. If you have to just write that down in simple sentences, now you have a first draft. I guarantee if you come back in a couple minutes, you will change it for the better on your next pass.
- Just two books will improve your writing immensely:
-- On Writing by Steven King (This book will take away your fear of writing)
-- Elements of Style by Strunk & White (This book will help your writing technique)

POST TITLE:
Since this is visible to your clients, put them first, and don't worry about keywords so much here. Let the keyword come last:
Ex: Jack & Jill Smith | Del Mar Wedding

SEO TITLE:
Because Google favors the important keywords in the SEO Title be the first ones, we switch things up from the Post Title.
Ex: Del Mar Wedding | Jack & Jill Smith

PERMALINK:
This defaults to the post name. But help it out by putting your client's name at the end.
Ex: site.com/del-mar-wedding-jack-jill

DESCRIPTION:
The Description pulls from your Post Content by default. But if you write a story, sometimes you don't want that as the Description. So write a unique Description, that explains the post.

POST CONTENT:
Write at least 150 words. Add your keywords as often as seems natural. It's ok to use variations of your keywords. Google's Fuzzy Logic sees Photographer & Photographers the same.

IMAGES:
Captions are better than Alt Text. Captions show up, Alt Text is hidden. Google prefers text that shows up. Use both. But ALWAYS use unique text. Describe the photos, don't keyword stuff.