

Blog topic	Target audience	Key messages and words

Introduction

Section	Content	Photos?	External links?
1			
2			
3			

Conclusion. Any call to action?	Sharing your new blog

Any device designed to prompt an immediate response or encourage an immediate sale. My take home thoughts, would I go again, thanks to BIG and Centre of Life.

Wordpress recommends 300+ words, should max at 800-900 words.

Why they like it

- Titles that are questions - ppl Google a qn
- Blogs that answer common science questions
- Relate to current affairs, helps to reuse blogs
- Have a clear audience
- Not too long: two shorter blogs are better than one long one
- Add links to other areas on your website or a call to action e.g. sign up to newsletter, contact us about...

Focus keyword for what ppl will search for and appears in first and each para.