Blog Writing Guidelines and Checklist

Resources

What makes quality content? - Blog

Blog Writing Templates

- Brief
- Writing a How To / Detailed Guide
- Writing a Beginner's Guide
- Writing Thought-leadership & Opinion Copy
- Expanded Definitions or Topics
- Comparisons
- Lists & Listicles

Checklist

Writing Guidelines	Description
Who is the intended audience	• At the very least must be believers. • What are they expecting, what do they like/dislike, what content suits their needs best, etc. Write to them specifically.

Use only 1 <h1>	• <h1> mean "title" • <h1> is a title. Like a book, there should only ever be one title for each blog post
Use <h2> for sub headings	There should be several <h2> subheadings for every blog piece
Use <h3> for sub-sub headings	<h3> should be used for sub-sub headers (optional)
Link out to at least 3 external resources	• Link out to websites that are not JFP properties • e.g. Authors, bible verses (e.g. Bible Gateway), other relevant blogs, etc. • These external links should open in a new tab (done automatically)
Link to at least 5 internal resources	Link to JFP content e.g. videos, blogs, etc. Try to drive traffic to other blogs. Must NOT open in a new window. Search for existing JFP blogs on Google –-> In the search bar type in "site:jesusfilm.org/blog/ [insert topic]"
Include a featured image	A featured image is the image that is used to be shown on the blog page (represents the blog you wrote). Get legally free images to use: Pexels.com , Unsplash.com
Include at least one other image or video	Include other relevant images or video within the blog post to help break up the content and provide supplementary media. This exudes the 'featured' image.
Word count	Try to write at least 2000 words. More words allows for better understanding of context. Allows for more natural inclusion of relevant keywords. This is dependent on the blog type. E.g. a listicle blog would not need 2000 words
Make it scannable for easy reading	You should use consistent formatting throughout, break up long paragraphs for better readability, and use bold text to highlight key points. Use numbered lists and bullet points. Keeping reading level between grade 3 to 9. Use Hemingway Editor for gauge.
Include bullet points or numbered lists	Every blog post should include at least one list (bullets or numbers). Important for skim-ability.
1st paragraph/Intro	The first paragraph needs to identify what the blog is about and what the users should expect to get from it. Very important. Keep intros fluff free. Keep it short and focus on establishing your expertise or the post's value.
Answer real user questions:	Find and answer relevant questions people are asking about the topic. Use keyword research provides from SEOs.

Title should be descriptive	Longer titles that are more descriptive resonate better with users. It provides clear context before the user has to start scrolling.
Offer content variety	Use examples, case studies, or statistics to support your points, and add visuals to break up text and illustrate concepts.
Be objective	Maintain an objective tone throughout. Present facts and features without bias.
Write YOUR opinions in YOUR voice	While you represent JFP, it is important to share your personal view. This is important for SEO because it differentiates our content from others. Don't be afraid to show personality through your own style of writing. People trust people, people don’t trust companies.
Back up your opinion with evidence	Challenge conventional wisdom, but back up your claims with data, expert opinions, and case studies. Your opinion matters but it should have proof. (Credibility)
Use analogies	Draw comparisons between more tangible topics to help readers understand complex ideas. Jesus used parables, we use analogies.
Encourage engagement	Use pull quotes to encourage social sharing of your key points.
Offer practical tips	Give readers actionable steps to implement your ideas, even if on a small scale.
Trustworthiness	Incorporate the problem-solution-proof formula to establish credibility, prove why your tips work, and why you/JFP should be trusted. Try to create credibility.
Try include IRL experiences	Try to center first-hand experience through personal anecdotes, quotes, reviews, or interviews. This adds value for readers making decisions.
Include a CTA	List posts (especially tool based ones) are inherently actionable, and will make a reader want to go away and do something. Show them the way, with an unmistakable CTA. E.g. sign up for email.

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