



# BLOG ARTICLES

Writing a good blog article involves careful planning, engaging content, and a clear structure.

Start by choosing a specific topic that resonates with your audience and offers unique insights or valuable information. Create a great introduction to hook readers, then write your main points in a logical flow with subheadings for easy reading.

Finally, conclude with a call to action, encouraging readers to engage further with your content.

When completing your blog articles, please make sure that this is a general news or success story. We unfortunately will not be able to publish any posts where you are advertising an event or selling your products and services.

To accompany your blog article, please make sure you upload a SQUARE “Feature Image” so that this displays properly on the website.

The image needs to be 500 x 500 pixels (4.23cm x 4.23cm).

Please only use images that are copyrighted to you.

Once your blog has been submitted, this will be approved within 24 hours.

If you find that your blog hasn't been published, please take a look at the below and re-submit.



## Identify Your Topic

- Narrow the subject down
- Get specific
- Choose the angle you want to take

## Select Post Type

- Case studies
- Testimonials and reviews
- News stories
- Success stories
- Top tips

## Write The Post

- Introduction
- Body content
- Conclusion
- Call to action

## Add Your Images

- Upload your feature image
- Add additional images to your blog article