

Solva Care: a one-page guide to writing successful blog posts

- Put your chosen keywords in the title of your blog or news post – this is what search engines notice first, and which influences how high you rank in their results' pages. Good titles are 'Top 10 reasons to ...'.
- Then write a good opening sentence with some keywords in it and – preferably – a link. Have a look at Google Trends – trends.google.com – to find which are trending topics, geographically.
- Always include a photo, graphic or video. If you make a video, you can put it on YouTube and embed in your blog post – search engines love the link.
- Add metadata to your photos and text (this are the 'unseen' tags that allow search engines to find you and people with visual impairments to use screen readers to view your website). WordPress clearly shows you fields that need to be filled in whenever you add a photo or document to your site so make sure you don't skip that part.
- Put links to your social media in your posts and always make sure the links work. And do make it easy for people. Don't say 'check us out on Twitter', say, 'check us out on Twitter @ourorganisation' with a direct link.
- Update regularly. Decide on the frequency – say, twice a month – so that the website appears 'live' to your viewers and search engines (Google need an update at least once a month to rank it).
- Use Google Analytics to track your best-performing posts and do more of the same – ask your website designer to install it.
- Be smart with your time. If you make a video and link to Youtube, post part of it on Facebook, use the full audio for a podcast and an edited transcript for a blog post.
- Invite guest content to keep things fresh. Ask a Trustee to write a blog post on the first year of the organisation. Ask a participant to write something on how much they enjoyed an event your organisation hosted.
- Bank your blogs. If you have a slower time of year, or say young people volunteering in their holidays, write or get content written then and schedule it for later (WordPress will let you timetable future posts).
- Make the text interesting to look at – use bullet points or numbers, intersperse it photos and bold or colour some text. Post should be between 500-1000 words long.
- Search engines love links so link to other websites and encourage others to link to you. Our website is linked to the community council's website and we are also are working on a 'business friends' programme of Solva Care which involves reciprocal website links.
- Link to other pages on your website. If you refer to an event that you will be hosting, link back to the news post that you did on a similar one the previous year. Always get the link to open in a new page – WordPress will give you that option when you add your link – so that people can always go back easily to the blog that they started reading.
- Never write – click here – with the 'here' live. Write – see our 'latest video' and have 'latest video' live.
- At the end, take the opportunity to lead your viewers on to something else. For example, links to more about your organisation, another item that they might be interested in, your Instagram page with more photos, a 'how to volunteer' page, a 'how to donate' page or links to external, relevant content.
- Always have comments – WordPress sites will have them – but don't allow them to go on your website automatically without approval (and your website designers should allow for a spam filter plug-in to be installed). Always respond to comments, but don't argue back!