Blog Article Template

TITLE:
This appears in Google, on the top of the article's page, as well as in the main list of articles on your site. *No more than 60 characters, including spaces.* Make it interesting and be sure to keep pertinent information within the first 60 characters. More than 60 characters will be indexed by Google; however, only the first 60 will be displayed in search results.

META DESCRIPTION:
This appears in Google and is a brief, interesting description of the article. *No more than 160 characters, including spaces.* Someone who reads this blurb should want to read the rest of the article.

AUTHOR:

HEADLINE:
The headline appears at the top of the published page and it is your last chance to grab the reader's attention. Make it interesting! The HEADLINE must be different from the TITLE. *There is no word limit for Headlines.*

CONTENT:
- Minimum 400 words.

- The key consideration here: Are you providing information that is interesting, useful, or relevant to a reader? This article should show you in a positive light as an expert willing to share your knowledge freely.

- Be sure to start the content by appealing to the reader's emotions. Keep in mind the types of questions the reader has and any concerns going through his or her mind.

- Use bulleted lists and subheadings as much as possible. Break up long paragraphs.

- You may add external links to reputable sites for more information on studies, etc., as well as internal links to corresponding articles when appropriate. However, DO NOT OVER-LINK; use one or two links per article maximum. It's perfectly okay to have <u>no</u> extra links. Do not link to your practice area page.

- End with a call-to-action. Avoid stale appeals to telephone you in favor of alternative ways to get the reader to act: contact through social media, order a free book or report, subscribe to newsletter, start online chat, etc.

RELATED LINK BOX LINKS:

You may include hyperlinked headlines of two or three related articles. They may be articles that are already live on your site. Use full (absolute) links.

PRACTICE AREA:

List the corresponding practice area from your site.