

**BUILD A
BLOODY GOOD
BLOG
BLUEPRINT**

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WELCOME

Welcome to the *Build a Bloody Brilliant Blog Blueprint*.

This is a quick activity that will help you plan and execute a fantastic blog, taking you through the things you need to think about before you put pen to paper, or fingers to keyboard as it were.

On the next page we've got the instructions for using this blueprint correctly, taking you through the 10 key steps. We've then got an example blueprint filled out, and a blank one for you to print.

Keep the printed versions handy in your office, and always fill one out before starting your next blog.

INSTRUCTIONS

- STEP 1: KEYWORD TITLE** Based on a topic you want to talk about, if you are blogging for SEO purposes we always find first a keyword people are searching for, to act as our title (Note: This isn't a blueprint for SEO, this is just a logical starting point)
- STEP 2: MESSAGE** Don't blog for blogs sake, or you'll end up with blogs that don't 'say' all that much. What is the purpose of your blog? Why should the reader invest their time in reading it?
- STEP 3: TONE** How would somebody describe your blog after reading it. Note: These could be your [brand values](#).
- STEP 4: BREAKDOWN** Roughly write the main points you want to get across in a logical order before you start writing, gathering all the key data you need in the process.
- STEP 5: REPURPOSING OPPORTUNITIES** How can we use other forms of media to add to this blog? Could you create a video on the subject to embed, or soundbites, or Slideshare presentations?
- Do you have any current content you can repurpose to add to the value of this blog?
- STEP 6: IMAGES** What images are you going to need to create/source to break up the text. What is going to be the blog's featured image.
- STEP 7: GIFS** Can use add some personality to the blog by downloading a GIFs. Check out www.giphy.com for some inspiration.
- STEP 8: CALL TO ACTION** After the reader has finished, what do you want them to do? Are you linking to more blogs, or doing a content upgrade, where you offer more content in return for an email address. There isn't a right or wrong answer here, but you should be calling action at the end of the blog to keep your reader invested on your website.
- STEP 9: ENTICER** It's always a good idea to open your blog with something that is going to entice the reader to keep reading, whether that be a promise to solve a problem, a bold statement, some research, a shocking fact. Write this near the end once you know the main points you are going to raise in your blog.
- STEP 10: LINKS** What other content do you have on your website that you can either link to in your article, or at the end of the article.

EXAMPLE

2. MESSAGE

Reader will know how to make their blogs look more visually appealing after reading this, so they will get more from their blogging efforts.

3. TONE

- 1) Fun
- 2) Actionable
- 3) Cheeky

1. KEYWORD TITLE How to Write Better Looking Blog Posts

9. ENTICER Short and to the point - studies have shown people are clicking away from walls of text. Say something like... "Plain Text Blogs are so LAST YEAR"

4. BREAKDOWN

Intro - Why it's no good doing plain text - people are clicking away.

1. Formatting - what you should be doing (more than paragraphs)
2. GIFs - How to download and create own from GIPHY
3. Tone - You don't always need to use Queen's English
4. Multimedia - How can you add more media to the blog

5. REPURPOSING OPPORTUNITIES

Creating a video to go alongside blog

Will post to LinkedIn publisher 1 week after publishing.

Put into Edgar for Social Media

Snapchat Story & Facebook Live too

6. IMAGES (INCLUDING FEATURED IMAGE?)

Thumbnail for video to act as F.I.

7. GIFS

Get a GIF from old blog as an example
GIF of Queen for section 3

10. LINKS Link to blog on GIFs / Link to past blog as example of formatting.

8. CALL TO ACTION

Content upgrade... build a bloody good blog blueprint (create for this blog!!)

2. MESSAGE

3. TONE

- 1)
- 2)
- 3)

1. KEYWORD TITLE

9. ENTICER

4. BREAKDOWN

5. REPURPOSING OPPORTUNITIES

6. IMAGES (INCLUDING FEATURED IMAGE?)

7. GIFS

10. LINKS

8. CALL TO ACTION