

Blogpost Guidelines

The following information is provided
to help you prepare for your

EXPERT CAREER BLOGPOST

at

www.WhatsNext.com

If you have any questions, please contact

Nicola Vetter

+1 303 503 4267

nicola@whatsnext.com

1. Blogpost Publicity

- Sharing on our Website <https://www.whatsnext.com/>
- Feel free to share it in our large What's Next LinkedIn group <https://www.linkedin.com/groups/2080874/>
- We encourage you to make it public to your audience, too

2. What We Need from You

- Text in Word according to content requirements (see below)
- Portrait photo (square format)
- Blog image (not stock image if possible), horizontal size 760 x 500 – license free (e.g. a personal photo, an illustration or drawing, a setting used as a metaphor) – name the source link for attribution
- Your bio with links to your offerings
- Tags for SEO purposes

3. Content Requirements

- Only original content (Google penalizes copied content as plagiarism; it may be re-written – Grammarly is a great help)
- Career specific topic
- Powerful headline that sparks the interest of a reader
- Sub headline for image (image captions are powerful)
- End with a question (to activate the thought process)
- 500 to 1000 words

4. Some Content Guidelines

- Be useful without selling (add links to different Websites)
- No mentioning of politics, religion, or race
- Show your point of view and how it's different from mainstream
- Trigger people to think, feel, and act differently after your blog

5. Some Tips for Better Reader Experience

- Use graphs, bullet points, hot links, include stats, short paragraphs, bold text, ask questions, varied text sizes (not more than 4)