



## **CARDIFF BID WEBSITE: GUEST BLOGGING**

Thank you for getting involved in the Cardiff website and writing a guest blog post – we can't wait for you to be involved and really appreciate you taking the time to write a post.

We have included 7 Top Tips which we hope you might find useful when writing your post, however should you have any questions at any point then please don't hesitate to ask.

### **Eight Top Tips to Guest Blogging...**

#### **1. Tone**

Guest blogging is about sharing real experiences and real insights – highlight your personality and the character of your business.

The aim of the blog post is to encourage readers to visit and enjoy the Cardiff BID area. We recommend positively referencing a variety of experiences and businesses that you like and enjoy in the area – what would you recommend your friends or your family visit?

Blogs are a form of social media, and are therefore not suitable outlets for language which is of a sales-style. Guest blog posts are not a means of advertising your latest promotion, but a way of encourage potential customers to become more interested in the local area and your business.

#### **2. Topics**

If you're stuck for ideas then we have a long list of topics blog post topics – just ask us! Examples include...

- Guides/Itineraries: A family guide to the City; A Romantic Weekend
- To-do lists: 10 must-visit spots for millennials in the Cardiff area

Do let us know what you'd like to write about before you start and we'll double check that no one else is writing on that topic.

#### **3. Practical Stuff**

The maximum word count is approximately 1,000 words and the minimum word count is 250 words. We will always include a link to your business and any social media accounts at the bottom of the post.

#### **4. Images/Videos**

A minimum of 2 images are required per post. As part of your submitting the blog post to us we assume that all images and quotes have had permission sought for them from the original owner and are accurate. Please don't use photos you have taken off the internet without permission, and always give a credit to the photographer within your post.

#### **5. Links**

Any links within the body of the blog post which aren't for another BID business or location within the BID area will be no-follow links. We want to ensure that we are directing people through links to information on Cardiff BID businesses and use these links to highlight activities and experiences.



## 6. Editing and Ownership

Once you've sent us your draft we will edit it in order for it to go online – these edits will not be significant unless we've discussed it with you first. For example, we might amend spelling errors or change formatting or order to fit the site blog scheme. If at any point you're unhappy with what we've put online then you can contact us and we'll work with you to change it.

## 7. Enjoy! Guest blogging is fun so do enjoy yourself!

If you have any questions, please email Carolyn Brownell – [carolyn@cardiffbid.com](mailto:carolyn@cardiffbid.com) and we will be happy to help.