When writing posts for 3 Boys and a Dog, please use the following posting template!

Blog Post Template

URL / Permalink	Title
• keep it short and sweet • eliminate non-useful words like the, and, is, of • Use your keyword	• Make people want to read it • If it makes sense, use your keyword

The first 150 words should tell us exactly what the post is going to be about. It should use your hyperlinked keyword within it.

> Main picture, 75% width of blog content area. Size should be less than 100KB, preferably less than 50 kb
>
> Image should explain what this post is about in a pretty way
>
> Should include wording—would you click it if you saw it on pinterest?

More words—this is where you break down what you talked about in the first 150 words. Think: who, what, when, where, how, etc Be very sure to utilize H2 and h3 tags.

- Break up the paragraphs
- Use bullets
- Keep paragraphs short & sweet
- Use images
- Add in a block quote or two

All the above make it easier to read!

Within your content area you can make it as long as you want, include as many images as you want, etc.

Then, the final piece—use your keyword again, if applicable give them more similar posts and finish it with a call to action. Something to allow them to contribute to the conversation you started!

http://3boysandadog.com/guest-post-policy/