

Blog Post Guidelines

How to get your post noticed



Blogs are one strategy for boosting website search ranking and for positioning your company as a thought leader.

The key words most relevant for the NYSBA website are: craft, beer, new york, brewery, brew, breweries.

In drafting blog posts for NewYorkCraftBeer.com, please consider the following:

- Provide unique content that doesn't appear anywhere else on the web.
- Do not exceed 500 words.
- Keep paragraphs short.
- Include two external links.
- Provide information, don't sell your services/product.
- Include a photo/image when relevant.
- Use key words in the title, first sentence and last sentence.
- Do not submit anything religious, political or offensive.
- Keep titles as relevant to the content and specific as possible.
- Titles should be 140 characters or less.
- Alliterations work well for titles.
- Use inspiring language.

For your first blog submission, please include a headshot and short bio.