

Blog Writing and Review: Best Practices

Keep these tips in mind to make sure your blog is engaging, on-brand, and SEO-friendly!

Length

Aim for at least 1,500-2,000 words total.

Keywords

Be sure to define your keyword, and use it throughout the piece:

- Title
- Meta description
- Subheads (at least one)
- Throughout the copy where natural, don't force it. General best practice is to aim for at least once every ~250 words.

Media/quotes

Are there any graphics, videos, or pull quotes relevant to the subject matter? Visually dynamic blog pieces are more likely to rank higher in search.

Tone of voice

Is it written in our brand tone of voice? [Review the guidelines](#) if needed, making sure to keep the content conversational and approachable to our readers.

GenAI (generative artificial intelligence) tools

If using GenAI tools to draft blogs, be sure to review our [AI Guidelines](#) – this includes important best practices and resources to make sure you're using these tools responsibly and successfully. You'll find:

- disclaimer guidance
- brand tone of voice prompt
- prompt templates
- "red flag" language

Questions about AI use? Don't hesitate to [contact the Brand team](#).

Blog reviews

Our goal is always to collaborate and ensure that our blogs are informative and engaging. Blogs drafted by the Brand team have been written in our tone of voice. When reviewing, please focus on addressing inaccuracies, rather than editing for style.

Promotion

Once the blog is live on our site, it's time to promote! For blog content to be truly successful in driving organic search traffic to Precisely.com, it should be incorporated into relevant marketing programs like campaigns, newsletters, digital activities, nurture streams, social promotion, etc.

