**ampa
events**

[Blog] SOP

Main Resource used for this SOP: https://blog.hubspot.com/marketing/blog-search-engine-optimization

"Blogging helps boost SEO quality by positioning your website as a relevant answer to your customers' questions."

Blog Dos and Don'ts

Do	Don't
• Use one or two "Long Tail Keywords" (ex: How to Plan a Backyard Wedding) • Put your relevant Keyword/Long Tail Keyword in the Title, a Header, and the beginning of the content • Write for humans • Make sure your URL is easy (ex: plan-backyard-wedding) • Add alt tags to your images that are descriptive in a helpful way • Add in-bound links (links that connect to a different part of the website • Add outbound links (links that go outside your website - this can be to your social media)	• Keyword Stuff (Wedding, Plan a wedding, backyard wedding, plan backyard wedding) • Go overboard with your keyword (keyword stuffing) • Write for bots • Use a very long URL (Plan-A-Backyard-Wedding-It-will-be-fun-they-said) • Keyword stuff your alt tag • Add links to things not relevant to you or your blog post

Blog Structure

Below is a very basic blog structure that includes paragraphs, headings, a bulleted list, and a call to action plus the service areas at the bottom. The call to action and the service areas can be the same for every blog post, unless you're talking about something in a specific area. When the blog is posted to the website, the web designer will follow the basic format, add images where needed and add in any links that have been included with the copy.

This is the Title of your Blog

This is your introduction paragraph**.** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec suscipit augue. Donec et malesuada mi. Vivamus gravida ante nisi, nec dapibus elit bibendum vitae. In efficitur, lectus eget mattis maximus, nisl diam semper nibh, at ornare arcu nisi in enim.

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This is an H3 heading for your first bullet point.

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Call To Action: In efficitur, lectus eget mattis maximus, nisl diam semper nibh, at ornare arcu nisi in enim.

Ampa Events proudly serves: all of Virginia, Maryland, and the Metro DC area, including Fairfax, Alexandria, Arlington, Loudoun, Rockville, Bethesda, Chevy Chase, Towson, Baltimore, and Annapolis areas. Call us to inquire about your specific location!
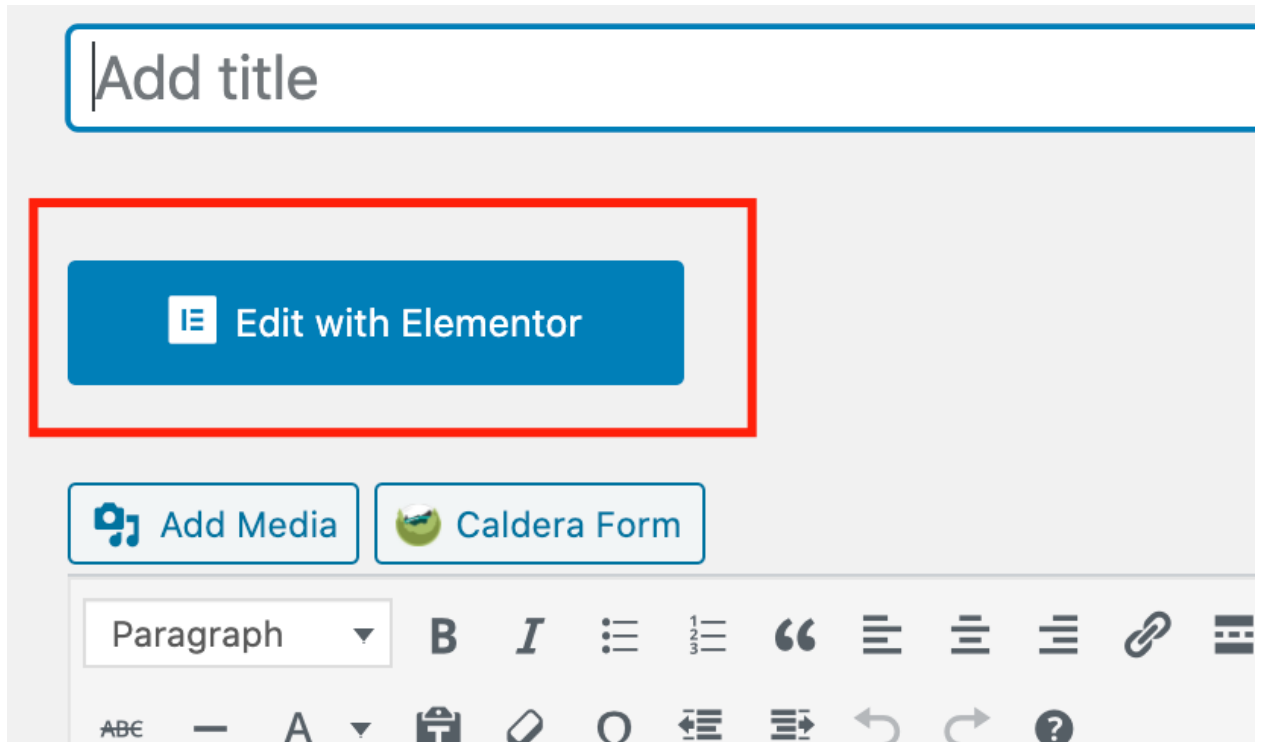
How to Add a Blog to the Website

1. Log into the wordpress website www.domainname.com/wp-admin
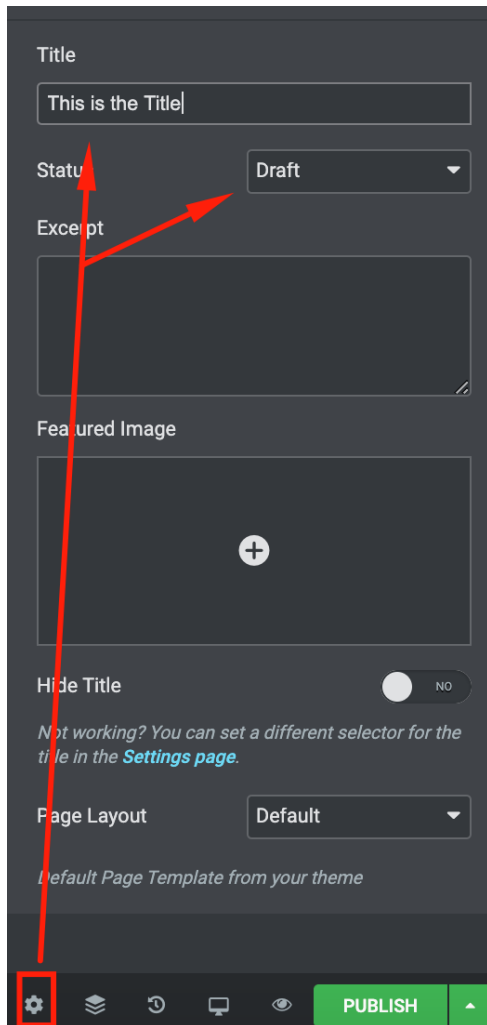2. Go to Posts
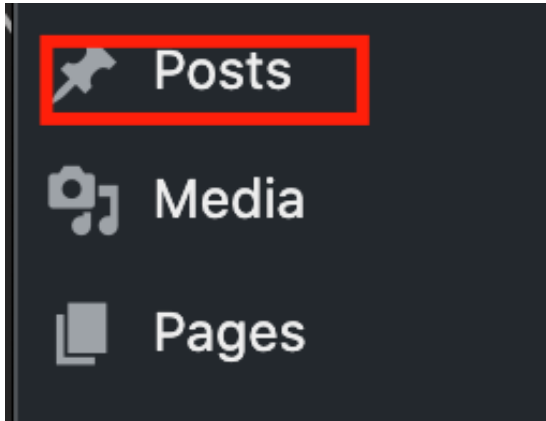
3. Click on "Add New"

4. Click on "Edit with Elementor"

5. Click on the Gear Icon to add the Title of the blog and make sure the status is still in "Draft"

Title

This is the Title|

Statu   Draft   ▼

Excerpt

Featured Image

⊕

Hide Title   ◯ NO

Not working? You can set a different selector for the title in the **Settings page**.

Page Layout   Default   ▼

Default Page Template from your theme

⚙ ≋ ↺ ▭ 👁 **PUBLISH** ▲

6. Next in the body on the right click on the + sign to add in a section and then choose how you want the section to be structured

⊕ 📁

Drag widget here
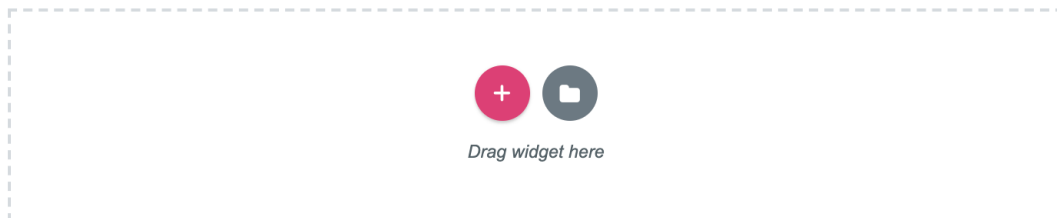
SELECT YOUR STRUCTURE
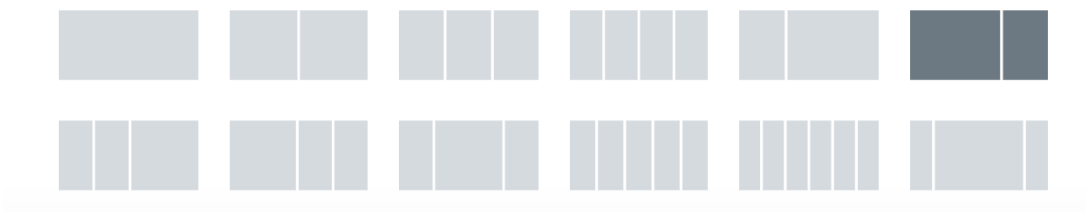
7. Then drag over the elements that you want to put into the section

8. Then start your next section - you can change the section to just 1 column, two even columns, three columns etc. Use your best judgement based on the blog content.

This is the Title

June 30, 2020

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This is a call to action

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✓ Like   Share

9. To see your changes click on the eye next to the Publish button
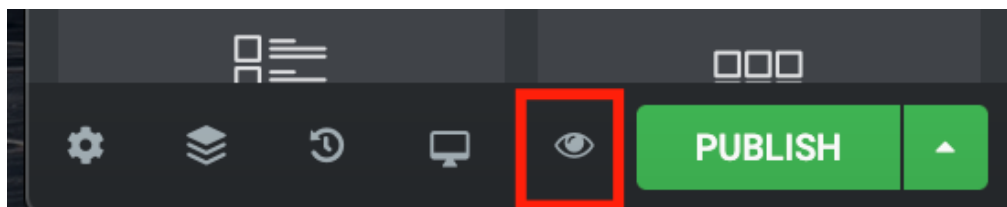
10. If everything looks good and the blog has been approved - click on publish. If the blog is still under review click the up arrow next to publish and then click "Save Draft"