

WORKSHEET

SEVEN WAYS TO
MAKE YOUR BLOG
MORE VISUALLY
APPEALING

Brought to you by: Lisa M Cope

Seven Ways to Make Your Blog More Visually Appealing

Use this Worksheet to explore effective ways to make your blog more visually appealing.

Steps to take	Actions
<p>1. Visual elements will add life, value and impact to your words, helping you develop a strong, unique identity and voice. They will also help you stir your reader's emotions and engage her senses. Finally, your graphics will help polarize (think "qualify") your reader.</p> <p>But make sure you know what you are doing and why, when you select or create your graphics.</p>	<p><input type="checkbox"/> Find statistics on graphics and visuals for 2016. Search authority blogs for "blog graphics 2016" and related topics, and familiarize yourself with the facts:</p> <ul style="list-style-type: none">○ Buzzsumo○ SproutSocial○ Social Media Examiner
<p>2. Take note of the fact that the perfect ratio of graphics seems to be of graphic content to text equals one graphic every 75-150 words ... across all platforms.</p>	<p><input type="checkbox"/> Make notes about the facts, stats and tips you learn.</p> <p><input type="checkbox"/> Bookmark the results</p>

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<p>3. Print out the list on this current page:</p> <ul style="list-style-type: none"><input type="checkbox"/> Image quotes<input type="checkbox"/> Cover photos for your podcasts (consistency; branding)<input type="checkbox"/> Embedded videos<input type="checkbox"/> Photographs<input type="checkbox"/> Illustrations<input type="checkbox"/> Charts and spreadsheets<input type="checkbox"/> Icons and avatars<input type="checkbox"/> Branding elements<input type="checkbox"/> Games, quizzes, polls (yes, these can count as visuals)<input type="checkbox"/> Screenshots<input type="checkbox"/> 3D images<input type="checkbox"/> Cartoons<input type="checkbox"/> Graphs<input type="checkbox"/> Pie charts<input type="checkbox"/> Diagrams<input type="checkbox"/> Other _____	<p><input type="checkbox"/> Do a little research and read up on each type of graphic. (Start by searching Social Media Examiner)</p> <p>MAKE NOTES on ideas and visual strategies that appeal to you.</p>

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<p>4. Browse stock photo sites.</p> <ul style="list-style-type: none">○ Shutterstock○ Bigstockphoto <p>5. Decide which types of graphics you need:</p> <ul style="list-style-type: none">○ Photos○ Videos○ Vector illustrations○ Audio	<p><input type="checkbox"/> Decide on a stock photo site that requires its photographers to submit model releases and choose the plan that best appeals to you:</p> <p><input type="checkbox"/> Pay-as-you-go credit bundles</p> <p><input type="checkbox"/> Monthly image plan: _____</p>

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6. Read up on copyright and fair use: http://fairuse.stanford.edu/overview/releases/release-agreements/	<input type="checkbox"/> Note the key points relevant to your image use strategy and make sure your chosen stock photo site honors these rules.

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7. Realize that actionable graphics that encourage people to interact play a major part in conversions and click-throughs.	<ul style="list-style-type: none"><input type="checkbox"/> Use graphics buttons instead of links wherever it is feasible in your blog for calls to action.<input type="checkbox"/> Make sure your photos are clickable and carry your reader to landing pages you want.<input type="checkbox"/> Create a graphic menu tab button for your Facebook Page, taking people to your blog.<input type="checkbox"/> Read: http://sproutsocial.com/insights/twitter-cards-guide/ and make note of sizes.<input type="checkbox"/> Create a Large Summary Card for Twitter for your most important link: <hr/>

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8. Create or update your YouTube channel OR sign up for Vimeo.	<ul style="list-style-type: none"><input type="checkbox"/> Brand and optimize your YouTube Channel<input type="checkbox"/> Create or curate a video<input type="checkbox"/> Write a strong description with at least two top keywords<input type="checkbox"/> Write post on the topic of your chosen or created video<input type="checkbox"/> Upload to YouTube or Vimeo<input type="checkbox"/> Note the embedding link and embed it in your blog post<input type="checkbox"/> Publish

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9. Check out SaaS or app services like Rafflecopter .	<input type="checkbox"/> Sign up, if you would like to run contests, sweepstakes, coupons or just increase the graphic elements in your surveys and polls.
10. Read up on typography .	<input type="checkbox"/> Go through your blog images, titles and graphics and make sure any text elements you use: <ul style="list-style-type: none">○ Supports your message○ Is clear, visible and easy to read (even at 320 X 480 pixel size) (i.e. mobile screen size)

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I hope that you find this worksheet helpful. If you have any questions, please feel free to ask. You can reach me through my help desk at <http://www.lisamcope.com>

Best wishes for your success,
Lisa M Cope