



## Guest blog guidelines

Thank you for volunteering to write a guest blog for SnappyGo's website! Here are some basic guidelines on how to structure and write your blog.

- **Word count:** We are looking for blog posts of between **300 and 500 words**, about one or more of the places that you represent as a SnappyGo travel advisor. This is a great chance to highlight the great things to do and see in that location.
- **Structure:** A good way to structure your blog is using the Top 5, Top 10 or Top 15 format, for example, you could write a blog on "**Top 5 reasons to visit Zambia**", "**Top 10 things to do in Paris**", or "**Top 15 facts about Mexico**". Write a short introduction and then list your Top 5 or Top 10 things, writing a little about each one. See this [blog about Colombia](#) for example.

Alternatively you could use the title, "**Why should you travel to XXXX?**" or "**What I love about XXXX**" and write a blog post on that subject. Try to make sure that you keep your paragraphs short and that your article is well structured, using sub-headings and/or lists where possible.

- **Writing Style:** Try to write in a friendly, accessible and readable style. Use simple, short and common words, and avoid jargon or acronyms.
- **Photos:** Photos (or videos) are a great way to illustrate your blog. Please choose some of your best quality photos which illustrate the subject of your blog and email them to us along with your blog post in a Word Document.

If you have any more questions about how to write or structure a guest blog entry, please email [Catherine@snappygo.com](mailto:Catherine@snappygo.com).

**We look forward to receiving your blog post!**