**Week 12: Assignment – Blog**

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WEBD 480-81

Kathleen Hyde

November 22nd, 2020

Good afternoon Heather,

I got your e-mail about the blog, and I would love to implement that for you. I’ve included a sample blog post at the bottom of this e-mail that you and your staff can use as a template, and I also thought I’d include some general tips going forward so you can take what I’ve given you here and expand on it.

* Title is very important. Keep it short and eye-catching. People tend to gravitate towards lists or how-to articles, so a couple examples could be “5 Ways to Get Your New Pet Comfortable in Your Home” or “How to Properly Clean Your Cat’s Litter Box!”.
* Keep the meat of the blog post short and include a few images. People are spending less and less time on a single webpage, so if they’re greeted with a wall of text, it will definitely intimidate them. Break up your posts with images or write your post in a list format with headliners that give general summaries. We’re looking for posts with about 300 words or less as the goal.
* Post often. You’ll want to make a blog post at least once a week, and ideally more if you’re able to. I would consider hiring an in-house social media manager to write and schedule your posts if your staff are too busy to do it regularly. Keeping content consistent and fresh will keep users new and old alike on your site!
* When it comes to making sure your post gets seen on sites like Google, you’ll want to use what are called “keywords”, or words that people will use to search for content like yours. For example, say I Googled “cat nail trimming” – if you wanted your blog post about this topic to come up in my results, you’ll want to have these words in your title and sprinkled throughout your post. I can help you come up with keywords you’d like to use regularly as well as give resources that will help you come up with keywords.

There are many aspects to writing a successful blog, and I think these tips are great ones to start with while you and your staff get comfortable.

With regards to pricing, I will charge you my hourly rate of $75 for how long it takes to build and set up the blog. My estimate will be 10 hours, bringing your estimated total cost to $750.

Let me know if you have any more questions about anything I’ve outlined here. Thanks, and I’ll talk to you soon!

* Amy

**[TITLE] 3 Reasons Why You Should Spade or Neuter Your Pet**

*[BYLINE] Amy Lancaster | November 22nd, 2020 | Pets, Adoption, Spay/Neuter*

[INTRO] Spaying and neutering are crucial steps in the pet-ownership process and should be practiced by everyone. With spaying and neutering, you’re ensuring your pet, along with millions across the world, will live happy and long lives. Here’s why.

[BODY]

1. **Spaying and neutering have a wide range of medical benefits.**

If your pet is female, you’re actually increasing her lifespan by getting her spayed! Spaying your pet will prevent uterine infections as well as breast tumors. This effect is also seen in neutering male pets, as it can help lower the chances of contracting testicular tumors or prostate diseases. A longer life means more cuddle and play time!

1. **Spaying and neutering can help with behavioral problems.**

Worried about your pet going into heat? Curb this fear in your female pets by spaying them. Studies have also shown that male dogs are less likely to run away from home because they are not actively searching for partners. Concerned about cats and dogs peeing in your home? Spaying and neutering will make it less likely for them to mark their territory indoors by spraying.

1. **Spaying and neutering can help curb the animal homelessness crisis.**

Millions of animals every year are euthanized due to overcrowded shelters. Spaying and neutering your pets will help curb this epidemic and ensure that one day, all these cute critters will have the chance to find their forever home.

[CONCLUSION] Be sure to spay or neuter your pet early – dogs can have this surgery anywhere between eight weeks and nine months, while cats typically undergo this surgery between six and eight weeks.

[CALL TO ACTION] Do you have questions about spaying/neutering or adoption? Contact us today!

*Keywords: spay, neuter, spaying, neutering pet, pets, cat, dog, cats, dogs*

**References:**

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