

Blog writing

[For LR]

- Check deadline on editorial calendar
- Research and write up blog
- Word count: 1,000 words
- Check KW tab for keywords
- Upload to Sanity
(<https://laterooms.sanity.studio/production/structure/blog:allBlogPosts>)
- Tip: If you're tasked with adapting a UK for the US site, please make sure to use a free translator to check for different spellings:
<https://gotranscript.com/translation-services/british-to-american>. Note: It won't flag words that they don't use, eg diaper vs nappy, so this will have to be spotted manually

Process:

- 'Create new document' in top right corner
- Just 'Blog Posts' for UK blog, or 'USA Blog Posts' for US blog (NB, don't need to change language)
- Slug – check other slugs to see style
- Scheduled publish date – use if you want to set a date in the future, then can click 'publish' like normal and it will go live on the date you've set, not immediately
- Page builder:
 - o Need hero with 'heading' ie blog title, again, image, and can add search form
 - o Copy block – for bolded intro
 - o Copy for main body of copy (add imagery)
 - o CTA
 - o Author – need to write a short bio, then can add you
 - o Blog List – select 3 relevant blogs (if it's a US blog, make sure to search by 'en-us' to bring up American blogs only) (if 'travel guides' appear, pls ignore as these aren't actually blogs)
- Header info: Heading 2 for main sub-headers
- SEO Title and Description – make sure they're within character limit and check other blogs to see style
- NB. If a blog is featuring in both UK & US, then need to select 'en-gb' and 'en-us' in Supported Locale block
- NB. Don't include specific US links, even for US blogs

[For DFC & SLBD]

Much the same, apart from can't load images into main copy block currently. Have to upload each image and copy block separately (put in a ticket for this).

[For Affiliates]

Under 'Blog Posts', need to select 'App' ie website from dropdown menu

When linking to a property page (on Snaptrip), you need to select the following toggle when adding the url:



Add nofollow

Adds rel="nofollow" to the link on the frontend for SEO purposes

NB> HTH & Holiday Parks have their own Sanity log ins/workspaces – find in 'shared access' sheet

[Sourcing and adding imagery]

Step-by-step guide:

1. Source via [Picsio](#), or [iStock](#) (Picsio: Select custom to resize it and change format to JPEG)
2. Resize via [TinyPNG](#) to ensure the images aren't too large
3. Upload via Sanity

Image sizes:

- Horizontal images with copy – 600w x 450h
- Vertical images with copy – 320w x 1028h
- Hero images – 1600w x 906h

NB. Don't worry too much about the sizing, as Sanity seems to resize them accordingly mostly. I select 'Size M' from iStock when downloading, as it's the closest to the size requirements.