Christian Schools International
Blog Style Guidelines

Title: Fewer than 69 characters in length (including spaces). Having the most important/compelling words in the title within the first 60 characters is ideal.

SEO keywords: SEO keywords are words or phrases that help potential visitors find our website content. Generally, your targeted keyword should be in your title and in the body of the article. We advise that you write your article, see which keywords are included, and then check Google Trends to identify any more popular options. Please list keywords out in the article for review.

Photos: Please send photo(s) in horizontal orientation. Vertical photos don't display as well.

Photo captions: Keep these brief and not necessarily descriptive of photo contents. Example: "The 5E model promotes student engagement and explanation through investigation, student choice, and reflection" instead of "a student works on designing a parachute."

Intro copy: 280 characters in length (including spaces). Consider this paragraph as your attention grabbing section where you hook your audience with an idea or concept. If you're recapping an event such as one of our PD events, this paragraph could set up the theme of the event. It should not exceed 280 characters, as the first paragraph has special formatting within our website template.

Secondary header: The shorter the better, so the headers don't cut off in the mobile version. The most effective secondary headers have action verbs. And if you can incorporate your SEO keywords, even better.

Paragraphs: Keep the paragraphs that correspond to these headers short—ideally one paragraph, two at the most.

Word count: The total word count for the article—not including the call to action or references—should be 1,000–2,000 words. The ideal length is 1,800 words.

Call to action: 240 characters in length (including spaces). Every blog post should have a call to action where you direct the reader to more information or to a CSI email address where they can contact someone for more information. Example: "If you would like to learn more about becoming accredited with CSI, visit our accreditation page or contact Sheryl Jo, director of accreditation."

References: Please include citations for any referenced work and follow Chicago's style.