

How to Create the Ideal Guest Blog Post for [Making Motherhood Matter](#)

- Create a title with the help of a headline analyzer like this: <http://coschedule.com/headline-analyzer>. You want a score of 70 or better.
- Search Google for your headline idea to see what popular keywords (2-5 word phrases) come up at the bottom of your search or if you have a Google Keyword Planner that would be even better. You may want to alter your title to include one of these keyword phrases, which will, in turn, get more eyes on your piece.
- Following the following formatting guide:
 - **Title (Include your keyword phrase).**
 - **Intro paragraph:** Intro paragraphs that open with a story tend to connect quickly with the audience and keep them around for the rest of your piece. (Include your keyword phrase at some point).
 - **Body:** Within the body of your piece, please include subheadings if your body has more than 300 words. Also, try to naturally incorporate your keyword phrase.
 - **Closing Paragraph:** Use a heading like "Wrapping Up 5 Ways to ..." Here you can summarize your piece or bring closure to your article. Again, try to naturally incorporate your keyword phrase.
- Use a free tool like Grammarly (<https://www.grammarly.com/>) to proofread your piece.
- Finally, make finishing touches by running your piece through a readability tool like this: <https://www.perrymarshall.com/grade/> to make sure you have a Flesch-Kincaid Grade Level of 8 (for 8th grade) or lower.
- Great! You are ready to complete the licensing agreement and email your article with your bio and a profile picture to amylubooks@gmail.com. I can't wait to see your work.

I look forward to sharing your author bio including one link to your website and your social media handles with my audience!