

SeeMonterey.com Guest Blog Submission Guidelines

Purpose

Create relevant and engaging content for the [See Monterey Blog](#) that will inspire leisure travel or group business travel (one or the other) to Monterey County businesses or attractions while increasing search engine visibility and social media visibility.

Guidelines & Submission Process

Blog Submission Process: Email the Content & Marketing Manager, Marliese Myers (Marliese@SeeMonterey.com) with a Word doc containing all required blog content, (see below for details). The team will review and edit as needed. A draft link will be sent to you for approval before going live on [SeeMonterey.com](#).

Blog Content Requirements:

- Title (short and attention-grabbing)
- 500-1,000 words of copy (this can vary, dependent on the topic)
- 3-5 images
- Written in third person
- *Optional Content: Subheads, bullet points, lists, videos, URLs.*

FAQs:

What should I write about? Choose unique (share-worthy), informational, educational, valuable and humorous topics. Shortlists perform very well, for example, “5 Reasons to Visit Monterey this Fall.” Think about incorporating SEO-friendly keywords to drive more traffic to your post.

What tone of voice should I use? Write in an inspirational, professional, conversational, approachable and fun tone. It should also be simple and easy to read. Always write with the leisure or group business market in mind. What is most likely to interest them?

Do I (or does my staff) get credit? Yes! Please include a byline, including a photo and bio (100 words max).

Where does it go once it's live? Who will see it? Once published, the blog will be visible on our homepage and will be promoted on our social media channels. Guest bloggers are encouraged to share the blog with their networks, tagging @SeeMonterey and #SeeMonterey.