

1 Before you start

- ☐ Know who you're writing for
- ☐ Focus on one main topic or question
- ☐ Think about what the reader actually wants to know
- ☐ Check existing content on the website and link to it where relevant

2 Writing the content

KEEP IT EASY TO READ

- ☐ Use clear headings and subheadings
- ☐ Keep paragraphs short (2 to 4 sentences)
- ☐ Use bullet points where possible
- ☐ Write naturally, as if explaining something to a customer
- ☐ Avoid jargon and overly technical language

ANSWER REAL QUESTIONS

- ☐ Answer the main question early in the content
- ☐ Include common customer questions and concerns
- ☐ Add examples, experience or local knowledge where relevant
- ☐ Focus on being genuinely helpful

SEO & AI SEARCH

- ☐ Mention your main topic naturally throughout the page
- ☐ Include related terms and phrases people might search for
- ☐ Cover the topic thoroughly rather than repeating keywords
- ☐ Add links to relevant pages on your website
- ☐ Link to reputable external sources if helpful
- ☐ Make sure the content demonstrates expertise and experience

3 Images

BEFORE UPLOADING

- ☐ Rename image files descriptively

GOOD: holiday-home-owner-cornwall.jpg

BAD: IMG_2847.jpg

ALT TEXT

- ☐ Add alt text that accurately describes the image

GOOD: Holiday home owner preparing property for guests in Cornwall

BAD: Image 1

BAD: Holiday home management Cornwall holiday let management Cornwall Airbnb management Cornwall

IMAGE QUALITY

- ☐ Use clear, relevant images
- ☐ Avoid generic stock photos where possible
- ☐ Compress large images before uploading

4 Page optimisation

PAGE TITLE

- ☐ Include the main topic
- ☐ Keep it clear and compelling

EXAMPLE: How to prepare your holiday home for Airbnb guests

META DESCRIPTION

- ☐ Write a short summary (around 150 characters)
- ☐ Explain what the reader will learn
- ☐ Encourage clicks

5 Before publishing

- ☐ Check spelling and grammar
- ☐ Check all links work
- ☐ Make sure images have alt text
- ☐ Add internal links to related content
- ☐ Ensure there is a clear call to action
- ☐ Ask yourself: "Does this genuinely help the reader?"