



FRIDAY • AD

Blog Contributor

Contributing to our blog

The Friday-Ad blog is a key part of our online presence and receives a huge amount of traffic each year. It is very important to us that a high standard of writing is maintained across all posts, so we have written a guide on how you can create the best content.



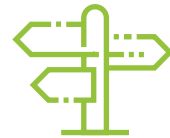
Styles that we like



10 Creative DIY Garden Furniture Ideas

Looking for an easy way to spruce up your garden this summer? 'DIY' usually sounds like a bit of a chore when it comes to doing it yourself. However, these ten 'handmade'...

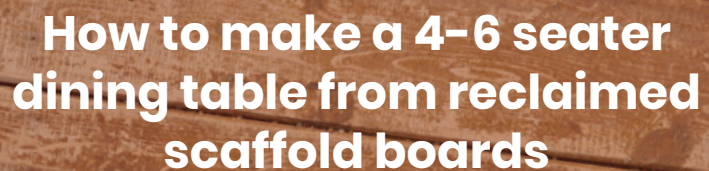
[Read this post](#)



Inspirational pieces



Step by step guides and how-to pieces



How to make a 4-6 seater dining table from reclaimed scaffold boards

Want to start experimenting with Upcycling? Reclaimed scaffold boards are perfect for upcycling into a variety of items including tables, benches, shelving, garden planters and...

[Read this post](#)





Tutorials

What is Upcycling and 3 Easy Projects to Start With

Boot Planter: This is a very satisfying upcycle to start off with, in a nutshell it involves using your old worn out boots as a planter (indoor or outdoors). If you already have a hole in the...

[Read this post](#)

What does a full car service include?

We all know how important it is to go to the doctors for a checkup to make sure everything is running smoothly. Well, the same goes for our cars! When a car is designed, manufacturers...

[Read this post](#)



Useful advice pieces



General interest and videos

8 camping sites ideal for a bank holiday getaway or staycation...

Looking for a cheap summer holiday or weekend break? With the August Bank Holiday just around the corner, why not organise a last minute camping trip? A short camping escape...

[Read this post](#)

Topics that we cover

**On Friday-Ad, being an online marketplace
our wide range of categories include:**

Services

Small business guides
Service and price guides
Business & Professional Services
Weddings & Events
Health, Beauty & Wellness
Fitness
Family, Kids & Care Services
Classes, Tuition and Learning

Home and Garden

Tutorials & How To
Property Maintenance
Buying and Selling
Gardening
Interiors and Decorating
Upcycling
DIY

Pets & Horses

News and advice
Breed guides
Care
Rehoming
Reviews

Motors

Guides and advice
Buying and selling used cars
Classic cars
Reviews
Dealer/Expert Advice

Jobs

Advice and news
for job seekers and
employers

General Interest

Baby and kids
Antiques and Collectables
Leisure, Hobbies & Sports
Holidays and travel
Camping

Community

News and advice for local
communities, from organising
community events to local stories
and announcements.



Post guidelines

Whilst we are keen for you to express your opinion and start a discussion, when writing opinion pieces you must clearly state that the opinion is your own and not that of Friday-Ad. Opinions should be based on fact and not sensationalised. They should start discussion and debate, not cause arguments or offence. Friday-Ad is a friendly community and while we encourage the expression of different views, we will not post content that could offend, upset or cause negativity amongst our readers.

If you have any worries or questions about any content you have created, please get in contact with a member of the team who can give you advice.

Using an old blog from your website? We understand you won't always have the time to create fresh content and this is fine! However, in the interest of

search engine optimisation (SEO), our Friday-Ad post (and your own website blog) will receive much better traffic if there is no duplicate content.

To solve this problem, please reword or repurpose your blog. You can do this by altering keywords, changing sentence structure or for optimum impact rewrite the blog completely.

When writing, use a friendly but professional tone. Use full sentences, punctuation and ensure words are spelt correctly. Language should be appropriate and accessible for all readers.

Make sure to include a brief paragraph of who you are at the bottom of all posts. This can be used as a footnote for the audience to know who has written the piece.

Any questions? Don't be afraid to ask! Email a member of our team who will be more than happy to help at prnews@friday-ad.co.uk

How to format your blog

- All blogs must be at least 400 words. Advice/guides should ideally be a minimum of 1000 words.
- Try to use subheadings or bullet points within your writing to break up the text and make it easier to read. Readers tend to be put off by large chunks of text.
- Any facts and figures you use should be referenced - ideally with a link back to the source.
- At the end of the blog, it would be great if you could link to other resources with further information or even better, link to similar content on Friday-Ad.
- In terms of photos, the more the merrier! Attach your images to your email as well as putting them within your text so that it's easier for us to save them and use them to promote your work
- A bio should only contain 1 or 2 links, either to your website, Twitter handle or your blog.
- A blog post should contain about 4 links. Your content should be detailed and unique. If you are covering topics that have already been covered, link to the original sources rather than rehashing the content.



How to submit your content

Once you are happy with the content/blog article, please send it via email to **prnews@friday-ad.co.uk** with the subject line **'[YOUR NAME]' - Blog Contributor**

Please attach all relevant images and any social/website links you would like to be included.

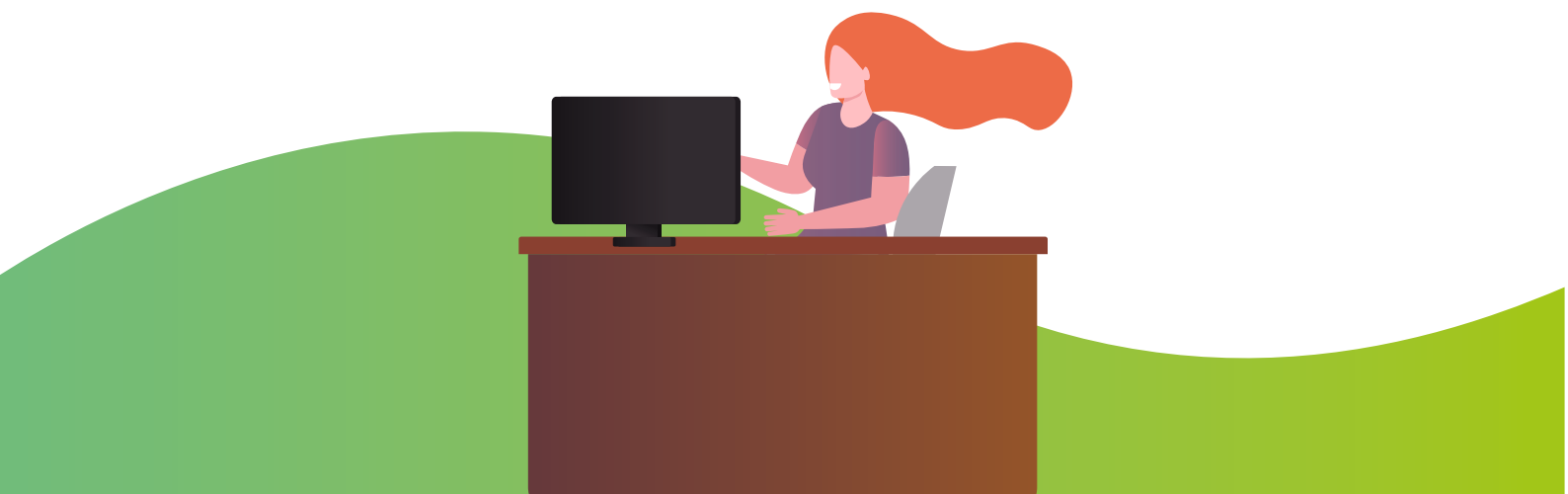


What happens once I've submitted?

Once you've submitted your content, a member of the content team will review it to make sure it fits with our blog and audience, and is ready to go live.

We are selective in the content we choose, and your article is not guaranteed to be published. We will notify you if and when your content is live.

Please be aware that by sending us your content, you're giving us permission to alter and edit your text as we see fit. Friday-Ad will own all of the content.



What else can I do?

As a blog contributor, you're an important part of our community. We're happy to help promote you - simply tag us in your social posts to have relevant content reposted!

When your article is posted -share, share and share! The more times the post is shared, the more people can read your work.

Another thing you can do to help Friday-Ad, is to share any discount codes, promotions or competitions we have running.

