



Presented by  
[MyNAMS Insiders Club](#)



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# Ultimate Guide to Blog Visuals

## Workbook

Use this Worksheet to explore effective ways to make your blog more visually appealing.

Steps to take	Actions
<p>1. Visual elements will add life, value and impact to your words, helping you develop a strong, unique identity and voice. They will also help you stir your reader's emotions and engage her senses. Finally, your graphics will help polarize (think "qualify") your reader.</p> <p>But make sure you know what you are doing and why, when you select or create your graphics.</p> <p>2. Take note of the fact that the perfect ratio of graphics seems to be of graphic content to text equals one graphic every 75-150 words ... across all platforms.</p>	<ul style="list-style-type: none"> <li>■ Find statistics on graphics and visuals for 2016. Search authority blogs for "blog graphics 2016" and related topics, and familiarize yourself with the facts: <ul style="list-style-type: none"> <li>✓ <a href="#">Buzzsumo</a></li> <li>✓ <a href="#">SproutSocial</a></li> <li>✓ <a href="#">Social Media Examiner</a></li> </ul> </li> <li>■ Make notes about the facts, stats and tips you learn.</li> <li>■ Bookmark the results</li> </ul>

Steps to take	Actions
<p>3. Print out the list on this current page:</p> <ul style="list-style-type: none"> <li>■ Image quotes</li> <li>■ Cover photos for your podcasts (consistency; branding)</li> <li>■ Embedded videos</li> <li>■ Photographs</li> <li>■ Illustrations</li> <li>■ Charts and spreadsheets</li> <li>■ Icons and avatars</li> <li>■ Branding elements</li> <li>■ Games, quizzes, polls (yes, these can count as visuals)</li> <li>■ Screenshots</li> <li>■ 3D images</li> <li>■ Cartoons</li> <li>■ Graphs</li> <li>■ Pie charts</li> <li>■ Diagrams</li> <li>■ Other_____</li> </ul>	<ul style="list-style-type: none"> <li>■ Do a little research and read up on each type of graphic. (Start by searching <a href="#">Social Media Examiner</a>)</li> </ul> <p>MAKE NOTES on ideas and visual strategies that appeal to you.</p>



Steps to take	Actions
<p>4. Browse stock photo sites.</p> <ul style="list-style-type: none"> <li>✓ <a href="#">Shutterstock</a></li> <li>✓ <a href="#">Bigstockphoto</a></li> </ul> <p>5. Decide which types of graphics you need:</p> <ul style="list-style-type: none"> <li>✓ Photos</li> <li>✓ Videos</li> <li>✓ Vector illustrations</li> <li>✓ Audio</li> </ul>	<ul style="list-style-type: none"> <li>■ Decide on a stock photo site that requires its photographers to submit model releases and choose the plan that best appeals to you:</li> <li>■ Pay-as-you-go credit bundles</li> <li>■ Monthly image plan:                         <hr/> </li> </ul>



Steps to take	Actions
6. Read up on copyright and fair use: <a href="http://fairuse.stanford.edu/overview/releases/release-agreements/">http://fairuse.stanford.edu/overview/releases/release-agreements/</a>	■ Note the key points relevant to your image use strategy and make sure your chosen stock photo site honors these rules.

Steps to take	Actions
7. Realize that actionable graphics that encourage people to interact play a major part in conversions and click-throughs.	<ul style="list-style-type: none"> <li>■ Use graphics buttons instead of links wherever it is feasible in your blog for calls to action.</li> <li>■ Make sure your photos are clickable and carry your reader to landing pages you want.</li> <li>■ Create a graphic menu tab button for your Facebook Page, taking people to your blog.</li> <li>■ Read: <a href="http://sproutsocial.com/insights/twitter-cards-guide/">http://sproutsocial.com/insights/twitter-cards-guide/</a> and make note of sizes.</li> <li>■ Create a Large Summary Card for Twitter for your most important link:  <hr/></li> </ul>

Steps to take	Actions
<p>8. Create or update your YouTube channel OR sign up for Vimeo.</p>	<ul style="list-style-type: none"> <li>■ Brand and optimize your YouTube Channel</li> <li>■ Create or curate a video</li> <li>■ Write a strong description with at least two top keywords</li> <li>■ Write post on the topic of your chosen or created video</li> <li>■ Upload to YouTube or Vimeo</li> <li>■ Note the embedding link and embed it in your blog post</li> <li>■ Publish</li> </ul>

Steps to take	Actions
<p>9. Check out SaaS or app services like <a href="#">Rafflecopter</a>.</p> <p>10. Read up on <a href="#">typography</a>.</p>	<ul style="list-style-type: none"> <li>■ Sign up, if you would like to run contests, sweepstakes, coupons or just increase the graphic elements in your surveys and polls.</li> <li>■ Go through your blog images, titles and graphics and make sure any text elements you use: <ul style="list-style-type: none"> <li>✓ Supports your message</li> <li>✓ Is clear, visible and easy to read (even at 320 X 480 pixel size) (i.e. mobile screen size)</li> </ul> </li> </ul>

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