



## SeeMonterey.com Guest Blog *Tips and Submission Guidelines*

### PURPOSE

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Create relevant and engaging blog content that will inspire leisure travel and group business to Monterey County, and your business or attraction, while increasing search engine visibility and social content.

Leisure Blog: <http://www.seemonterey.com/blog/>

Meetings Blog: <https://www.seemonterey.com/meetings/blog/>

### GUIDELINES & SUBMISSION PROCESS

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**Blog Submission Process:** Email the Content Marketing Manager ([allyson@seemonterey.com](mailto:allyson@seemonterey.com)) with a Word doc containing content, supporting images/video URLs and a byline (see below for details). The Content Marketing Manager will review and edit as needed. A draft link will be sent to you for review before going live on our website.

#### Blog Content Requirements:

- Title (short and attention grabbing)
- 200-400 words of copy
- 3-5 images
- Optional Content: Subheads, bullet points, lists, videos, URLs.

#### FAQs:

**What should I write about?** Choose unique (share-worthy), informational, educational, useful and humorous topics. Short lists perform very well, ex: "5 Reasons to Visit Monterey this Fall." Bonus: incorporate SEO-friendly keywords to drive more traffic to your post.

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

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



**Author: Allyson Ryan**  
As the Content Marketing Manager at the Monterey County Convention & Visitors Bureau, Allyson manages digital marketing and social media for SeeMonterey. If she's not taking scenic pictures around the county, you are likely to find her on the Monterey Bay Coastal Rec Trail, sipping wine in Carmel Valley, or hiking in Big Sur.

**Where does it go once it's live? Who will see it?** Once published, the blog will be promoted across MCCVB's social media networks, over 150,000+ audience. Guest bloggers are encouraged to share the blog with their networks tagging @SeeMonterey and #SeeMonterey whenever applicable.

#### Examples of Top Guest Blogs:

[17 Things to Do on 17-Mile Drive](#)

[Top 5 Historical Sites to See in Monterey](#)

[Happenings in Pacific Grove](#)

[10 Romantic Ways to Impress Your Date](#)