

BLOG CONTENT DIRECTIONS

Objective

The goal of writing the blog is to provide the information regarding road salt effects on a car and the importance of metal garage.

- **Desired Word Count:** 900 words
- **Target Keywords:** Metal Garages, Steel Garages, Metal Garage Buildings, Steel Garage Buildings, Metal Garage Kits

Client Info.

Established dealer of Metal Buildings. Refer the client as [Brand Name] while writing. Here are some USP's of the client –

- Customer Satisfaction
- On-time delivery
- A+ BBB Rated Customer Service
- Metal Building Expertise
- Dealer of Highest Quality Steel Buildings
- Qualified & Trained Design Consultants

Writing Guidelines

- Be conversational and engaging: Ask questions frequently and be friendly in the writing. Try to relate to reader situations and stories.
- Use only active voice
- Short, concise sentences are preferred: Convey your ideas as simply and clearly as possible. Avoid fluff/filler words for the sake of word count.
- Cite the source if you're presenting a fact: Only cite credible & authoritative sites (wikipedia, big magazines, webmd, etc. Only link to high quality and in-depth work)

Article Structure

Title

Dealing with Road Salt on Your Car with a Metal Garage *(provide an alternate – more catchy heading for the blog)*

Section 1: Introduction

Start with an engaging introduction giving an overview about how road salt appears and why it is important to take care of a car from road salt damage.

Section 2: Effects of Road Salt on a Car *(provide an engaging heading)*

Write 7-8 lines supporting the heading and then, list down in points the effects of road salt on a car.

Section 3: The Real Threat of Road Salt *(provide an engaging heading)*

Explain the real threat of road salt on a car in detail.

Section 4: How Having a Metal Garage Can Help? *(provide an engaging heading)*

Explain in detail how having a metal garage helps in dealing with road salt on a car.

Section 5: Concluding Section *(provide an engaging heading)*

Summarize the complete blog. Then, explain how it will be beneficial to buy metal garages from the [Brand Name]. Elaborate on the USPs of the [Brand Name]. Add a CTA.

References:

- <http://www.metalshelters.com/blog/2017/01/harmful-effects-of-road-salt-on-your-car/>
- <http://www.steelbuildinggarages.com/dealing-with-road-salt-on-your-car-and-garage/>
- <https://www.carcovers.com/resources/roadsalt/>
- <https://www.garageliving.com/blog/protecting-your-car-and-garage-from-road-salt/>