

Writing a Business Anniversary Blog Post: a Worksheet

Question	Write your answer / content here	Instructions and examples
GENERAL		
Which anniversary are you celebrating this year?		Example: 10th business anniversary Example: <i>2013: 150 Years of Bayer</i> [source]
Which month of this year do you regard as your company's anniversary?		Example: November 2018 Example: <i>November 2015 marks the 20th anniversary of the company's founding.</i> [source]
What is your company CEO's full name?		Make the CEO the author of the blog post. Sign their name at the bottom of the blog post. Write the blog post in the first person. Examples: http://www.outlookmarketingsrv.com/thank-you-for-20-years/
What industry are you in?		Anniversary blog post writers often forget to mention the company's business. You need to tell first-time visitors what you do. Example: <i>Miva's 20th Anniversary – Celebrating 20 years at the forefront of ecommerce</i> [source] -> notice how this blog post names "ecommerce" in the headline! Even if visitors never heard of Miva before, they now know the company has something to do with ecommerce (a topic in which visitors are interested).