

Editorial Guidelines for Guest Bloggers

Overview:

The Big Apple Media blog is where web designers, digital marketers come for practical advice about web design and online marketing. Our goal is to help people improve their websites and digital marketing.

We're always looking to showcase new voices via our user and expert bloggers, and we're happy to consider your writing for publication on our site.

We are interested in blog posts that are engaging, informative, entertaining, unique, personal, educational, persuasive and, above all – original.

Guidelines:

Posts on the Big Apple Media website are helpful, not self-promotional. No jargon or corporate speak. Keep it interesting and conversational.

The audience is fellow web designers, marketers, and small business owners. They are busy. What are they going to get out of your post?

Requirements

The following are the required guidelines for publishing in the Big Apple Media blog.

- Please get the topic approved before you start writing.
- Use standard American spelling and punctuation.
- Before submitting the post. Check your grammar with tools such as [Readable](#) or [Grammarly](#)

Style & Tone

- The post must be grammatically correct, & well-written in proper English.
- Write in a conversational tone rather than the formal style
- Most writing should be in an active voice
- Use the second person: "you" rather than "we."
- State your point early in the article
- Use casual, familiar language (i.e. don't use big words to sound clever!)

Word Count

700 words minimum – Please don't limit your blog post based on this number. Most of our blog posts range from 800 to 1500 words.

Linking

- Link to other content whenever relevant. Every link included must add value for readers.
- Search and link to related content that's already on the blog when possible.
- When you cite external data and statistics, you must include the link for reference.
- Your backlink will be **Do-Follow**.

Paragraph Length and Sentence Structure

- Keep paragraphs short. No longer than 4 lines.
- Write in clear, direct and short sentences (use [Hemingway App](#) to check sentence length and structure).

Formatting

- Use headers and sub-headers to break up your post.
- Avoid big blocks of text.
- When writing headlines be specific and indicate a benefit to the reader. Read “[How to Write a Headlines](#)” if you need pointers.
- Use bullet or numbered lists whenever possible.
- End the post with a question or a call to action for comments. The more specific, the better.

Images

We love images, graphics, infographics, charts and other visuals on our blog. We use them to break up the text, make the blog post scannable and to support data.

- Include one header image
- All post images must be at least 710px wide.
- Stock photos are ok but must include proper credit link.
- Include images complement and support data.

Author Bio

- The author’s bio should be 50 words max.
- Include your headshot (150×150).
- Link to your Twitter, LinkedIn, and company.



Gini Dietrich

Gini Dietrich is the founder and CEO of Arment Dietrich, a Chicago-based integrated marketing communications firm. She's an international speaker, author and runs the popular PR and marketing blog, [Spin Sucks](#). Connect with her on [Twitter](#) or [LinkedIn](#).

File Format

Share a Google doc or email a Word doc.

Editing

We may edit your post or ask for revisions. We may edit anchor text and links that are not relevant to your post. We have the right to reject the post if we find your content not appropriate, badly written or not fitting the nature or quality of our site.

Exclusivity

We ask that your article not be published elsewhere previously, or simultaneously. If you'd like to republish a guest post that ran on the Big Apple Media site, please wait at least 2 weeks to do so. Update it to make it current and link to the original post.

Deadline

We ask that your articles be submitted 7 days prior to your scheduled run date. Don't worry, we'll coordinate a date together.

Promotion

Please feel free to promote your post throughout your social networks. We ask that you share it more than once on multiple networks over multiple days. The time frame and scheduling is up to you.

Helpful Links & Resources

Here are some resources that will help:

- [How to Write Headlines That Won't Get Ignored](#)
- [21-Point Web Content Checklist](#)
- [Tips for SEO Best Practices](#)
- [How to Research Keywords](#)