



WritersDomain

Article Guidelines

TABLE OF CONTENTS

1 Purpose of the Writing Guidelines	2
2 Getting Started	3
3 Keywords	4
3.1 Additional Keywords	4
4 Special Considerations	5
4.1 Link Formatting	5
4.2 Blog Resources	5
5 Ideation	6
5.1 Ideation Dos & Donts	6
6 Sources & Citations	7
6.1 Source Regulations	7
6.2 How To Cite Sources	8
7 Company Specifics	9
8 Plagiarism	10
9 Proofreading	11
10 Additional Resources	12

1 | PURPOSE OF THE WRITING GUIDELINES

Writing for the web is different from academic, technical, and other forms of writing with which you may be familiar. When people search for information online, they want the information presented to them in an easy-to-understand, authoritative manner.

Think about your own online experiences. When you search for information, how do you discern if an article is worth reading? What attracts you to an article and keeps you engaged to the end?

The following guidelines apply to both Standard and Premium articles and will help you craft clear and compelling content that is optimized for online engagement.

2 | GETTING STARTED

Write articles that are researched, factual, and specific. You may want to choose business categories with which you are already familiar to help you write a well-informed article that is beneficial to the reader.

Use the keyword as a starting point for your article—not the topic. Research your keyword to get ideas for potential topics, keeping in mind that your topic should relate to both the keyword and Business Category.

Plan your article before you start writing. In planning your purpose, ask yourself the following questions:

- What are the readers searching for?
- Where should my article lead the writer?

These questions will help guide you towards useful and interesting topics.

3 | KEYWORDS

Keywords do not need to be included a certain number of times in an article. While they are not meant to be the topic, they do represent search terms potential customers are using, so the topic should closely relate to the assigned keyword phrase.

The keyword usually represents a product or service provided by our client, so the overall tone of your article should be positive or, at the very least, neutral. Do not write about the keyword in a negative way.

3.1 Additional Keywords

Some orders also come with additional keywords that writers are not required to use but that may help clarify the primary keyword. Writers can focus their topic around the primary assigned keyword or use the additional keywords as their guide. Here is a list of commonly confused words. Consult the country's respective dictionary for definitions:

4 | SPECIAL CONSIDERATIONS

Keywords may also have special considerations that offer insight or specific direction a client requires. Use the special considerations to inform your approach.

Special considerations shouldn't include the client's name and articles shouldn't highlight the client. If the client's name is in the special considerations, please contact Support at support@writersdomain.net.

5 | IDEATION

Once you have selected a keyword, research the industry and decide on a topic and direction for your article. Discern your audience and decide on the appropriate tone. Remember, the people who will be reading your article are people who have searched for the keyword you have been given.

For instance, if the keyword is a highly-technical term in the construction industry, your audience is probably people who are very familiar with construction and contracting. They will be seeking more in-depth, technical information. If the keyword is more general, such as dentistry, your audience could be looking for a dentist or a specific procedure in the field of dentistry.

Before you start, answer the questions “Who is searching for this keyword?” and “Why are they searching for this keyword?” This will help you write an article appropriately suited for our client.

For more ideas and helps on how to come up with a topic, title, and direction, see our posts on ideation on the WritersDomain blog.

5.1 Ideation Dos and Don'ts

1. Be creative. Think outside the box. Figure out what's hot, what's trending, and what will attract readers' attentions.
2. Provide the writers with useful, pertinent information. If an idea is common knowledge, leave it out.
3. Do your research, but do not overwhelm the reader with too many statistics or links.
4. Unique in content and form. Spend the time to research a keyword and then write about it in a unique way.
5. Do not write every article in a formulaic or similar manner. Your submissions need to be
6. Do not use anecdotes and do not write in the first-person point of view.

6 | SOURCES & CITATIONS

Including citations can increase the credibility and value of an article to the reader. Citations are required for any numbers, stats, or hard-to-find information. At least one inline citation is required for premium articles.

6.1 Titles of Works

When citing the title of a book, magazine, CD, or other composition, consider the following.

1. Links to sites that give supplemental information are acceptable. But readers should not be required to click on links in order to understand the article.
2. Citations cannot be used to get around plagiarism. Rather, use citations as references to validate your content.
3. Direct quotes longer than one sentence are not allowed, even when cited.
4. Do not link to lengthy PDFs because they can be difficult to scan. However, sources with technical or unfamiliar jargon are perfectly acceptable.
5. Websites like YouTube, Wikipedia, eHow, or About.com are not restricted. The only types of sources that aren't accepted are image searches, product pages, and informal forums like Yahoo! Answers (but forums such as WebMD that are monitored by professionals are acceptable).
6. Citing print resources is allowed.
7. If the information is credible, helpful, and representative of industry standards, linking to a competitor is okay—as long as it's not to a services, product, or home page.

8. Include inline citations as needed and as appropriate. We generally prefer no more than 3–4 links per article to ensure optimal readability. Use that range as a rule of thumb.

9. Premium articles require at least one authoritative and relevant inline citation.

10. We prefer anchor text to URLs when linking to sources. However, URL links can be more appropriate depending on the context. Use your best judgment with this in mind.

6.2 How To Cite Sources

The WritersDomain Writing Desk is equipped with a rich text editor that gives you the ability to link to the sources you're using. Just highlight part of the phrase that's introducing your information, click the hyperlink button, and insert the link for the page you used.

We also encourage inline citations, though with a couple guidelines:

- Do not use parenthetical citations.
- Do not use an entire URL as an inline citation.

Here are a few examples of good inline citations:

"As Mashable.com claims . . ."

In this example, "mashable.com" would be hyperlinked to the specific article.

"...as explained in a recent study"

Here, "recent study" would be hyperlinked to the site with the specific study.

You can cite offline sources, such as books, directly in your article. Be sure to include the author's name and the title of the source. If you're using sources with multiple authors, just use the title.

For example:

"Deborah Tannen, in her book *You Just Don't Understand: Women and Men in Conversation*, explains . . ."

"Carpentry and Building Construction suggests . . ."

You don't need to include page numbers, edition numbers, etc. Orient your reader to the source that you're talking about, and that's enough.

Format citations as follows: Book titles should be italicized, and article titles should be enclosed with quotation marks.

7 | COMPANY SPECIFICS

Articles should be helpful and unbiased, and they should present industry-related knowledge. However, do not write a review of or advertisement for any product or service, even if you are given the company name in the special considerations. It's okay to cite information from most websites, but do not focus on and talk about any competing company specifically and never include any contact information (company phone number, address, etc.).

8 | PLAGIARISM

Plagiarism is copying, rewording, or stealing ideas from any material (with or without credit), including articles you wrote previously. Submission of non-original work, whether plagiarized or reused from your own writings, will result in account deactivation. (See "Plagiarism 101: Common Forms of Plagiarism and How to Avoid Them" on the WritersDomain Blog for more direction).

9 | PROOFREADING

Proofread carefully. At this level, submissions should contain no grammatical, spelling, or punctuation errors.

Use day-to-day language appropriate for internet reading. Additionally, we encourage gender-neutral language. However, we also recognize that in some situations, the use of gender-specific pronouns is acceptable.

10 | ADDITIONAL RESOURCES

While it would be impossible to enumerate all the dos and don'ts or explain exactly how to write a 5-star article, we strive to continually offer resources and writing helps, including feedback from the editors.

We encourage you to use these Project Guidelines as well as the WritersDomain Blog, the forum, and the Support Team as resources for your success.