



Guest Blogger Guidelines



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Hi!

Thanks for getting in touch to talk about becoming a guest blogger on my site. This file outlines what you need to know, but if you have any questions, just send me an email at fiona@fionarobertsongraphics.co.uk

Submission guidelines

Audience

The main focus of my blog is on branding and WordPress websites, and my readers are mostly either small business owners looking to hire a designer (such as me!), or who are bootstrapping their own branding and/or website. Please bear this in mind when submitting an idea for a post and writing your content.

Accepted content

- I accept original posts, not published elsewhere. Please don't republish your post elsewhere after it's posted on my site.
- Posts should be text-based, and informative. I don't accept infographic posts (where the infographic is the main content of a post with just a little accompanying text), podcasts or video-based posts.
- I do not publish sponsored content on my blog.
- Please, no press releases or sales pitches!

Publishing frequency

- I publish new content on Thursdays, except the first Thursday of each month. I also take a break from posting over the Christmas holidays.
- I usually publish a maximum of 1 guest post per calendar month.
- I'll let you know when your post is accepted when I plan to publish it.

Post length

Ideally posts should be a minimum of 600 words and no more than 2000. The aim is to provide value to the readers so really the precise length should be 'as long as it needs to be to provide that value' :)

Language

- Ideally the post should be in UK English. For example, that means 'colour' instead of 'color' (unless 'color' is part of a CSS code snippet of course!), 'pavement' rather than 'sidewalk', 'going to the cinema' rather than 'going to the movies'... and so on.
- Your post **MUST** be spell-checked and proof-read to remove errors and typos before submission.
- Please avoid swearing; let's keep things light and friendly.
- The tone should be relaxed and conversational; try to stay away from jargon.

Images

- If you wish to include images in your post, they must be your own or from stock photo sites such as Unsplash or iStock. They CANNOT be lifted from a Google search! Please include credits so I know where they came from.
- I will create a featured image for the post; please review my recent posts for examples. If you'd like to suggest an image to be used in that, you're welcome to but I can't promise that I'll go with your suggestion if I have another image that will be a better fit.

Format

- I accept Word files or Google Docs files.
- Please format your text using styles, for example rather than just making headings bold, set them to be a heading using the built in heading styles in Word or Google Docs.
- If you're including images, please also send them as separate JPG or PNG files, rather than just embedding them in your Word/Google Docs file.

Links

- Links are allowed in your post, but please use them wisely! Don't go overboard, and make sure the links are relevant and useful. All links will be checked and may be removed if they're deemed to be unsuitable.
- You will receive a credit for the post including ONE link to your website/social media profile.
- If you're linking to outside sites, please don't link to things like:
 - » My competitors, like other designers or sites in direct competition to my business
 - » Sites that encourage or are based around spec work or design competitions
 - » Referral, sponsored, or affiliate links
- All links will be checked before your post is published and I reserve the right to remove links that don't align my business' ethos.

Byline

To make sure I can give you proper credit for your post, please include a brief, 1-3 sentence, author bio. Include ONE link to your website (or a social media profile of your choice) and if you'd like to be tagged in tweets, include your Twitter handle too.

Promotion

- I put a lot of effort into promoting my own blog posts and I'll do the same for your guest post. This includes things like: an email sent to my mailing list; multiple social media posts in the week after it's published, including on Twitter, Facebook, LinkedIn and Pinterest; plus ongoing and regular promotion on social media.
- When your post goes live, I'll send you an email with the link so you can promote it too!

The fine print

- I reserve the right to edit or adapt your post as I see fit, and update it in the future to keep it accurate and relevant.
- I reserve the right to refuse anything that doesn't meet these quality guidelines, anything that's too promotional for your company, anything that seems to be part of a link-building scheme, or anything that's too similar to content already published on my blog (please do a search to make sure your topic hasn't been covered before).
- I reserve the right to add calls to action or links to my own content, including things like email newsletters, other blog posts, and my products and services.