# Guest Article Guidelines

Here are the requirements for posting a guest article in Vexels. Please check that you're abiding by these guidelines to make your article quicker to post.

# Style and Formatting

**File format:** editable Google Docs

**Word count:** between 1000-1400 words

**Voice:** Casual, knowledgeable and helpful. Avoid jargon and buzzwords.

**Keep a structure:** Your article must have an introduction, body and conclusion that's well defined.

**Flow:** Make sure the content makes sense from one paragraph to the other. Use American English spelling

**Avoid filler words:** "Maybe", "perhaps", "slightly", etc. are examples of that.

**Avoid cliches:** "It goes without saying", "at the end of the day", etc. Use acronyms for technical eCommerce or marketing terms only:

● **Good:** 3PL as third-party logistics

● **Bad:** BTW as by the way
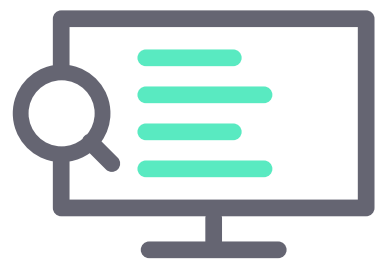
# SEO Guidelines

**Focus keyword:** Base your article on a keyword that has a search volume of over 1,000 per month with a keyword difficulty below 25. You can use Google Keyword Planner, Ahrefs, SEMrush, Ubersuggest, or similar tools to find focus keyword and related keywords.

**Title:** Use the focus keyword in the title, and repeat it in the body, as close to the beginning of the article as possible. Optimal title length: 60–75 characters

**Search intent:** Identify what questions people are asking in relation to your topic, and answer them in your article. Use Quora, AlsoASked, Google Autocomplete, "People also ask", and "Searches related to…"

**Headings:** Structure your post using headings (H1) and subheadings (H3, H4).

**Internal linking:** Vexels will add a minimum of 2 internal links to Vexels content.

**External linking:** Add no more than 1–3 links to external high-authority domains (domain rating above 50) that help back up your arguments. These will be nofollow links. Links with UTM tags will not be published.

**Anchor texts:** Use anchor texts that describe what the link is about. For example, an article called '5 Ways to Create Branding for Small Businesses:
- Good anchor text: logo design, small business design
- Bad anchor texts: here; this blog post; this study.

**Meta description:** Submit a meta description along with your draft. Use the focus keyword and include a call to action. The description should be up to 150 characters.

## Image Guidelines

**Header image:** We choose the header images for all articles published on our blog.

**Body Images:** Include at least 5 images in the body of your article: real-life eCommerce examples, graphs, infographics, etc.

**Stock Images:** You may use stock images from high-quality royalty-free sites like Unsplash and Pexels.

**Image format and quality:**

File format: JPG. Use only high-resolution images.
Image size: < 200 KB (compress the images if necessary)

**Credit:** Always credit the owner/website by adding a link to the source.