Scrowp Partner Blog Post Guidelines

We require in-depth, informative, and useful articles that are relevant to our ecommerce audience and help them become better businesses. These articles may include case studies, tips and tricks, and how-to guides.

Overview

A. Your article should be at least **600 words**. Longer, more in-depth articles are welcome, but an excessively high word count will be edited down, so always try to keep it on point, even if the article is long.

B. Your article must contain original content that has not been published elsewhere.

C. Make sure that your article does not address a topic that we have already discussed, especially within the last few months. Similar topics are okay, but be sure that you are not repeating information that we have already covered.

D. Use images that you have the right to use and/or that you have created or have the authority to use. Please include the full image files **separately** with your draft.
   a. You only need <u>one</u> image, but if you would like to use more they must be relevant to the article and provide worthwhile supplementary material.
   b. Pictures should be of high quality.
   c. All images should have a license that grants an irrevocable, worldwide, non-exclusive, and royalty-free right to use, download, copy, modify or adapt the content for commercial or non-commercial purposes.
   d. Please send your blog images as separate files, not just within your copy. We are not able to separate them out from your blog content.

E. **Optimized Title and Content Keyword and SEO**.
   a. Have a focus keyphrase or words (1-3 words max).
   b. If possible, please also email or include a summary of the article of no more than 160 characters for SEO purposes.
   c. Don't write "Click here", "Click for more information," "Read this article," or similar phrases. Instead, simply hyperlink relevant keywords that will direct to your preferred page.

F. **No Sales pitch.** Please provide content that will be useful to our readers. You may include a subtle sales pitch at the end of your post, but no obvious marketing.

G. **A maximum of 5 (Different) links** to your website in the body of the article. Toward the middle and bottom of the article are preferred. Ensure each link is different and has no duplicates.

H. We reserve the right to edit your article for clarity or style. However, your article should not require heavy editing as it should already be proofread and properly formatted at the time of submission.

Ease of Readability

In order to increase readability, please follow these instructions:

A. Please use headings (H1) and subheadings (H2, H3).
B. Use bulleted or numbered lists to present steps, groups, or sets of info. Set up your list with a brief introduction. Number lists when the order of information is important. Be sure to use parallel structure (see below).

Our priority is to educate readers without taking them for granted, nor confusing, or overtly selling to them. Please try to keep the style and flow as described below.

Style & Flow

Our blog uses the following styling practices:

A. Blog posts should be written in the second person, "you." As if you are speaking to the person that is right in front of you. We pride ourselves on having a friendly, relatable tone of voice and this helps with that.
B. Use active voice as much as reasonable.
C. Use Oxford commas.
D. Go easy on the exclamation points!
E. A business is it, not they. See the example below
    a. A company publishes its listings, not *their* listings.
F. We prefer this spelling of ecommerce.
G. Use title capital letters for your article title
H. Use sentence capital letters for headings and subheadings (only capitalize the first word and any proper nouns).

Audience

The Scrowp audience tends to fall into one of the following categories:

A. Ecommerce sellers (mainly those who are on Shopify)
B. Shopify partners
C. Entrepreneurs

Given our audience scope, make sure your article is easy to understand. Explain any industry terminology, technical terms, or acronyms that might not be clear. Though our audience is clever and savvy, don't assume they are fully familiar with all the terms.

Final Checklist Before Submitting

A. A clear, specific, and attractive title
B. Blog content
    a. Make content engaging and exciting for the Amazon selling or ecommerce community. Include as many practical tips and insights as possible.
C. At least one high-quality image to display within the article (png or jpg file format)