Guidelines for guest posts on *blog.web-translations.com*

Do you have something you would like to share with our readers? We welcome guest posts, and have created some guidelines that will help you to create an interesting and informative post:

- Give an opinion!
  - tell a story, feed a frenzy, tackle an issue

- Be original

- One topic per post, keep it clear
  - explain any acronyms or industry terms using footnotes and we will add these to our glossary

- Proofread your work for typos and grammar
  - we will also read through it, but please help us out by checking over it before sending

- Use our keywords
  - where possible - but without skewing the reading experience (Translation, Translations, Language, Website Translation, Translator) in headings, subheadings and posts

- Employ the 'Inverted Pyramid'
  - get to the point ASAP, then fill in the details. Grabbing the readers' attention is key

- Use lists, images, tables, examples
  - anything to lighten up the post, make it more digestible and accessible and easier to 'scan' read

- Do not advertise anything

- Keep it related to translation, language, localization, websites, etc.
  - No stories about how your local council is combating smog, please

- Strike a balance between being concise, but giving the reader enough detail
  - most of our posts are between 300-800 words

- Give it sufficient thought
  - don't just write "I read this and thought it was interesting – here is the link"

We'll include an author byline as well as listing up to 2 links (your website, Twitter account, LinkedIn profile). You can use this space to briefly describe your experience, languages you speak, etc.

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