

Guest Post **Guidelines**

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Why Write for EasyDMARC?

Whether you want to get exposed to relevant people, share an expert opinion, or get backlinks, we can help you reach your goal. During its lifetime, EasyDMARC's blog established itself as a reputable thought leadership platform due to our in-house email security professionals. Now you can showcase your expertise and extend your impact circle, too.

Our Audience

- ✔ IT professionals from various industries (Education, Finance, Healthcare, Government, etc.)
 - ✔ Managed Service Providers
 - ✔ Enterprise decision-makers
 - ✔ Small and medium business owners
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Topics and Themes

- ✔ Email Security (general)
 - ✔ Email Authentication (protocols, developments, etc.)
 - ✔ Email Deliverability
 - ✔ Phishing (protection, detection, etc.)
 - ✔ Cybersecurity Best Practices
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Voice and Tone

- ✔ **Voice:** professional, informative, educational, transparent, and authentic
 - ✔ **Tone:** straightforward, friendly but not casual
 - ✔ **Humor:** occasional and witty
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Self-Promotion

- ✔ We allow up to 2 backlinks to your website and products. However, ensure that your article adds value to our audience first. Overly salesy content will be rejected.

Rights and Ownership

- ✔ Once published, your article becomes EasyDMARC's property.
 - ✔ You may republish the piece only with our permission.
 - ✔ EasyDMARC reserves the right to reject or remove content without prior notice.
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Method and Technical Requirements

- ✔ Start with research.
- ✔ Keep your audience in mind and speak to them as you would face-to-face.
- ✔ Use relevant statistics, quotes, or research links to them properly.
- ✔ Use a clear structure to build your article.
- ✔ Use headings and subheadings, bullet points, and lists to make the text easy for the reader's eyes.
- ✔ The article should be between 800 and 1500 words.
- ✔ Limit your sentences to 25 words.
- ✔ Limit your paragraphs to 3-5 lines and 50-150 words.
- ✔ Use 3-4 external links from high DA websites (60+).
- ✔ Include relevant images, infographics, or charts to support the content. Link to sources.
- ✔ Ensure the images are copyright free.
- ✔ Mention your references at the end of the article. Plagiarism will not be tolerated.

Formatting

- ✔ Capitalize proper nouns.
- ✔ Use title case for headers (H1, H2, H3).
- ✔ Don't use punctuation on headers, except question marks.
- ✔ Avoid bold and underline typeface.
- ✔ Only use italic for emphasis.
- ✔ Start each bulleted/numbered list item with a capital letter and keep the expressions consistent. If a bullet point is a sentence, finish it with a full stop.

Here's our preferred text formatting in your Google Drive document:

- ✔ **H1, Arial, 24, bold, centered**
- ✔ **H2, Arial, 18, bold**
- ✔ **H3, Arial, 16, bold**
- ✔ **H4, Arial, 12, bold**
- ✔ Normal text: Arial, 11

Language

- ✔ One sentence = One idea
 - ✔ Use positive language. Avoid "can't" and "won't."
 - ✔ Use active voice.
 - ✔ Be specific.
 - ✔ Avoid repetition (words in a sentence, ideas throughout the piece).
 - ✔ Avoid sounding restrictive, superlative, and definitive unless you have statistics to support the claim.
 - ✔ Avoid jargon. If you have to use it, explain it first.
 - ✔ Use idioms sparingly. They're the seasoning and spices of the text.
 - ✔ Use inclusive language.
 - ✔ Be consistent in everything (ideas, structure, word usage, and formatting).
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Grammar

- ✔ Using **abbreviations** is acceptable. However, write out the full version for the first instance, followed by the short version in parentheses. Use periods in two-letter abbreviations.
- ✔ Avoid **adverbs** unless essential to the meaning.
- ✔ Avoid **compound nouns**.
- ✔ Always use **contractions**.
- ✔ Spell **numerals** from one to ten and if it's the first word in the sentence. Use numerals for 11 and higher. Use commas to separate thousand, ten thousand, hundred thousand, etc. (2,000 15,000 345,890...1,657,514).
- ✔ Use the American English format for **dates** (e.g., Sunday, October 9, 2022).
- ✔ Use gender-neutral **pronouns**.
- ✔ Use the symbol instead of spelling it out (exception: plus and minus). Don't use the ampersand (&); spell out the word "and."

Punctuation

Standard punctuation rules apply for apostrophes, commas, periods, and question marks. Here are some recommendations:

- ✔ If a complete sentence follows **the colon**, capitalize the first word.
- ✔ Always use the **Oxford comma**.
- ✔ Don't use **exclamation points**. Only direct quotes may contain them.
- ✔ Write words beginning with "non" should as **one word**.
- ✔ Don't hyphenate **prefixes** pre, semi, anti, sub, etc., unless you have a duplicated vowel.
- ✔ For **multiple hyphenated words**, use a dash after each but only use the second part of the word in the last instance. For example, "The university provided short-, medium-, and long-term study options."
- ✔ Periods and question marks go **outside parentheses** if the parenthetical is part of a longer sentence. The end punctuation goes into the parentheses if it's a separate sentence.
- ✔ Use quotation marks to refer to words, letters, titles of short works, and direct quotations. Use single **quotation marks** for quotes within quotes.

