

Guest Post Writing Checklist

1. Objective of the Checklist

The checklist aims to provide guidance on essentials for content, in order to ensure consistency across all guest blog articles.

2. Deliverables

Every new copy should mandatorily have the following section.

a. Blog Article (Word Count: 1000 words)

A detailed blog article for the Enago Academy website. The word count window for blog articles is min. 1000 words.

Services: #proofreading #editing #peerreview #plagiarismchecker

b. Curriculum Vitae

Guest authors must provide an updated curriculum vitae (CV) with correct information about their academic qualifications and current affiliation.

c. Recent Photograph

A recent color photograph is mandatory to create an author profile for the guest post contributor.

3. Writing

3.1 Writing Essentials

A few essentials check points for the article:

- An attractive title that ESL authors can easily relate to (title case required).
- An impactful/intriguing introduction.
- Break paragraph at switch in ideas/concepts (one new idea per paragraph).
- Sub-headings (in title case again).
- Bullet points, wherever necessary.
- Content under each sub-heading not more than 300 words long.
- Authentic copy displaying authority/expertise.
- Conversational (not very formal) style of writing.
- "You" to be used more often (e.g., Would you like to [know more about research ethics?](#)).
- Short sentences (wordcount ≤ 20); simple ESL-friendly language.
- Transition words or phrases to make the article more readable.
- Sentences preferably in active voice (avoid using passive voice frequently).
- Discuss a unique aspect related to the topic; something not found easily elsewhere.
- A good close/conclusion; the close should trigger a conversation in the comments section.
- Short CTA hyperlinks near action phrases (e.g., Ph.D. students [should read more about research ethics](#)).
- Focus keyword to be used often in the article.
- Internal Enago Academy hyperlinks.
- Quotes from famous people.
- No external hyperlinks in the first paragraph (or in the first few lines if the paragraph is long).
- References at the bottom [e.g., About Scientific Authorship: <https://www.enago.com/academy/what-you-should-know-about-scientific-authorship/>].

- Original content (no plagiarism; we conduct cross checks).
- Statistics, data, quotes, ideas, etc. to be cited/attributed properly.
- Good readability (recommended: Readable.io/MS Word).

3.2 Title Selection

The title is the first impression of the article (think social media shares, search results, etc.). So, put some careful thought while drafting one. Here are a few guidelines:

- Is the title compelling/marketable/SEO-friendly/author-centric/easy-to-understand/not excessively academic and interesting enough to get people to stay on the page and read on?
- Does the title accurately reflect the content within? (Hint: Avoid being overly sensational.)
- Is the title brief and concise? (Tip: Longer titles get cut off in search engine results.)
- Is the title keyword-conscious without being keyword-heavy? (See the section on search engine optimization)

3.3 Style Guide Alignment

Adhere to the writing style guide to be consistent across all content you publish. The writing styles guide is a separate document that covers all aspects of grammar, punctuation, writing styles, etc.

- Does the content align with the defined writing style guide?

3.4 Search Engine and Conversion Optimization

The major objective of publishing content is to get the content ranked for relevant keywords in Google and other search engines. Therefore, the writer should optimize the content for SEO ranking. Enago Academy writers need to consider the following:

- Did you optimize your content using SEO best practices, incorporating your targeted, relevant keywords into the post title, URL, headers, and body content (especially within the introduction) where appropriate—without over-stuffing and not compromising readability and user experience?
- The following tools can be used for identifying relevant and targeted keywords:
 1. <https://ubersuggest.io/>
 2. <http://keywordtool.io/>
 3. <https://kwfinder.com/>
- We would strongly recommend you to consider the Flesch Reading Ease scores while preparing articles in order to have an idea about the level of difficulty in understanding the text. Please check the table below listing the range of scores and their interpretations:

Scores	Remarks
90–100	Easily understood
60–70	Moderate
0–30	Difficult

Instructions:

- i. Go to the **File** menu in Microsoft Word and select **Options**.
 - ii. Select **Proofing** from the menu given on left.
 - iii. Check **Show readability statistics** under the heading **When correcting spelling and grammar in Word**.
 - iv. Ensure that you have selected **Grammar & Style** from the **Writing style** drop-down menu.
- In case, you are unable to do so or you do not use Microsoft Word, we would suggest you to kindly check <http://www.readabilityformulas.com/free-readability-formula-tests.php> and get the Flesch ease readability score for your content.
 - Always ensure that the content gets a minimum score of around 60–70 in the Flesch Ease readability test. The article will be sent back for revisions, if the scores do not meet with the minimum Enago Academy requirements.

4. Copyediting

Copyediting should be done as a final check to eliminate minor errors in the content. There are a few critical things to consider as you're evaluating the writing.

- Is the content spell-checked?
- Is the grammar correct? Is the language error-free?
- Is the content well-written? Is the writing interesting, entertaining, and easy to read?
- Do the title and introduction capture the readers' attention? Do they lead readers to the rest of the content well and explain the value the reader will get out of reading the article?
- Does the tone of the voice in the writing align with what is defined in the writing style guide? Does it align with the audience being targeted?
- Are all the technical terms used (e.g., STEM-related terms) for the research brief accurate?

5. Article Structure & Formatting

Optimizing the content and ideas is an important part. Ask yourself these questions to determine whether the content is structured and formatted in an optimal way.

- Is the flow of the content logical? Do the transitions make sense and flow well?
- Are the headers/ideas presented in a logical order that naturally guides readers through the content?
- Are big chunks of text broken up with headers and paragraph breaks, so that it is easier on the eyes and readers can scan and skim?
- Are your headers formatted consistently—not just within this piece of content, but across other pieces of content?
- Is the content comprehensive? Are all **major points** associated with the topic covered in the post?
- How is the formatting? Can you incorporate numbered lists and/or bullets to make it easier for readers to skim, scan, and identify important takeaways?
- Are important points/stats/ideas called out in bold to catch readers' attention?

6. Attribution

Ensure you give credit where credit is due. This is mandatory.

- Is your content authentic (and not plagiarized)?
- Have statistics, data, quotes, ideas, etc. been interpreted correctly and properly attributed to the original source with a hyperlink?

Style Guidelines for Guest Post Writers

1.1 Writing Style

Benefits-led	▪ Empathize with the reader and write with their needs in mind. ▪ Focus on the benefits. ▪ Put what you think is the key benefit for your audience first. Make it a heading if possible.
Clear	▪ Make the content easier to read by using shorter sentences and incorporating less difficult words. ▪ Avoid jargon (including academic jargon). ▪ Avoid archaic terms. ▪ Avoid idioms, clichés, colloquialisms, and slang.
Direct	▪ Use short sentences wherever possible. ▪ Focus on your message. Avoid verbosity, padding, and repetition.
Evidenced	▪ Make claims only if you can back them up with facts. ▪ When quoting statistics always check that they are up-to-date, accurate, and evidenced. Use recent statistics that are less than a year old. ▪ Provide case studies, profiles, or testimonials.

General Writing Style

- Word count should be **1000** words for blog articles and all blogs should be written using US English (e.g., “color” instead of “colour”).
- Aim to keep all paragraphs short; each paragraph should contain a new highlight. The sub- heading should not contain more than **300** words.
- Ensure that the content sounds informative, not “promotional.”
- Put important information and action words at the beginning of sentences where possible.

Layout and Formatting

- Your most important message should appear at the top of the page.
- Use bulleted lists to break up text and highlight key points.
- Separate the text with clear, impactful subheadings.

Link Insertion

- Provide inbound (related to Enago Academy articles) as well as outbound links within the article. Provide outbound links only from reputed/well-known sources.
- Always add links by hyperlinking them to important action words/phrases within the content.
- *Note: Insertion of a sponsored/dofollow outbound link will bear a standard cost.*

1.2 Message

Be very clear about the overall message(s) you wish to convey before you start writing. This will ensure your article has the desired impact. All messages should be in line with the focus topic.

To help define your message, ask yourself:

- What is it that I want to communicate?
- How would I sum up my message in one sentence?
- What one thing would I like the reader to be able to remember?
- What would I like the reader to think/do after reading this?
- Will the reader understand my message?

1.3. Audience

It is vital to think about who you are communicating with before you write. Our typical audience will include new as well as experienced researchers or academics. Try to place yourself in the position of the typical reader and think about their needs and motivations.

Audience Analysis

Who Are My Typical Readers?

- Researchers | Academicians | Publishers | Universities | Authors | Research Organizations | Laboratories | | Pharmaceutical Companies | Consultancies | Libraries | Universities
- Although it is important to consider your typical reader, try to ensure your article does not alienate or become unreadable to those outside your typical audience group.

What sort of language would appeal to them?

Intriguing, empathizing, jargon- or colloquialism-free, direct, short, clear, positive, personal, non- redundant, lively, and conversational.

How much time will they spend per page?

About 1 min per page. Therefore, we should make the most out of it within the first 30 seconds.

Don'ts to consider

It is advisable to make a special effort to:

- Keep sentences short. **No complex or long sentences.**
- Keep jargon and abbreviations to a minimum.

1.4 Medium

It is vital to consider the medium through which you will be communicating when writing your article. People read your article on screen and in print, in very different ways. While readers are happy to read long sections of text in print, they tend to scan text on screen.

2. Copyediting Guidelines

2.1 Abbreviations, Unit, and Symbols

- Write contractions with a full stop: Dr., Mr., and Mrs.
- Insert a space between a number and its corresponding unit (e.g., 30 km instead of 30km).

2.2 Numbers—Figures or Words?

- Use words for numbers up to nine in running text and use figures from 10 onwards. (Exception: Use figures in headings/titles or in instances when you would like to emphasize.)
- Spell out any number at the beginning of a sentence (exception: use figures in headings/titles or in instances when you would like to emphasize.)
- Spell out indefinite numbers and amounts, including large approximations, e.g., use “two million words” not “2,000,000 words.”

2.3 Numbers—Time and Date

- Use the 24-hour clock, e.g., use “16:00” not “04:00 P.M.”
- Write dates starting with the month, followed by day with commas (without “th” or “st”) and then the year, e.g., May 22, 2015.
- If you are including days, write out the day in full with punctuation, e.g., “Friday, May 22, 2015”.

2.4 Numbers—Money

- Write money in figures as simply as possible, e.g., “\$1000” not “thousand dollars.”
- Do not include the 00 except for consistency of style in a range of figures, e.g., “The total cost is \$75.”

- For smaller amounts, use the simple unit. There is no space before the “c,” e.g., “56c” and not “56 c.”
- Use lower case “m” for millions and lower case “k” for thousands with one space between the figure and the “m” or the “k.”

2.5 Punctuation

- Do not use the apostrophe when writing plural nouns (e.g., Diplomas, not Diploma’s) or for possessive forms (e.g., the television channel lost its license last week).
- Use round brackets wherever required instead of square brackets.
- Use the en dash (–) to indicate number ranges (e.g., 55–60 instead of 55-60).
- Use double quotes wherever appropriate but single quotes only to highlight words not being used for their intended meaning or for quotes within quotes (e.g., Jacob said, “Lazy people ‘love’ exercise routines!”).