



Blogger agreement

Requirements for blog posts

- Unique and not published elsewhere
- Simple, conversational English (with contractions, e.g. it's, you're)
- 1,200 words minimum, but 1,500-2,000 words is best
- U.S. spelling
- Supplied in Word without formatting, e.g. no bold, italic, indenting or capitals
- No advertising.

While your blog can be humorous, thought-provoking, opinionated, etc, it should always be practical and helpful.

Try to avoid 'date stamping' your blog, e.g. say "When I was recently in Shanghai..." rather than "When I was in Shanghai in April 2018..." This is to ensure your blog doesn't quickly become stale.

If you're referencing what someone has said, or are including statistics, e.g. "According to a recent study by Organisation X, 25% of people said...", then you must link to the source.

Think mobile

More than half of all website traffic now comes from mobile devices. Lengthy sentences and paragraphs make for a poor user experience with regard to readability.

- Write short, punchy sentences. Anything more than 20-25 words per sentence means you've gone too far.
- Keep paragraphs to one or two sentences only.

Search engine optimisation (SEO)

SEO must be factored into your blog. In particular:

- Focus on one set of keywords, e.g. "getting sick in China".
 - They should be in the blog title
 - They should be in the first paragraph
 - Sprinkle them throughout the blog, and use natural variations of them, e.g. "seeing a doctor in China", "getting ill in China", "not feeling well in Beijing", etc.
- Include lots of subheadings (even better if the keywords appear in some of them).
- Include short, bulleted lists if possible.



- Include at least one external link to a highly relevant page from a reputable website.
- Include at least one internal link to another relevant page on The Helpful Panda.

Photos

All photos you supply should:

- Be good quality
- Be high resolution
- Be in regular landscape size, and
- Preferably include people (including yourself) and interesting things, rather than landscapes.

It's your responsibility to get consent from people in photos before submitting them to us.

Ownership

Once you submit content to us, ownership immediately transfers to us. Consequently, we reserve the right to edit, delete, repurpose or republish content (including on other sites) at any time without notifying you.

If, for whatever reason, you want your content taken down, then you must notify us in writing.

Copyright

We take copyright seriously. All blogs must be original and not copied. If it has been determined that your blog has been plagiarised or is available elsewhere, it will be removed immediately and you will not be able to write for us again.

Thanks for your cooperation.