

WRITING GUIDELINES

- Do not use the oxford comma.
- Refrain from using bulleted lists.
- If necessary for an article, use “-“ instead of bullets.
- Craft compelling headlines using buzzwords and SEO keywords.
- Writers will have access to “Ahrefs” to source SEO keywords.
- Two-three keywords per article.
- Follows grammar and style rules according to the AP Style Book.
- Craft and use two-three compelling headers per article to break up sections.
- Headers are tagged “h2” and “h3.”
- Use SEO keywords if applicable.
- Writers source images from the subject’s website, social media pages, or directly from the source.
- Source and use high-resolution photos.
- One-two photo per article.
- Attribute photos if sourced. Example: “Credit: Texas Innovators”
- Include at least one quote per article
- When attributing the quote, use “he/she/they said” instead of “said he/she/they.” Example: “Elon Musk said.”
- If possible, break up quotes in the middle. Example: “The business had a great second quarter,” Joe Johnson said. “We look forward to the next half of the year.”