



Guidelines for Guest Posts

Thank you for your interest in writing for the EcomCrew Blog. We are pleased to give you a platform to share your expertise, insights, and experiences with our readers as a guest contributor.

To ensure that we only put out high-quality content that is engaging and relevant to our readers, we request that you read and adhere to the following editorial guidelines.

We're excited to publish your awesome content on our site!

Originality

All guest posts, regardless of the subject matter, must be 100% original and initially exclusively published on ecomcrew.com. This notwithstanding, proper attribution to the author and company will still be observed.

- NO PLAGIARISM. EcomCrew reserves the right to reject or remove any article that does not pass our preferred plagiarism detection tools.
- PROPER ATTRIBUTION. Proper citations and attribution to original sources should be observed. Certain instances of "self-plagiarism" or using excerpts from your already-published content is permitted, subject to the same rules stated earlier.

Topic and Tone

Guest post topics may be predetermined or agreed upon between the Contributor and the EC editorial team, subject to approval by the latter.

Topics should be relevant to our audience, which includes, among others, ecommerce sellers, online entrepreneurship consultants/influencers, Amazon PPC and ad campaign strategists, and online shoppers.

Guest posters are encouraged to keep the articles educational and actionable.

Content Type

Contributors are given creative freedom with regards to the type of content to be published as a guest post on the ecomcrew.com blog. This is subject to final approval by the EC editorial team. Per industry trend, the most popular blog content types include:

- Long-form articles
- Ultimate guides/How-to guides
- Listicles
- Case studies
- Review of new software/tools
- Industry news and trends
- Expert roundups and insights

Formatting and SEO Guidelines

Article drafts should be submitted via Google Docs, and our editorial team should be enabled to review and comment on the document.

- EcomCrew follows the [AP style](#) in publishing online content.
- Article should be between 1,000–2,500 words in length, excluding headings and image captions. In-depth articles between 3,000–4,000 may also be permitted depending on the subject matter.
- Proper use of headings and subheadings for SEO is required. This includes proper usage of H1, H2 tags, and so on.
- Use Title Case for titles, headings, and subheadings (first letter of every word is capitalized, except for minor words which are neither the first nor the last word in the title)
- Use images, bullet points, article boxes, etc. to break up text when appropriate.
- In-article images should be reflected on the article draft. The original images in high resolution should be submitted separately to the EC editorial team in PNG/JPEG format.
- In-article stock images should be royalty-free and properly licensed.
- In-article images in the form of website or tool interface screenshots should be cited properly, observing proper dating, without links to the website/tool captured
- The EC editorial team reserves the right to replace or remove images that are not coherent with the subject matter, or where a more appropriate image is available.
- Original screenshots or graphics are encouraged. Blur out confidential information as necessary.
- The article must be scannable and should abide by standard SEO practices.

In addition to article draft and image submissions, Contributors are required to provide an Author Bio (50–100 words) and a headshot or company image that will be displayed with the final published article.

In-Article Links

A maximum of one (1) promotional link from Contributor's own site/page is permitted. Beyond this, pitching, selling, or marketing products or services by adding links is not allowed.

External links to reputable sources in support of claims or arguments made in the article (e.g., case study by *Bloomberg*, recent data from *Statista*, etc.), are encouraged and should be included as anchor text. Do not use footnotes or parentheses.

- No self-promotional calls to action
- No links to content that is irrelevant to the subject matter
- No links to gated content
- No links to pornographic, obscene, or otherwise prohibited content

Disclosures

Articles that contain content about or are from affiliated companies or individuals should be disclosed. Client, company, and colleague mentions will be removed in the following instances:

- Affiliation to them is not properly disclosed; or
- They are not necessary for the article and do not serve the purpose of our readers.

Sponsored articles should be indicated as such in your application for a guest post on ecomcrew.com. This is subject to final approval by EC based on relevance to our audience. Please note that we do not accept sponsored articles that are overly promotional or advertorial.

Submissions and Editing

All submissions should be sent to christine@ecomcrew.com (CC: ben@ecomcrew.com). All submissions will be reviewed by the EC editorial team and we will respond within two (2) weeks.

Republishing of content originally posted as guest posts on EcomCrew is permitted after 30 days, provided a canonical link is used in order to avoid issues of duplicate content with Google and other search engines.

Articles with pre-agreed publication date between the Contributor and EC are to be submitted within the agreed upon time. Any potential or actual delay should be communicated as soon as possible to facilitate scheduling adjustments.

EcomCrew, through its editorial team, reserves the right to edit the article for clarity, grammar, and tone. Any significant changes made to the article draft will be communicated to the Contributor through the aforementioned channels.

Publishing and Updating

The EC editorial team will publish approved articles within two weeks, or on the pre-agreed publication date, if one was agreed upon.

In cases where corrections or updates as to the facts presented or claims made in the article is required, EC reserves the right to edit the published article at any time. Contributors are encouraged to communicate significant changes that need to be made on articles after publication.

Guest articles that are relevant to ecommerce business owners may be repurposed as social media content or featured in our weekly newsletter.

For more details or questions, please reach us through support@ecomcrew.com.