

Outreach Monks' Guest Post Guidelines

Before submitting your article, please conduct thorough keyword research and create a unique topic. Ensure Outreach Monks has not covered the **topic or a similar one before**. We will not approve your submission if we have **already covered the topic**.

Once your topic is approved, you can create the outline and content. If we are unsure about your content direction, we may ask for an outline for approval. After your topic/outline is approved, you can follow the guidelines below.

Guidelines For Keyword Research and Outline Creation

1. Keyword Research

- **Select Keywords:** Analyze competitor websites to select relevant keywords. Use tools like Semrush to identify keyword gaps and opportunities.
- **Keyword Focus:** Each article should be centered around at least one target keyword with over **500 monthly searches**.
- **Long-Tail Keywords:** Use long-tail and semantic keywords throughout the article in addition to the primary keyword.
- **Secondary and LSI Keywords:** Search for secondary keywords and Latent Semantic Indexing (LSI) keywords related to the primary keyword.
- **Evaluate Keyword Intent:** Ensure each keyword aligns with the search intent. For example, if your primary keyword is "SEO strategies" and competitors use both "SEO techniques" and "SEO methods" as separate articles, determine if it makes sense to cover them separately or together in your content. The intent should be **informational**, providing valuable insights to the readers.

2. Outline Creation

- **Stand Out:** Ensure your outline has a logical flow and offers unique perspectives that distinguish it from competitors.
- **Justify Headings:** Make sure each heading fits naturally into the content flow and contributes meaningful information. Avoid filler headings.
- **Add Value:** Enhance your content with unique insights, case studies, or additional valuable information that makes your article superior to competitors.

Main Content Guidelines

1. Content Quality

- **Original Content:** Your article must be 100% original and non-promotional. We do not accept plagiarized, recycled, or AI-generated content. (Check using this tool: [Copyleaks AI Content Detector](#)).
- **Word Count:** Articles should be **at least 2000 words or match the word count of top competitors** to provide comprehensive coverage of the topic.
- **Relevance:** Topics should be useful to SEO professionals, digital marketers, and business owners

2. Formatting and Style

- **Headings:** Use clear and descriptive headings (H2, H3, H4, up to H6) that incorporate keywords where appropriate.
- **Introduction:** Start with pain points and address the problem your content solves.
- **Visuals:** Include high-quality images, videos, gifs, or infographics. Ensure all engaging content is hosted externally.
- **External Links:** Use **2-3 external links** to authoritative sites (**DA>70**) relevant to the context of the content. Do not add too many links in one paragraph. Ensure linking is natural and enhances the reader's understanding.

3. Backlinks and Internal Links

- **Backlinks:** You may include **1-2 backlinks** to your site. These links should point to educational content, blogs, or other valuable resources. Avoid linking to your homepage or any promotional content. Ensure that the linked pages have a **Domain Rating (DR) of 40+**.
- **Internal Links:** Include links to relevant Outreach Monks resources and services to provide additional value and context to the readers. The code is OM2024.

4. Content Creation

- **Keyword Placement:** Naturally incorporate the main keyword into H1 and H2 headings. Use secondary and LSI (Latent Semantic Indexing) keywords in H3 subheadings and throughout the content to enhance SEO without keyword stuffing.
- **Verify Information:** Ensure the factual accuracy of the content, particularly for our SEO expert readership. Cross-check facts, statistics, and data with reputable sources.
- **"What is" Section:** Clearly define key terms and concepts in the "What is" section. Keep it concise, direct, and use an informative tone. This section should provide a straightforward explanation without unnecessary jargon.
- **Updated Data:** Use the most recent data available to ensure the content is relevant and accurate.

- **Meta Information:** Craft compelling Meta titles and descriptions incorporating primary and secondary keywords. Meta titles should be under 55-60 characters, and Meta descriptions should be under 155-160 characters. Ensure titles are engaging to increase click-through rates (CTR).

5. Bio and Author Information

- **Author Bio:** Include a brief bio (3-4 sentences) with a square headshot (at least 200×200 pixels).

6. Submission Format

- **Document Format:** Submit your article as a Google Doc or Word document.
- **Email Submission:** Send your completed article/Topic/Outline for approval to content@outreachmonks.com with the subject line (The Code We shared)

7. Review Process

- **Editorial Rights:** Our editorial team reserves the right to make final edits, which may include removing promotional content, competing links, or rewording copy.
- **Publication Schedule:** Approved articles will be scheduled for publication. We will notify you of the publication date. Please note that the minimum time for reviewing the content is one week.

By following these guidelines, you help us maintain the high standards of our blog and provide real value to our readers. We look forward to your submission!