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Here are 10 Basic Guidelines for Approval

1. **Unique content** that hasn't been published elsewhere.
2. **Actionable** how-to information our readers can learn from.
3. **Avoid the basics** Avoid general theorizing on abstract subjects and basic, obvious tips. Our audience is not new to the digital marketing field.
4. **Link to credible resources** if you want to ensure the reader understands the basics please link to credible resources.

5. **Don't appear overly self-promotional** that makes you appear less authoritative and hurts our blog/article.

6. **Use relevant** & timely research data and credible sources.

8. **Be authoritative** the writer must "know" their subject and it should be obvious in the writing. Authors need to be able to debate well in comments should the need arise.

9. **Focus on being technically accurate** the SEO community is not forgiving when it comes to inaccuracies.

10. **Don't make claims** that can't be backed up; focus on facts, and not opinions.

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Accepted by:

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