



## Guest News Editorial Guidelines

### Legal Expectations

Guest writers must check the accuracy of their article including quotations and comments to ensure all submitted content is free from any defamatory materials or comments, factual inaccuracies, false statements, or any other content that may give rise to a legal claim in the United Kingdom or elsewhere. If a Guest Writer is unsure about the legality of any content, it must be omitted from the final submission.

Today's publications will only publish a guest article submission on the understanding that all guest authors have submitted content having taken the necessary steps to ensure the content meets the criteria outlined above with the guest submitter taking full responsibility for the content.

### Article Policies

#### **Word Count**

We advise content contributions to be written up to 800 words in length.

#### **Linking**

Guest contributors are welcome to link back to their own websites, event pages and blogs but must try to ensure impartiality and avoid overtly advertorial links. All links should be embedded in the article before final submission.

Guests are explicitly prohibited from linking to other media publications.

#### **Images**

Guest writers may provide a fully licenced and relevant image to accompany all submitted content. All images should be compliant with the legal expectations above supported by a valid recognised image licence.

Images provided must not exceed the following dimensions:

Minimum 850 pixels wide and 450 pixels high.

The image must be licensed for use on the relevant Today's publication.

If a guest writer does not provide an image, the Today's editorial team will upload one without consultation from the partner.

#### **Publication Deadlines**

All content submitted and received before 15:00 will be published on the same day.

All content received after 15.00 will be published on the following working day.

## **Content**

You should write about a topic that you feel comfortable with which is aimed at professionals and must not be written in a way which is targeting consumers. Furthermore, the content must be impartial and not contain any sales/marketing information.

All article submissions should be accompanied with an appropriate headline. Remember, great headlines will result in more traffic and greater click-throughs. It is the responsibility of the submitter to produce the headline, but the editorial team are more than happy to help wherever necessary.

Headlines which exceed 55 characters (including spaces) will not be fully displayed on the homepage.

The following style and formatting tips are not compulsory but will help with Search Engine Optimisation (SEO) and online readability:

- Write in short sentences and snappy paragraphs
- Break up large blocks of text with bold headings
- Bullet or highlight all important points
- Educational, informative and thought-leading submissions generally attract more readers than overtly advertorial based content
- Headlines should be concise (less than 55 character long.) Headlines which exceed 55 characters (including spaces) will not be fully displayed on the homepage

A profile of the guest writer will be set up which will include a thumbnail photo and name, title and the company they work for so each article published will be attributed to the guest writer. Please provide a head and shoulder photo and bio when submitting your article

**Please send all guest articles to [press@todaysconveyancer.co.uk](mailto:press@todaysconveyancer.co.uk)**

## **Newsletter Inclusion**

Three guest articles will be included in each weekly newsletter. The Today's editorial team will ensure that all guest content is scheduled to appear in at least one newsletter. Time sensitive content will be prioritised, with some guest submissions published in future newsletter editions.