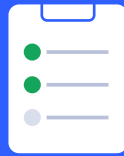


Guest Posting **GUIDELINES**



Guest Posts · Listicle Inclusions · Link Exchanges



For More Informations
www.bdtthemes.com

Welcome

Thank you for your interest in collaborating with BdThemes Ltd. Our program is designed to encourage meaningful partnerships through content exchanges, guest contributions and link collaborations. Our goal is to deliver valuable, relevant and trustworthy content to readers while helping our partners expand reach, credibility and visibility.

We welcome guest contributions to our website and appreciate your interest in sharing your insights with our audience. To ensure a smooth and mutually beneficial experience, please review the guidelines below before submitting your content or proposal.

We offer three types of collaboration:

- 🕒 **Listicle / Roundup Inclusions:** your brand, product or article featured inside an existing BdThemes post.
- 🕒 **Guest Posts:** a full original article written for the BdThemes blog.
- 🕒 **Link Exchanges:** do-follow or no-follow, based on mutual agreement.

Every collaboration is handled professionally, transparently and with editorial care.

About BdThemes Blogs

At BdThemes Blogs, we are committed to being your trusted source for valuable information regarding WordPress. We have written over 160 articles and keep growing. Our mission is to offer invaluable insights and expert guidance to individuals of every skill level.

What we create:

- 🕒 In-depth content that simplifies complex WordPress processes
- 🕒 Website and workflow optimization tips & best practices
- 🕒 Real-time data and insights on the latest WordPress trends
- 🕒 Web project analysis and case studies
- 🕒 Elementor page builder use cases and tips
- 🕒 Gutenberg use cases and tips
- 🕒 Product comparison and review content
- 🕒 Productivity enhancement tips

Core Principles

We welcome a variety of partnerships, but every submission must respect editorial quality, reader value and authenticity.

- ◉ Links may be do-follow or no-follow, depending on the nature of the collaboration.
- ◉ Partnership terms must always be clear and mutually agreed upon before publication.
- ◉ Integrity of BdThemes' content and audience experience remains the highest priority.

Exchange Ratios Based on Domain Metrics

To ensure fairness, content exchanges and link exchanges follow a tiered system based on Domain Rating (DR):

Partner DR	Exchange Structure
DR 78 – 100	1:1 exchange
DR 60 – 77	2:1 (partner provides 2 placements for every 1 from BdThemes)
DR 40 – 59	3:1 exchange

Custom ratios are possible for long-term or strategic partnerships.

1. Request Submission & Approval

All collaboration requests must include:

- ⦿ The target BdThemes URL for inclusion or guest post placement
- ⦿ The page you want linked
- ⦿ Preferred anchor text
- ⦿ Type of collaboration (listicle, guest post or link exchange)

All requests are recorded in a shared sheet for transparency. BdThemes reserves the right to approve, revise or decline any request based on editorial standards and relevance.

2. Guest Post Guidelines

We gladly accept well-written, original guest posts that genuinely help our audience.

Relevance & Originality

- ⦿ Submissions must be relevant to our website's audience and align with our content themes.
- ⦿ We prioritize original, well-researched content that offers unique perspectives or insights.
- ⦿ Content must not be published elsewhere, before or after submission.

Length & Depth

- ⦿ Minimum word count: **1,000 words**, up to roughly 2,500 words per article, enough to give the topic real depth.
- ⦿ Articles longer than 2,500 words should carry more professionalism and in-depth analysis to support the extra length.
- ⦿ Content should be comprehensive, add genuine value and keep a smooth information flow. Avoid abrupt “sudden turn of events” within the piece.

Quality & Professionalism

- ⦿ Must be original, unpublished and plagiarism-free, with no spin content.
- ⦿ Include proper headings, subheadings, visuals and examples.
- ⦿ Provide actionable insights rather than generic filler content; our readers value clean, substantive writing.
- ⦿ Understandable to all audience levels, at a minimum standard English level (Grade 5–8 on the Hemingway Editor).

- ⦿ Avoid overtly self-promotional language; promotional content is fine as long as it sounds natural.
- ⦿ No AI-generated content without proper human editing and fact-checking; AI-assisted drafts with a genuine human touch are welcome.

Formatting & Structure

- ⦿ Proper use of headings, subheadings and bullet points to increase readability.
- ⦿ Use clean spacing and formatting before submission to avoid post-processing hassle.
- ⦿ Avoid overusing “Bold” text.
- ⦿ Links should be blue and may be underlined; anything that isn't a link should not be styled blue.
- ⦿ Include proper references for any data, quotes or statements used.
- ⦿ Provide optimized snippet text with your submission (a ~150-character meta description).
- ⦿ Use high-quality, properly sized, optimized and copyright-free images.
- ⦿ Mention your target keyword and anchor text near the top of the content.

3. Visual Assets

For listicle insertions and guest posts:

- ⦿ WebP preferred; PNG for images requiring transparency; JPG also accepted.
- ⦿ Minimum image width: 1800px.
- ⦿ Videos should be shared as YouTube URLs.
- ⦿ High-resolution visuals should be provided via Google Drive, OneDrive or Dropbox.
- ⦿ Images should be optimized, compressed and include alt text, a caption and a relevant title.

If visuals are missing or low quality, publication may be delayed.

4. Editorial Review Process & Rights

- ⦿ Your content is reviewed by our editorial team; if revisions are required, we'll notify you.
- ⦿ Once approved, we'll schedule the update or publication and share estimated timelines whenever possible.
- ⦿ Final editorial edits may be applied to meet BdThemes' standards.
- ⦿ By submitting, you grant us non-exclusive rights to publish, edit and promote your work on our website.
- ⦿ BdThemes retains the right to edit content for readability, SEO, interlinks and CTAs, without changing the core voice of the post.
- ⦿ BdThemes retains final editorial control over published content; content should enhance our site, not serve as a pure backlink vehicle.
- ⦿ Both partners agree not to modify agreed terms without mutual approval.
- ⦿ Once published, content may not be republished elsewhere.

5. Links, Promotion & Exchange Policy

- ⦿ Maximum **2 promotional links** per guest post article (do-follow or no-follow, based on agreement); roundup/listicle inclusions are limited to **1 link**.
 - ⦿ External links are welcome if relevant, from a trusted source, not a direct competitor and on-topic.
 - ⦿ Please avoid linking to BdThemes' direct competitors.
 - ⦿ Anchor text must be closely relevant to the destination and must not collide with our main/branded keywords.
 - ⦿ Avoid placing links in the first paragraph or intro of the content.
 - ⦿ Do not link to spam, inappropriate or NSFW sites.
 - ⦿ For link exchanges specifically: both URLs must be contextually appropriate, the practice must not violate Google's policies and both sides must maintain transparency and fairness. Over-optimized, irrelevant or manipulative requests will be rejected.
 - ⦿ Either party may adjust link attributes on their own site if needed; we aim for transparent, mutually beneficial partnerships.
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6. Tone, Style & Reader Value

All content, whether an inclusion, link exchange or guest post, must:

- ⦿ Match BdThemes' conversational, helpful writing style.
- ⦿ Provide real value, guidance or insight, with trustworthy facts, updated references and logical structure.
- ⦿ Avoid keyword stuffing, exaggerated claims and low-effort writing.
- ⦿ Fit the topic of the host article or our overall blog focus and enhance the page rather than interrupt it.
- ⦿ Offer practical takeaways for WordPress, design, development, marketing or related fields.

We aim for content that feels natural, helpful and seamlessly integrated into the existing page; our priority is always the reader's experience.

Natural Integration & Placement

- ⦿ Brand mentions must blend smoothly into the article and support the flow of the section they appear in, never forced or overly promotional.
- ⦿ Listicle placement depends on editorial judgment and article structure; guaranteed positions can be arranged under separate agreements.

7. Author Bio & Headshot

- ⦿ Provide a brief author bio (50–100 words) highlighting your expertise and credentials.
 - ⦿ Include a high-resolution headshot for use alongside your author bio.
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8. Originality & Plagiarism

- ⦿ All submissions must be original work created by you and not published elsewhere, before or after.
- ⦿ We don't accept plagiarized content: make sure it doesn't collide with existing content from others or from BdThemes.
- ⦿ No spun content will be accepted.
- ⦿ AI-assisted content is acceptable only with a proper human touch, editing and fact-checking.
- ⦿ All submissions must pass our plagiarism tools.

We take content authenticity seriously to maintain trust with our readers.

Quick Checklist Before Submission

- ✓ Grammatically sound, easy to read and free from plagiarism or spinning.
- ✓ Original work of the author, not published elsewhere.
- ✓ Properly formatted with headings and bullet points, tailored to the exact section or article.
- ✓ Accurate, well-researched and includes proper references for data or quotes.
- ✓ Images are optimized, compressed, high-quality, copyright-free and include alt text, caption and title.
- ✓ Links are relevant, correctly placed and do not link to spam, inappropriate or NSFW sites.

Submissions that fail the quality checks will be returned for revision.

How to Submit

To help you submit your guest post or collaboration request as smoothly as possible, please follow this simple process:

1. Email us your idea

Send us an email about your idea and let us analyze the prospects. Your email should contain:

- ⦿ A subject line containing "Guest Posting" (or "Content Exchange" for listicle/link requests)
- ⦿ An introduction of your company and products/services
- ⦿ The target BdThemes URL, page to be linked and preferred anchor text
- ⦿ Proposed topic title, content idea and the type of collaboration requested
- ⦿ Details on the benefits for our readers
- ⦿ Any deals or offers for your product/service

Send email to: hridoy@bdthemes.com

2. Provide a content outline

Upon a "yes" from our end, please share your content outline for our editor to review and provide guidance. You'll hear from us within 2–3 business days.

3. Provide the content

Complete your copy and send it to us via Google Docs. Additionally:

- ⦿ Create a Google Drive folder and share the folder link.

- ⦿ Add the images used in the content to the folder separately, properly compressed.

4. Review and edits

Once you've sent your copy, our editorial team will review it and may suggest edits. You'll be notified within 2–3 business days.

5. Approval and publishing

When your content is ready, you'll be notified by email and again within 2–3 days once it is live on BdThemes.

Limitations for Termination

We do not accept any submission that fails to meet the requirements above. We will also not accept content that involves:

- ✖ NSFW content
 - ✖ Plagiarized copy
 - ✖ Spun content
 - ✖ Offensive language
 - ✖ Content published elsewhere
 - ✖ Copyright violation
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Conclusion

BdThemes' Content Exchange & Guest Post Program is built on collaboration, transparency and a shared commitment to delivering high-value content. By following these guidelines, we can create meaningful partnerships that benefit both sides and provide exceptional value to our audiences.

We look forward to receiving your submissions and growing together through impactful content and creative collaboration. If you have any questions or need further clarification, please don't hesitate to contact us.

Thank you!