

# Guest Posting **GUIDELINES**



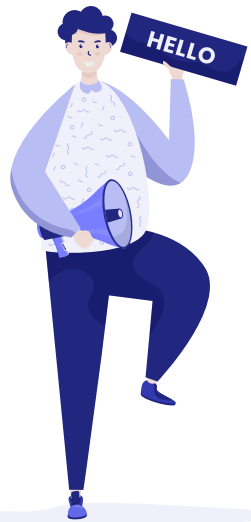
For More Informations

[www.bdthemes.com](http://www.bdthemes.com)



WELCOME

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 guest posting experience, please review the following guidelines before submitting your content.



## 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. Here's what you need to know about us:

### What We Create

- ⦿ In-depth content to simplify the 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 study.
- ⦿ Elementor page builder use cases and tips
- ⦿ Gutenberg use cases and tips
- ⦿ Product comparison and review content
- ⦿ Productivity enhancement tips content.

# Guidelines for Guest Posting Content

## 1. Relevance and 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- ⦿ Content should not be published elsewhere before or after submission.

## 2. Quality and Professionalism:

- ⦿ Content should be well-written, grammatical error-free, and adhere to professional standards.
- ⦿ Content should be understandable to all audience levels and have a minimum standard English level (Grade 5 to Grade 8 by Hemingway Editor)
- ⦿ No filler content. Our audiences are clean content lovers.
- ⦿ Avoid promotional content or overtly self-promotional language.
- ⦿ Promotional content that sounds natural is ok.

### 3. Formatting and Structure:

- ⦿ Proper use of headings, subheadings, and bullet points to increase readability.
- ⦿ Use proper spacing and clean up before submission to avoid post-processing hassle.
- ⦿ Overuse of “Bold” text should be avoided.
- ⦿ Links are blue and may have underlines. Anything that is not a link, is not blue.
- ⦿ Proper references for any data, quotes, or statements used in your content.
- ⦿ Provide optimized snippet text along with content. (150 words for meta description should be added)
- ⦿ Use high-quality, properly sized, optimized, and copyright-free images.
- ⦿ Mention your keyword and anchor text at the top of the content.

### 4. Length and Depth:

- ⦿ A minimum word count of 800 to a maximum of 2500 words per article should be provided.  
This ensures sufficient content depth and detail on the topic.
- ⦿ Articles longer than 2500 words should have more professionalism and in-depth analysis in support of the topic.
- ⦿ Ensure content is comprehensive and adds value to our audience.
- ⦿ Content depth should be maintained with a smooth information flow. Please avoid “sudden turn of events” within the content.

## 5. Originality and Plagiarism:

- ⦿ Submissions must be original work created by you and not previously published elsewhere.
- ⦿ We don't accept plagiarized content. Make sure your content does not collide with existing content from others or from BdThemes.
- ⦿ No spin content will be accepted.
- ⦿ AI content with a proper human touch is acceptable.

## 6. Links and Promotion:

- ⦿ Maximum 2 do-follow links to your site/product per article.
- ⦿ You may provide external links to your content if the links are relevant, from a trusted source, not from our competitors, and do not collide with the topic.
- ⦿ Please avoid linking our direct competitors.
- ⦿ Link anchor text should be closely relevant to the link and anchor text should not collide with our main/branded keywords.
- ⦿ Avoid links in the first paragraph/intro of the content/topics.
- ⦿ No links are acceptable for roundup blogs.
- ⦿ Do not link to any spam/inappropriate/NSFW sites.

## 7. Author Bio and 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.

## Quick Checklist:

- ⦿ Content is the original work of the author, not plagiarized or spun, and not published elsewhere.
- ⦿ Images are optimized, compressed, high-quality, have alt text, caption, relevant title, and copyright-free.
- ⦿ Links are relevant and do not link to spam/inappropriate/NSFW sites.

## How to Submit

To help you submit your guest post as smoothly as possible, we would like to introduce an SOP that you should maintain for maximum efficiency.

### 1. Email us your idea

Send us an email regarding your idea for the guest post and let us analyze the prospects. Your email should contain-

- ⦿ A subject line containing "Guest Posting"
- ⦿ Introduction of your company and products/services/what you do
- ⦿ Proposed topic title and content idea
- ⦿ Details on benefits for the readers
- ⦿ Deals/offers for your product/service

Send email to: [marketing.bdthemes@gmail.com](mailto:marketing.bdthemes@gmail.com)



## 2. Provide content outline

Upon “yes” from our end, please provide your content outline for our Editor to review and provide assistance. You will hear from us within 2-3 business days.

## 3. Provide content

Complete your copy and send us in Google Docs. Additionally-

- ⦿ Create a Google Drive folder and share the folder link.
- ⦿ Put the images used in the content inside the folder separately. Images should be compressed properly.

## 4. Review and edits

Once you have sent your copy, our editorial team will review it and may suggest edits. You will be notified within 2-3 business days for edits.

## 5. Approval and publishing

When your content is ready for publishing, you will be notified through email. By submitting your content, you grant us non-exclusive rights to publish, edit, and promote your work on our website. You confirm that BdThemes has the right to edit your content for better readability, SEO, interlinks, CTAs, and required modifications without changing the core voice of the post.

Once published, you can not republish the content elsewhere.

Once again, you will be notified within 2-3 days when the post is published at BdThemes.

## Limitations for termination

We do not accept any guest post if it fails to meet the requirements mentioned above. Also, we will not accept if-

- ⦿ NSFW content
- ⦿ Plagiarized copy
- ⦿ Spun content
- ⦿ Offensive language
- ⦿ Published elsewhere
- ⦿ Copyright violation

Thank you for considering guest posting on our website. We look forward to receiving your submissions and sharing valuable insights with our audience. If you have any questions or need further clarification on our guidelines, please don't hesitate to contact us.



Thank you!