

# Guest Blogger Guidelines

As a guest contributor, you agree to allow Shortlister to publish original articles written by you on Shortlister's website. You grant Shortlister the non-exclusive, worldwide right to publish on [www.myshortlister.com](http://www.myshortlister.com), syndicate, and distribute all or a portion of the posts.

The content Shortlister accepts must: comprehensively cover a topic, be presented from a neutral and unbiased position, and provide informative and educational content for our readers.

Example topics include:

- Industry Best Practices;
- Market Trends & Updates;
- What to consider when buying.

These are just some of the topic ideas you can write about. We are open to your suggestions if they meet the criteria above and serve our primary goal; to support purchasers and advisors in staying up to date on market trends and best practices.

When writing your article, please keep in mind the guidelines below to ensure your article will be accepted and published:

- 1)** The blog post/article must be your own original work that has not been published on any other website, forum, chat, or social media network.
- 2)** Plagiarism or copyright infringement is not permitted. When quoting others, please make sure to properly cite your source.
- 3)** All content must be completely vendor neutral. The promotional copy will be eliminated at the editor's discretion, or the draft will be sent back for revision. If a blog post submission is inappropriate or needs improvements, a Shortlister representative will let you know and offer suggestions so that it may be published later.
- 4)** Once the post has been submitted to Shortlister, you may not publish it anywhere online, in part or in whole, including your own website or blog, without the consent of Shortlister.
- 5)** Shortlister will share and promote the blog post but does not guarantee any site or audience reach.
- 6)** If Shortlister uses your guest post, you may promote it on your own website, Facebook, Twitter, or other social media forums. Promoting does not mean you post the

entire article on these forums. You may include a link to your guest post and a short explanation of what the article is about.

- 7)** Posts will acknowledge your authorship but will be the property of Shortlister.
- 8)** Blog post writers may submit a short bio statement (no more than 50 words) that may or may not be used at the beginning/end of the article.
- 9)** Blog post writers will be allowed to have one link to their website within the author acknowledgment. This may not be an affiliate link or point to an affiliate site. Shortlister reserves the right to remove the author acknowledgment link within Shortlister's sole discretion.
- 10)** Links to any third-party site must be relevant to the topic and approved by Shortlister.
- 11)** Affiliate links shall not be included in guest post submissions.
- 12)** Shortlister reserves the right to add its own affiliate links where appropriate.
- 13)** Excessive links or links that appear to be affiliated or spam-related will be removed at the discretion of Shortlister.
- 14)** All search engine optimization ("SEO") information, such as anchor text or alt tags, will be reviewed and subject to inclusion at the discretion of Shortlister.
- 15)** We do not pay for submissions. If you decide to submit a post to our site, you do so with the knowledge that you shall not be entitled to any compensation for writing the post or for any other compensation related to the post.
- 16)** Shortlister welcomes images to accompany your guest post if they meet the following requirements:
  - a)** The blog post writer must be the copyright holder of the image OR the image must be licensed under an appropriate creative commons license or in the public domain. Proof must be submitted along with an image showing that it does not infringe copyright laws.
  - b)** Shortlister reserves the right to change/edit/or add an image if necessary.
  - c)** If people are included in the image, then the blog post writer must provide a written release allowing likeness.
  - d)** Image submissions must be relevant to the post.
  - e)** Shortlister reserves the right to deny or remove any image it deems inappropriate or contrary to the values of the Shortlister company and brand.
- 17)** All blog posts are reviewed and approved by Shortlister before posting.
- 18)** Submissions should be kept between 500 – 1500 words.

**19)** Shortlister reserves the right to edit blog posts where necessary.

**20)** Shortlister reserves the right to refuse publication or remove a blog post without prior notice to the blog post writer.

**21)** By providing a blog post to Shortlister, you agree that you are in no way becoming a part of the website or company, nor shall you hold yourself out to be a member of the Shortlister website or company.

**22)** We expect to receive all submissions on time. If you miss your deadline, your post will not be published. If you need an extension to your deadline, please let us know ahead of time.