Oncrawl

Star Author Program
Editorial Guidelines

As technical SEO is in our DNA, we only publish articles on this topic. Why? We believe technical SEO articles are the most useful for our readers.

Please note that we will not publish any article that is not unique, that does not cover a technical SEO subject, or that does not respect the editorial guidelines below.

● Style Checklist

✔ Choose an attractive title

Your title must be compelling, informative, attractive and respect SEO best practices

✔ Give your content structure

- Break your text into subsections to make it easier to read.
- Use bullet points to structure ideas, if necessary.
- Use a clear, direct and simple style that avoids long and complicated sentences.
- Your article must contain between **800 and 2000 words.**
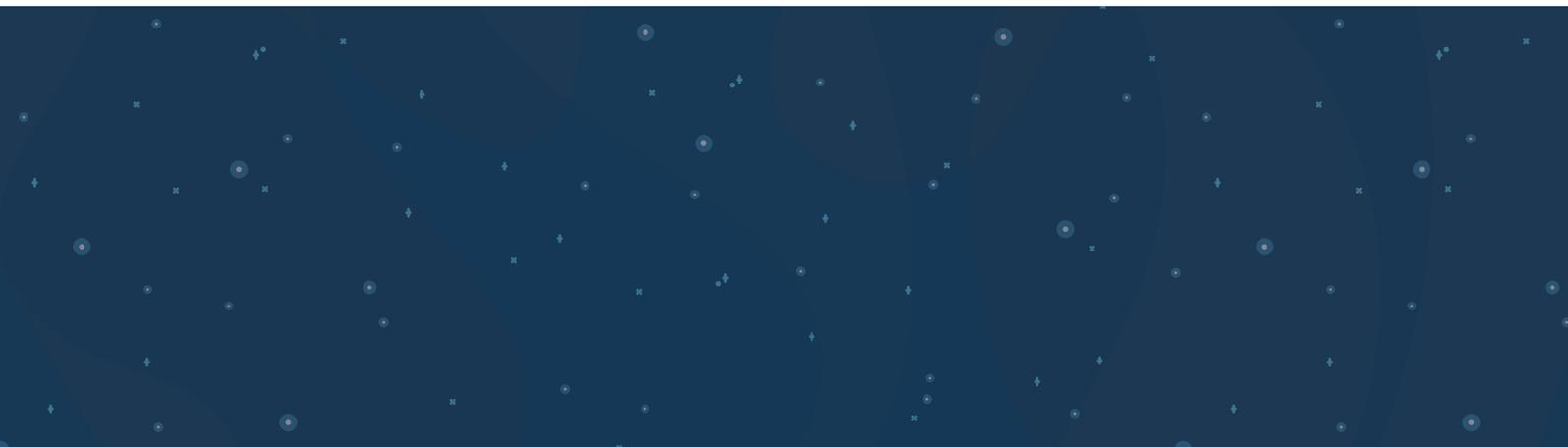
✔ Links (if any) provide value to the article

We only accept links if they are highly qualitative and add real value to your article. You cannot purely promote your company or tools, but you can link back to your blog, ebooks, articles if they are relevant.

✔ Provide images

Feel free to include illustrations and screenshots in your article to break up the text and illustrate your statements.

✔ Include an author bio and headshot

In addition to your article, please provide a two- to three-sentence (200 characters max) author bio that will be published along with the article. A headshot of yourself and your Twitter handle are also required.

◉ Content Checklist

✔ Write about technical SEO

Your article must cover a subject in the field of technical SEO.
If you are having trouble identifying a subject which would be a good fit, feel free to reach out to our editorial team. We would be happy to suggest some titles.

✔ Provide educational content

Your article must be educational and in-depth.

✔ Support your claims

You must illustrate your claims with examples, screenshots, data, quotes...

✔ Build on personal experience

Feedback and case studies from your own experience are always valuable.

✔ Provide unique content

You must propose unique content for the OnCrawl blog. We will not publish content that has appeared or will appear elsewhere.

✔ Provide content you have permission to post

You are responsible for the full release of any licensing, copyright and permissions for your text and images.

Remember, we do not accept articles that:

- Contain content that is not unique
- Treat a subject other than technical SEO
- Handle the subject too superficially
- Contain plagiarized content
- Contain self-promotional content
- Cover a subject that we have already published

Our editorial team rereads and may revise every accepted article, but we will never make major changes without your permission.
If you need to contact our editorial team, you can reach us at
marketing@oncrawl.com