



OnCrawl Blog

Editorial Policy

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OnCrawl.com/blog
About OnCrawl's blog

*We aim to promote the sharing of **technical SEO** and **data science** knowledge among people who confront technical SEO questions in a **professional** or monetized context.*

Our articles

As a well-established actor in the SEO field, OnCrawl has built a strong technical SEO community.

Our blog is recognized today as a valuable technical resource. It focuses on **technical SEO and data SEO** and proposes only **unique content** written for the OnCrawl blog.

As a French software company, our legacy market is one we're proud of: with the exception of local events or news, our blog is **bilingual** (French-English). Translations are carried out in-house by native speakers who work in SEO and are sensitive to the vocabulary of the industry.

Our authors

In 2019, 64% of our articles were written by outside contributors. We believe that the **variety of voices and opinions** is one of the richest elements we can help provide in the technical SEO field.

We accept contributions from anyone who can write **coherently, accurately** and **in-depth** on a technical SEO or data SEO topic.

We **review all submissions** with these values in mind, and may solicit the advice of subject-matter experts if our editorial team lacks the technical knowledge to evaluate an article.

In evaluating submissions, OnCrawl does not discriminate based on ethnicity, gender, language, location, or author popularity.

Our audience

In 2019, our blog reached over 40,000 readers per month.

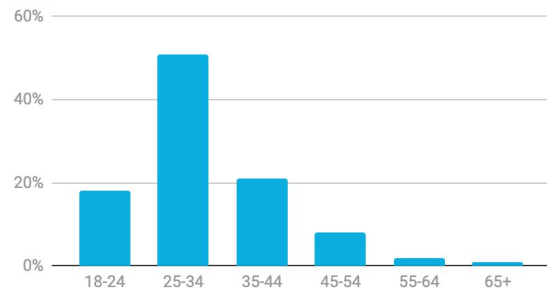
Individual articles were often read over 3,000 times.

Audience profile

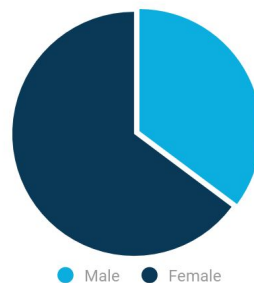
- B2B readers
- Head of SEO, Head of E-commerce, SEO Consultant, Traffic Manager, Head of Marketing
- E-commerce players, Online publishers, Retail websites, SEO Agencies

Our audience

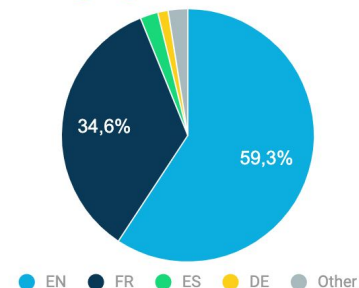
Age



Gender



Navigator language



Top 4 regions



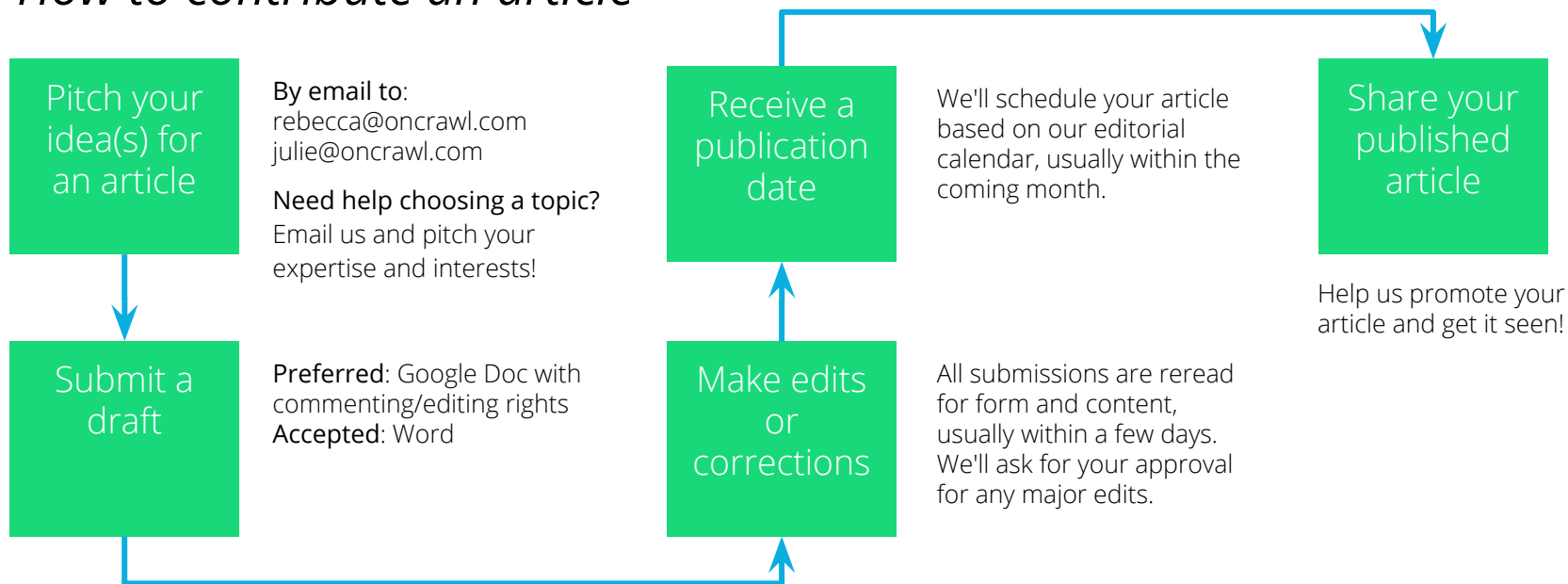


[OnCrawl.com/blog](https://oncrawl.com/blog)

Contribute your knowledge

Contribution process

How to contribute an article



Article promotion

We actively promote all articles published on the OnCrawl blog at the time of publication through one or more of the following social channels:

- **Twitter** (12k followers)
- **Facebook** (800 followers)
- **LinkedIn** (1.8k followers)

You should also promote your article through **your own channels**.



OnCrawl Editorial Policy

Editorial Guidelines

What we're looking for

You know you've got something for us if you cover these points:

- Technical SEO or data SEO topics
- Between 800 and 2000 words
- New points of view or new ideas

What we can't accept

You should look at other publications if your articles:

- ✘ Contain content that is not unique
- ✘ Treat a subject other than technical SEO or data SEO
- ✘ Handle the subject too superficially or show no expertise
- ✘ Contain plagiarized content
- ✘ Contain self-promotional content
- ✘ Provide little new information with regards to an article we have already published

Content checklist

✓ Provide educational content

Your article must be educational and in-depth.

✓ Fact-check and support your claims

If you make claims that go beyond commonly-known facts, you must illustrate them with examples, screenshots, data, sources, quotes...

✓ Provide images, code, tables, and charts

Include content in non-textual formats when appropriate.

✓ Include an author bio and headshot

In addition to your article, please provide a two- to three-sentence author bio and headshot of yourself. If you have a Twitter handle, please share it as well. Any links will be included on your author page.

✓ 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.

Note: OnCrawl is a company offering an SEO data platform and crawler. We cannot publish references, screenshots, or "how to" sequences concerning our direct competitors (specifically, but not limited to, Deepcrawl and Botify).

Style checklist

✓ Choose an attractive title

Your title must be compelling 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.

✓ Use consistent spelling

E-commerce or ecommerce? (We prefer the latter.) If you use other terms with multiple accepted spellings or capitalizations, pick one option and stick with it.

✓ Use proper capitalization

Use capital (uppercase) letters for proper nouns and beginnings of sentences only.

✓ Use sentence case for capitalization in your title and your in-article headings

Please capitalize only the first word in your titles and headings.

✓ Use double quotes when citing text

References and citations should be enclosed in double quotes ("").

✓ Include links that provide value to the article

We only accept qualitative links that add value to your article. We reserve the option to publish links as "nofollow".

✓ Provide a conclusion

Language questions? Try these style guides:

- <https://developers.google.com/style/>
- <https://www.merriam-webster.com/>

SEO checklist

✓ Do your keyword research

Your main topic should correspond to one (or to several closely related) keywords. These keywords (and phrases with the same meaning) should occur naturally in the headings and the text of your article.

✓ Respond to search intent

Use other ranking pages for your topic to determine the best format for your article: How-to content? Long? Short? Image-heavy?

✓ E-A-T

Cite or link to authoritative sources where appropriate; quote or reference experts or published research; etc.

Need help creating a great article?

We've gathered a few resources to help you out:

- [Example of an article creation process to rank high](#)
- [Free templates for 8 different types of posts](#)
- [How to write great article titles](#)
- [Keyword research tips for bloggers](#)



OnCrawl.com/blog
Star Author program

OnCrawl Star Authors

The OnCrawl Star Author program provides perks for contributors like you who write about technical SEO or data SEO and want to regularly publish articles on our blog.

Prerequisites:

- **Be known:** have already written 1 article approved by the OnCrawl editorial team
- **Be "tech":** commit to writing articles only about technical SEO
- **Be reliable:** send at least one article per quarter
- **Be considerate:** respect our quality standards

If this sounds like you, please contact julie@oncrawl.com for more information.



[OnCrawl.com/blog](https://oncrawl.com/blog)
OnCrawl editorial team

The OnCrawl editorial team

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Join us at: <https://www.oncrawl.com/blog/>

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