Oncrawl Blog
Editorial Policy
2024

oncrawl

- About Oncrawl's blog

- Contribute your knowledge

- Editorial guidelines

oncrawl

oncrawl

About Oncrawl's blog

oncrawl

We aim to promote and share technical SEO and data science knowledge among people who confront technical SEO questions in a professional context.

oncrawl

Our articles

As a well-established actor in the SEO industry, 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.

oncrawl

Our authors

In 2023, over 70% 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.

oncrawl

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

oncrawl

Our audience

Audience profile

- B2B readers
- Head of SEO, Head of E-commerce, SEO Consultant, Traffic Manager, Head of Marketing, Technical SEOs and Data Scientists/Data Analysts working with marketers
- E-commerce players, media and news publishers, classified and listing websites

oncrawl

oncrawl

Contribute your knowledge

oncrawl

Contribution process

How to contribute an article

Pitch your idea(s) for an article

By submitting a detailed outline of what your article will be about and what it will include via the submission form below:

Oncrawl Blog Submission Form

Submit a draft

If the idea fits our guidelines, we'll reach out to fine tune the outline and determine the timeline for draft submission

Preferred format: Google Doc with commenting/editing rights
Accepted: Word

Receive a publication date

We'll schedule your article based on our editorial calendar. We generally schedule articles 2-3 months in advance.

Make edits or corrections

All submissions are reread for form and content. We'll ask for your approval for any major edits.

Share your published article

Help us promote your article and get it seen via social media, newsletters, or any medium you think appropriate!

oncrawl

Article promotion

We actively promote all articles published on the Oncrawl blog at the time of publication through the following social channels:

- Twitter (15k followers)
- LinkedIn (7.7k followers)

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

oncrawl

oncrawl

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 2,200 words

➤ New points of view or new ideas

oncrawl

What we can't accept

You should turn to 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

oncrawl

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).

oncrawl

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 former.) 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://www.chicagomanualofstyle.org/home.html
- https://www.merriam-webster.com/

oncrawl

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-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:

- SEO Writing: 12 Tips on Writing Blog Posts That Rank on Google
- Free templates for 8 different types of posts
- How to write great article titles
- Keyword research tips for bloggers

oncrawl