



## Article/Press Release Guidelines for Submission to Neighborhoodnow.com

- **All articles should be written by you** or by a ghost writer, and all copyright holdings to the article must be yours and only your name or business/website may be associated with any articles you submit to NeighborhoodNow.com.
- **Articles should not be keyword intense.** This means your article should not contain excessive keywords or otherwise contain many of the same words. This practice is referred to as '**Keyword Stuffing**', and is not welcome at NeighborhoodNow.com.
- **Articles cannot contain content related to:** *illegal activity, hate, racial, pharmaceutical, adult (anything that would not be suitable for a child 13 or below), bomb creation, obscene, hacking or cracking, gambling, weapons, tobacco, terrorist activity, prescription drugs, steroids, and may not be related to paid-to-surf, MFA (Made For Adsense), bulk e-mail, spamming, click fraud, Adsense Arbitrage, or any other content (not listed here) that may be considered offensive, derogatory, slanderous or harmful.*
- **Articles should contain a resource area/box.** Author must add this to the end of their article and author's name or business should be the same as the user's name submitting the article.
- **Articles should contain at least one link** and that link should point to a related site that you own and/or operate. You should not have multiple links that point to the same resource in your article (Editor may override). In other words, having more than one link pointing to any single URL is frowned on, but NeighborhoodNow.com does allow pointing to [www.yourdomain.com/subpage.html](http://www.yourdomain.com/subpage.html) or some other page/s on your domain. **Max number of links in any article should not exceed five (5). NeighborhoodNow.com recommends only one link per article for best results.**
- **Duplicate content.** Articles should NOT be a Private Label Article (PLR) article or an article that has been ripped from another ARTICLE DIRECTORY or an article that can be found on multiple sites.
- **Articles should not contain any links within the first two paragraphs.** Self-serving links can be in the article body, but should be in your signature. Any links placed in the article body should be to resources that add value or additional information - related to the article's content.
- **Article Essentials**
  - Clean Copy: no spelling errors, no missing words, no typos, no formatting issues.
  - Fact Checking: All facts must be checked for 100% accuracy. Incorrect facts are unacceptable.
- **Style:**
  - **Articles must be written in English**
  - Use plain language and avoid jargon.
  - Bullets, numbered lists, subheads, etc. are encouraged to break up text for readability.

**Neighborhoodnow, Inc.**

[www.neighborhoodnow.com](http://www.neighborhoodnow.com) | [info@neighborhoodnow.com](mailto:info@neighborhoodnow.com)

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- **Tips**
  - Be succinct. Write no more than 50% of the text you would have used in a hardcopy publication.
  - Write for scannability - don't require users to read long continuous blocks of text.
  - The web is an informal and immediate medium, compared to print, so users appreciate a somewhat informal writing style and small amounts of humor.
  - Limit the use of metaphors, particularly in headings. Users might take you literally.
  - Use simple sentence structures. Convolved writing and complex words are even harder to understand online.
  - Add bylines and other ways of communicating some of your personality. (This also increases credibility.)
- **Appeal to Large Audience:**
  - Keep in mind you are writing for a national publication. Make sure there is appeal to a large audience.
  - Unless it is a gender-specific piece, balance examples of male/female quotes, anecdotes, etc.
  - Avoid niche topics. Treat all articles like they could stand alone by themselves.
- **Engagement:**
  - Make sure there is a good "hook"? Ask yourself: Is it fun to read?
  - Keep in mind visual imagery. Is there a picture that might complement this article?
  - Is this new info or info presented in a new way? Is it fun?
  - How compelling is the info?
  - Use examples of good and bad scenarios.
  - Include anecdotes.
  - Timeliness – what do people care about now?
- **Sources**
  - Be sure to cite all sources and legitimize their expertise if possible.
  - Are your facts correct?
- **Bylines**
  - Include full name in the byline and any information to legitimize authority, such as "author of X book" if appropriate.
  - Include short bio and email address at the end of article when author is expert source.
- **Tone**
  - Authoritative/expert
  - Timely and/or useful
  - Engaging/entertaining
- **Promotions**
  - Articles should not promote NeighborhoodNow.com's competitors.
  - Keep self-promotion to a minimum when possible.
  - No direct advertising, coupons, specials or direct promotion is allowed in the body of the article or resource box.

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- **Headlines:**

- Create a headline a user will feel compelled to click on.
- Headlines should be clear, strong and engaging. They should explain the article succinctly and contain key words.
- Do *not* use clever or cute headings since users rely on scanning to pick up the meaning of the text.
- Reference numbers - *Five Worst Coworker Types, Ten Worst Email Blunders*
- Ask a question in the headline (this is especially good for polls) - *Do you know how to choose a good Accountant, Are You Dressing for Success?*
- Play Off Negative Angles - *Things You Should NEVER Do In a Job Interview, Worst Relationship Advice*
- Include "fun" and engaging words in the headline
- **Negative:** *Taboo, Disaster, Catastrophe, Failure, Ridiculous, Agonizing*
- **Positive:** *Triumph, Winner, Star, Sensation, Fashionable, Hip, Cool, Hot*
- "How to" Headlines - *How To Land the Impossible Interview, How To Find the Best Restaurants*

- **Specifications**

- All articles should be between approximately 500 and 1500 words.
- Up to 4 images per article may be included, also to be submitted via email, with a maximum file size of 80k per image, in color or black & white, in JPEG or GIF electronic format only, with a maximum size of 300 pixels wide and 300 pixels high.

All content must be submitted via email in electronic format to [content@neighborhoodnow.com](mailto:content@neighborhoodnow.com).

The preceding are guidelines only. Neighborhoodnow reserves the right to refuse publication of any article, press release or any submission of content that does not fall within its guidelines or submission policies.

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