United Mail Blog Guidelines

Last Updated August 2020

This is United Mail's guidelines on blogging. This documentation is to help educate writers and contributors on what kind of content, formatting, structure, and details we are looking for.

Blog URL: https://united-mail.com/blog/

Blog Objectives

Primary Objectives:

- Generate new leads
- Organically rank on the first page of Google
- Establish ourselves as subject matter experts in our industry
- Become a trustworthy resource for industry news and information

Additional objectives when applicable:

- Gain new newsletter (The Marketing Brief) subscribers
- Cross sale of other services we offer
- Drive users to products and services on our website
- Create shareable social media content

Content Topics and Objectives

The content published on our blog should thoroughly answer a topic or question in detail with examples and results when applicable. The copy also needs to create engagement and offer a call to action to request a quote or subscribe to our newsletter.

We are looking to help people find the answers to questions or solutions to problems and needs in the industry through our extensive suite of products and services. We also want to cross-sell our services when applicable and introduce our audience to features we offer that they may not have known about.

About Our Audience

Our audience is comprised of business owners, advertising agencies, nonprofits, and marketing and sales professionals. Everyone from experts to nonprofessionals may, therefore, read our blog, so it is important to keep in mind the varying levels of industry-specific knowledge within our readership.

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Linking Policy

Internal Linking

All articles should have cross-linking to our products and services on our website when it makes sense. This will enable users to dive deeper by being redirected to a web page devoted to our services. All internal links should stay in the user's current browser.

HTML Code
- Internal link code: `<a href="" class="underline"></a>`

External Linking

Articles should link to external websites when referencing a report, study, article, blog, etc. to provide the user with reference information. When linking to external websites or PDFs the link should open in a new window.

HTML Code
- External link code: `<a href="" class="underline" target="_new"></a>`
- PDF code: `<a href="" class="underline" target="_new"></a>` (PDF)

Images and Photos

All blogs must include a high resolution, 1280 X 500 pixels image, photo, or graphic. Imagery must be clear, compelling, engaging, and relevant to the topic of each blog post. Purchased imagery must be royalty-free. Free images must be approved for commercial use, and copyright-free. United Mail does not share subscriptions to its stock photography websites. If you have any questions or would like to request an image to be created for a blog post please email our Marketing Manager, Jason Meredith at jmeredith@united-mail.com.

- File type: compressed jpg
- Naming convention: name images the same as the blog post title
- Alt tags: should be the same name as the blog post title

Style and Formatting

The content on each blog should be easy to scan and read. This can be achieved by using subtitles, breaking up large paragraphs into smaller, more easily consumable paragraphs, using bullet points, and inserting hyperlinks to resources referenced.

Copyright and Trademarks

If a product or service is copyrighted, reserved, or has a trademark only indicate the © or ® or ™ on the first occurrence of the word in the body of the content.

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Headlines

Great headlines draw more traffic and generate more social media shares and click-throughs. The title of the blog should be written with SEO in mind. You can make it short and to the point, or go for a long-tail title.

Tags

H1: Only for the title of the blog
H2: Subtitles
H3: Sub - subtitles

Content Review Process

All blogs are reviewed for accuracy, grammar, relevancy, tone, and overall delivery of information. Content can typically be approved within 24 - 72 hours of being submitted. If revisions are needed the copywriter will be notified via email.

Reposting Policy

United Mail may repost a blog if it fits our guidelines and we have permission from the original publisher.

Article Length

Blogs should be between 950 words and 2,500+ words depending on the depth of a topic.

Keywords

Keywords should be used frequently but written in an organic way. Do not overuse keywords to the point of the blog reading like spam.

Videos

Videos can be embedded into a blog if it helps the reader. Do not use videos from competitors. Videos must not default to auto-play, and all video controls and options should be available to the user (pause, timeline, volume, full-size, etc.).

Meta Tags

- **Title Tag:** Should be the same as the H1 title and must be less than 60 character including spaces
- **Description Tag:** Must be between 100 and 160 characters including spaces. Use keywords and relevant working

Brand Standards

If you need access to United Mail's brand standards please visit our [Brand Central page](#) on our website. There you can download various versions of our logo, and approved brand guidelines.

Disclaimer

United Mail reserves the right to modify this documentation, as well as the guidelines therein, at any time with or without notice.

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