CONTENT

Length
- Article can be up to 2,000 words.
- Encourage reading by writing content in short paragraphs (around 3-4 sentences per paragraph).

Images
- Provide featured image.
- Use maximum of three (3) images in your post.
- All images should be submitted in JPG or PNG file with proper attributions.
- Strictly no external links on images.
- You can use images from sites that release all licenses only. Use of own images/photographs/screenshots are highly encouraged.
- No promotional images (company logo or brand).
- Provide source information for all submitted images as shown below:
  Featured Image: image_1/Unsplash.com
  In-post Photo: image_2/Pixabay.com
  Screenshot by [Author's Name]. Taken January 2016
- We reserve the right to replace or remove images that deem irrelevant or has negative connotation without prior notice.

In-Article Links
- Link at least 1 existing article from beatechelette.com in your content.
- Link to third-party authoritative sources are acceptable as evidence to support your argument. However, links to people's personal/company home pages will not be accepted.
- You may link 1 article back to your own website.
- Keyword stuffed links in the content will not be accepted.
- Any links that appear to be overly promotional (ie. self-promotional CTAs) will be removed.
- We reserve the right to add rel="nofollow" to any link or remove a link at any time, before or after an article is published.
- We reserve the right to include CTAs to our own content, including but not limited to email newsletters, PDFs, and other downloadable content.
- Buying, trading, or selling links is strictly prohibited.

Author's Bio
- Short author bio (100-150 words) including a maximum of one anchor text link to your own/company website.
- Keyword stuff link will not be accepted.

Disclosure

- Any relationship with a company or someone mentioned in your post must be disclosed. (Example: My business partner, John Smith, wrote the case study below.")
- If you reference your company in the article, your connection as the author needs to be made clear.

PUBLISHING

- Give us at most 2 weeks turnaround time from the time you submit your draft to publication. This will include copyediting, link checking, and ensuring that articles comply with our guidelines.
- Full communication will be provided to influencers who participate in guest posting. This involves sharing of ideas, comments, and suggestions before and after publishing of post.

REPUBLISHING/SHARING

- We will not republish anything that's been published elsewhere.
- You may republish the same article 30 days after it goes live on The Growth Architect's website.
- We will provide all links you can use for promotion across social media platforms once guest article goes live on the blog.

Got a question? Please send your inquiries to April at info@beatechelette.com. Thank you for your consideration.

GROWTH
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