



WPO Blog Submission Guidelines

GENERAL GUIDELINES

- Target audience: women who lead & own multi-million-dollar companies.
- Blog posts should focus on best practices, case studies or other information that would be viewed as educational to women business leaders. *No advertorials or sales pitches.*
- Articles must be your original work and not published elsewhere on the web.
- We recommend about 500-1,000 words for decent depth and detail.
- Links are allowed, so long as the accompanying anchor text is relevant and organic to the article.
- Please include 1-2 high-quality images/photos (JPEG/PNG format) with your submission. These may be ones that you have taken yourself, or that you have the rights to. When submitting, please provide an appropriate caption, with the date taken and appropriate credit. If you submit a stock photo, please ensure it is royalty-free and able to be shared and modified for marketing/commercial purposes.
- Our Editorial Team reserves the right to edit your article, including for grammar, spelling, and formatting. We will add “[SPONSOR] is a proud sponsor of the WPO” at the end of each post.
- We may be able to provide a WPO member who could add insight or a quote, depending on the topic and timeline. This can be added after a draft is complete, just include the questions or insight you’re looking for in the appropriate place and staff can work with you to see what is possible.

COMMON SENSE GUIDELINES

- Keep your title brief, ideally no more than 10 words and/or less than 100 characters. Titles are what grab a reader’s attention. Please ensure that the title clearly communicates the topic and conveys the essence of the piece to the reader.
- Write in a clear, easy-to-understand style and include relevant and practical takeaways.
- Use short paragraphs, subheadings, and/or bullet lists to break up your article.
- Check your spelling and grammar.
- Attribute any quoted/paraphrased info with links to the sources.

AUTHOR BIO GUIDELINES

- Recommended length is 50-75 words.
- You can include 1 or 2 links in the author’s bio.
- Include high-quality logo for your organization, JPG or PNG format.
- Include your name and preferred professional title to be displayed with your name i.e., “JoAnne Williams, Owner/CEO of JWilliams Staffing, Inc.”