

# demand studios



---

## **Editorial Guidelines**

Last Updated 7.16.10

For Writers

*\*The Copy Editor Guidelines can be found in the Copy Editor Resource Center.\**

# TABLE OF CONTENTS

- I. Plagiarism & Content**
- II. Titles and Article Formats**
  - a. Titles
    - i. Suggesting Titles
    - ii. Wrongly Categorized Titles
    - iii. Bad Titles
  - b. Article Formats
- III. Demand Studios' Voice**
- IV. Demand Studios' Style**
- V. Creating a Good Article for Demand Studios**
  - a. Writing Guide
  - b. Categorizing an Article
  - c. Introduction/Overview
  - d. The Main Body & Subheads
    - i. Subheads
    - ii. Example Subheads
  - e. References
    - i. Attributing Sources in the Article & References Section
    - ii. Parenthetical Citations Within Your Article
    - iii. Exceptions to Sources
  - f. Resources
  - g. Location
  - h. Key Concepts
- VI. Image Guidelines**
  - a. Writing Captions

## **I. PLAGIARISM & CONTENT**

Demand Studios requires all articles to be unique and original. We have a zero-tolerance for plagiarizing the work of others or repurposing (duplicating) your own content. You may quote from other sources, but only if you accompany the quoted material with an attribution. **It's never acceptable to plagiarize the work of another writer.**

- Every article you submit must be original unto itself. Our in-house editors conduct reviews of each writer's accepted articles. If we find that you've claimed similar titles and submitted the same or similar content—or chunks of content—for any of these articles, you could permanently lose your Studio privileges. We advise writers to avoid choosing similar titles, as it's difficult to provide fresh content for each title, and the penalty for repurposing content is so severe. *\*Refer to the Code of Ethics and the document titled "How to Avoid Plagiarism," located in the Writer Resource Center, for more information on our plagiarism policy.\**

## **II. TITLES & FORMATS**

### **Titles**

The title of an article often appears on search-results pages, in menus and in other areas that contain a limited number of words. It plays a significant role in how articles are searched and indexed, and it serves as the primary text when someone bookmarks an article. For these reasons, titles are crucial to Demand Studios.

In most cases, Demand Studios will provide the titles for your articles. We've optimized these titles for search engines, so do not ask for any major modifications to titles. **If you have a question about an article title, please direct it to our title clarification section in our forums.** Report any typographical or grammatical errors you find within your titles to the copy editor via the comment box.

### **Suggesting Titles**

Demand Studios accepts user-suggested titles in the How to format. *\*Before submitting a title, read the Suggesting Titles Guidelines, located in the Writer Resource Center, to minimize the risk of rejection.\**

### **Wrongly Categorized Titles**

Titles are assigned a category to help writers easily search for titles. Every so often, an incorrect or ill-defined category may appear with a title in the available titles queue. **Do not base the meaning of a title solely on its category.** The category is to help you search for the article, not to specify the details of what the article should contain. Always write the article to fulfill the goal outlined in the title. Below are some examples of wrongly categorized titles:

- If the title "About Blood Glucose" is assigned a category of diabetes, do not write the article addressing blood glucose for diabetics. The title does not specify diabetics, so the article shouldn't either. This is an example of an ill-defined category.

### **Bad Titles**

Occasionally bad titles will make it through our system, and we rely on our writers to flag them. If you ever receive a title or subject matter that appears illegal, dangerous or impossible to answer, **email the editorial team by clicking the "Contact Us" button before you start writing the article.** Do not attempt to write an article just to fulfill the bad title. Below are some examples of bad titles to report:

- On the surface, the title “How Do I Become a Bounty Hunter in Canada?” looks fine. However, once you research the topic, you’ll find that bounty hunting is illegal in Canada. Do not attempt to write the article explaining that it is illegal.
- The title “How to Teach a Dog to Talk” cannot be answered, as it’s impossible to teach a dog to talk. Do not substitute a related article, such as “How to Teach a Dog to Bark,” as this will trigger a rewrite request and/or rejection.

## Formats

Demand Studios offers multiple article formats. Each title will have a predetermined format assigned to it. The goal of each article will depend on the format attached. Below is a brief overview of the current formats in Demand Studios:

- **About:** Articles must accurately define a topic by providing the most essential information readers need to understand it.
- **Decision:** Articles must help readers make a decision by providing two different perspectives on the given subject and the prevailing consensus.
- **Fact Sheet:** Articles must use the clearest, most essential pieces of information to efficiently define the assigned topic in summary form.
- **How Does:** Articles must describe a process or explain how something happens by providing the most essential information a reader needs to determine how something functions.
- **How to:** Articles must explain the essential information a reader needs to accomplish a task.
- **List:** Articles must provide a range of logically flowing items from a definite and authoritative perspective.
- **Product Review:** Articles must provide an accurate, objective evaluation of a brand-name item from firsthand experience.
- **Quick Guide:** Articles must present a comprehensive collection of 15 articles and videos around a theme.
- **Shopping Guide:** Articles must provide an informative, objective overview of a specific product.
- **Short Answer:** Precisely explain how to accomplish a task with targeted instructions in step-by-step format. Some articles may be brief, while others may require thorough descriptions.
- **Strategy:** Articles must outline a tactical plan of action to achieve a goal or accomplish a task. The methods discussed should instruct the reader how to execute a task, emphasizing a deeper understanding of a topic rather than minute individual tasks.
- **Tips:** Articles must provide a short answer to a question with context in about 30 words.
- **Travel Review:** Articles must provide an accurate, objective evaluation of a hotel, restaurant, landmark, airline, car rental service or other aspects of traveling, based on firsthand experience.

**If an incorrect template appears with your title—such as a Fact Sheet template with the title “How to Teach a Dog to Bark”—please contact the editorial team.**

## **III. DEMAND STUDIOS’ VOICE**

- Write in a “conversational” voice, and speak directly to the community in an inclusive tone.
- **Write in the active voice**, using the traditional “subject-verb-object” construction. Avoid passive voice and “to be” verbs, which are the mark of an amateur writer.
- Do not include empty adjectives, such as “fun,” “easy,” “great,” “terrific,” “fantastic” or “unique,” the most misused word in the English language.

- Don't make unsupportable claims about product performance. The Zone Diet isn't a "great" or "effective" way to lose weight. It's a "method for losing weight" or a "popular method for losing weight."
- All articles must contain evergreen copy that will read just as fresh five years from now as it does today. For this reason, avoid dating your copy with years and words like "new" and "hot." For example, if a place has been open for 10 years, write "since 1999," as opposed to writing "It opened 10 years ago."
- Write articles in the second or third person to pull the reader into the piece. **Never write in first person** (unless otherwise noted), and don't use the impersonal "one" as a subject, a construction that invariably leads to awkward, stilted phrasing.
- Start sentences with actionable verbs, which encourages lean prose. For example, write "Tear open the package," instead of "You can then tear open the package."
- Humor may be used sparingly to add personality to the article but shouldn't be tangential.
- Service journalism is about providing your reader with information to help him make decisions. Use active verbs and strong nouns. Keep it short, simple and easily digestible.
- Alternate using "he" and "she" in articles (as long as this use doesn't factually compromise the article content). Never use "they," "them" or "their" as singular pronouns to avoid being gender specific. For example, don't write "Ask your spouse whether they want to accompany you to the store." Instead, write "Ask your spouse whether he wants to accompany you to the store."
- Follow AP Style when applying pronouns to an animal. Below is an excerpt from AP Style's animals section:
  - Do not apply a personal pronoun to an animal unless its sex has been established or the animal has a name: The dog was scared; it barked. Rover was scared; he barked. The cat, which was scared, ran to its basket. Susie the cat, who was scared, ran to her basket. The bull tosses his horns.
  - Capitalize the name of a specific animal, and use Roman numerals to show sequence: Bowser, Whirlaway II.
  - For breed names, follow the spelling and capitalization in Webster's New World College Dictionary. For breeds not listed in the dictionary, capitalize words derived from proper nouns; use lowercase elsewhere: basset hound, Boston terrier.
- Never use trademarked brand names unless the title specifically calls for it. For example, the term "Speed Square" is a trademarked phrase that should never be used to describe a carpenter's square. Similarly, replace facial tissue for the trademarked term "Kleenex." Always use the generic description whenever possible.
- Practice objectivity. Avoid advertorial copy or any copy that suggests an inherent bias—be it positive or negative. For titles that call for an opinion or endorsement of a particular product or place, use objective language and write from an unbiased point of view. Shun using hybrid language that could blur the lines between advertising and editorial.
- Avoid including brands or products in your article unless the title specifically calls for it. Articles with generic titles, such as technical, computer-based How to's like "How to Build a Website," should not include instructions on how to complete the task using one specific product. Instead, it should include multiple options with a corresponding explanation in each step.

- Display precision with numbers and terms. Don't use "a few," "several," "so forth," "many more," "some" or "etc." Indicate an exact number or amount.
- Prices fluctuate over time but can provide important context to an article. If the article does warrant prices, use the most recent prices, and include an average or range. Put in a date disclaimer, such as "As of 2010, the average cost was ..."
- Don't reference the layout or the article's position on the page; these elements could change.

#### **IV. DEMAND STUDIOS' STYLE**

1. **The Associated Press Stylebook is our primary style guide.** Refer to Webster's New World College Dictionary for spelling.
2. Use only one space after periods, in between sentences.
3. Search Engine Optimization (SEO) style trumps AP Style (as long as it is grammatically correct). Below are two examples:
  - State Names: "Ariz." & "AZ" vs. "Arizona"  
In an article entitled, "How to Plan a Trip to Phoenix, Arizona," although AP Style requires the use of "Ariz." and the postal code is "AZ," few people would use those abbreviations during an Internet search. Most people would use "Arizona," and so should you. Spell out the names of states.
  - Email & Website: "e-mail" vs. "email" & "Web site" vs. "website"  
Use "email" and "website" for SEO value because most people use "email" and "website." This does contradict AP Style, which requires "e-mail" and "Web site."
4. Use the following commonly searched terms like this:
  - Yahoo!
  - MP3
  - iPod (Exception: Use iPod, per AP Style, at the beginning of a sentence.)
  - homepage
  - Internet
  - Login, logon, or logoff for nouns. Log in, log on, or log off for verbs.
  - Bed and breakfast (noun), bed-and-breakfast (adjective)
  - Don't use "bed & breakfast" or "B&B" unless it takes this form as part of an establishment's proper name, as in "Radcliffe Bed & Breakfast."
  - 401k
  - Wi-Fi
5. Capitalize words in titles and subheads throughout the article according to AP Style, regardless of how the trademark reads. For example, "Time" magazine should not appear as "TIME," reflecting the trademark but as "Time," reflecting Demand Studios and AP Style.
6. Don't use a space before or after an "em-dash." Close the words around the dash. For example, write "There were five months—he couldn't ask for more than that—left in his commitment."
7. Write the word "to" rather than using a hyphen: 10 to 12 feet, not 10-12 feet.
8. Defer to AP Style when it comes to numerals, numbers and addresses, except in the Things You'll Need list. Use only numerals to indicate quantities. Single items that are not weights or

measurements do not require numerals or numbers. For instance, a sample Things You'll Need list might include:

**Things You'll Need**

Pen  
Eraser  
1 pint flat white paint  
2 staplers  
5 paper clips  
12 rubber bands

**For clarity, separate numerals and amounts when an item requires both. For example, write 4 bolts, 1/4-inch, as opposed to 4 1/4 inch bolts.**

9. Insert quotation marks and initial caps for buttons and commands. People click “Play” or press “Fast Forward.”
10. Use abbreviations for the following when used as measurements: tsp., tbsp., qt., pt., oz., lb., and metrics (km, g, mg, cm, mm). Note: Abbreviations for the metric system do not require periods.
11. Spell out: inches, feet, yards, miles, degrees, percent, gallons, minutes, hours and cups.
12. For phone numbers, follow AP Style. Below is an excerpt from AP Style’s telephone numbers section:
  - Use figures. The form: 212-621-1500.
  - For international numbers use 011 (from the United States), the country code, the city code and the telephone number: 011-44-20-7535-1515. Use hyphens, not periods.
  - The form for toll-free numbers: 800-111-1000.
  - If extension numbers are needed, use a comma to separate the main number from the extension: 212-621-1500, ext. 2.
13. Adding Business Contact Information: Some articles may call for a business’ contact information, particularly in location-specific List formats. Follow these rules when listing contact information:
  - Include the entire business name, address (including the physical address, city, state and five-digit zip code), phone number (with area code) and official website—in this exact order. Include the address, city, state, country and zip code for international locations.
  - To format the contact info, stack each piece of information on a separate line. So, the contact information for the Plaza Hotel would read like this:

The Plaza Hotel  
Fifth Avenue at Central Park South  
New York, NY 10019  
212-759-3000  
theplaza.com
  - Follow AP Style. Below is a brief excerpt from AP Style’s addresses section:
    - Use the abbreviations *Ave.*, *Bldv.*, and *St.* only with a numbered address: *1600 Pennsylvania Ave.* Spell them out and capitalize when part of a formal street name without a number: *Pennsylvania Avenue*. All similar words (*alley*, *drive*, *road*, *terrace*, etc.) always are spelled out.

- Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address: *222 E. 42nd St., 600 K St. NW*. Do not abbreviate if the address number is omitted: *East 42nd Street, K Street Northwest*.
14. Do not include links within the body of an article, with the exception of List articles when including the business contact information. Reserve all other links for the References and Resources sections.
  15. For location-specific titles, include places near the specified city **only if there aren't enough places in the city to round out the article**. For example, if the title was "Business Schools in Harlingen, Texas" it's acceptable to include business schools near Harlingen if there aren't enough business schools to flesh out a well-rounded article. When you submit the article, send a note to the copy editor requesting a title change from "in" to "Near." "Near" is defined by any location within 30 minutes of the city mentioned in the title.

## V. CREATING A GOOD ARTICLE FOR DEMAND STUDIOS

### Writing Guide

*\*Refer to the document titled "Tips for Becoming a Successful DS Writer," located in the Training Camp of the Resource Center.\**

- All articles must be actionable, informative and successfully explain the subject put forth in the title in a logical, cohesive flow. **Do not add words to meet a minimum word count.**
- **Write about places you have lived or visited, projects you have completed or products you have used.** Do not write about topics if you are unfamiliar with the subject matter.
- Research your articles thoroughly. Never write off the top of your head, even if you have expertise in the field your subject covers.
- The content within your article, regardless of the format, must be particular to the title. For example, 75 percent of the article "How to Open a Small Business in Memphis, Tennessee" must provide information particular to Memphis. If you can substitute the name of another city throughout the piece, it's too generic and will not be accepted.
- Provide detail. If you're writing a "How to Make" article, detail at which points the construction takes place and describe whatever tools the reader needs to complete the task.
- **Never send readers on general Internet searches**, and don't refer them to common resources, such as the Yellow Pages.
- Though not mandatory, we highly encourage the use of images in articles, as it improves the quality of the article and your rating and limit. *\*See the Image Guidelines below for more information.\**

### Categorizing the Article

It's essential to correctly categorize an article, as this guides where the article will appear on the destination site. When a reader is browsing specific topics, you want your article to show up in the appropriate category. However, if it's miscategorized, chances are the reader won't find your article.

- When categorizing your article, think about the intent the title implies. For example the title “Job Responsibilities of a Nurse” belongs in Careers & Work (not Health), since the intent is to find out more about the profession, rather than somewhere in Health & Medical.

## **Introduction/Overview**

This opening paragraph summarizes the general information everyone should know about the topic. The Introduction/Overview is the best place to provide background info and explain why the topic is important.

- Do not refer to the article you’re introducing in an obvious manner. For example, don’t include phrases such as “This article will teach you” or “In the following article you will learn.”
- Keep the Introduction section informative, but avoid introducing or overlapping information that will appear in the body of your article.

## **The Main Body & Subheads**

Some articles may consist of sections with subheads to comprise the main body. Separate paragraphs under the same subhead with a hard return (a blank line of space).

- For articles relating to careers (such as “Graphic Designer Job Description”), include the salary range and experience necessary for a specific career.
- For location-specific lists, include the name, address, phone number and website at the end of each description. For example, if you are writing “Best Vegetarian Restaurants in Los Angeles,” include each restaurant’s contact information.
- For any Top 10 articles (or “Top” anything), you must demonstrate a certain amount of expertise in the topic to qualify to write it. For example, if the article is “Top 10 Exercise Videos,” you must be skilled in writing exercise- and health-related content.

### **Subheads**

- Write clear and concise subheads that give insight into what the following paragraph is about. The subheads should sum up the text that follows in as few words as possible.
- Write subheads in title case.
- Be as succinct as possible: One-word section headers are acceptable and encouraged. Ensure the focus of the subhead is clear and concise (i.e. Origin, Advancements, Effects, etc.).
- Avoid modifiers: Stay away from words like “your,” “perfect,” “correctly” or “right.” These are subjective words that don’t support factual information.
- Avoid punctuation: Punctuation isn’t necessary in section headers with the exception of apostrophes or an occasional question mark.
- Avoid duplication: We will not accept subheads that are too similar or synonymous with other subheads. Finish one section in its entirety instead of trying to split it into two.
- Avoid puns: Sum up the text that follows in clear, straightforward language. Don’t sacrifice clarity for cleverness.

## Example Subheads

- **Considerations:** Are there limitations, restrictions or caveats?
- **Features:** Identify and explain any distinct or distinguishing parts, characteristics or qualities.
- **Function:** Answer the questions: What is it used for, when is it used, where is it used, how is it used and why is it used.
- **History:** Include a brief historical overview or description of the topic.
- **Identification:** Explain what to look for when identifying the topic. This section may include characteristics like colors, habits, movement, size, shape, seasonality, actions and/or patterns.
- **Prevention/Solution:** What can be done to keep this from happening, or what is the answer?
- **Significance:** What is the importance or meaning of the topic?
- **The Facts:** What basic information should a reader know when learning about the topic?
- **Types:** If the topic has variations or types, outline the distinguishing features.
- **Warning:** Is there a danger or misfortune associated with the topic?

## References

The References field is used to cite external sources and reference any material you used for research. Sources enhance an article, improve the quality and lend a tremendous amount of credibility to your work.

*\* Refer to the References Addendum, located in the Resource Center, for more information on sources.\**

- All articles **must include at least one reference**, unless otherwise noted. This can be from any offline or online source. *\*See the Exceptions to Sources section below for more information.\**
- To cite an offline source, such as a book, magazine article or person, type the offline source in the box marked “text” and leave the URL box next to it blank. Place books and magazine names in quotation marks. Please use the following guidelines:
  - **Book:** “Name of Book”; Author; Year Published  
Ex: “Men Are From Mars, Women Are From Venus”; John Gray, Ph.D.; 1993
  - **Publication:** “Name of Publication”; Name of Article; Author; Month and Year Published  
Ex: “Time” magazine; Researchers Find First Signs of Autism Even in Infancy; Claudia Wallis; May 2009
  - **Person:** Name of Person; Relevant Affiliation; Location  
Ex: Dr. Jane Doe, DDS; Urban Dentistry; Austin, Texas
- To cite an online source, include the website address and link text.
  - **Website Address:** The active hyperlink to the URL field requires an actual web address, including the “http://” portion of the value For example, use <http://www.cancer.org> and not [www.cancer.org](http://www.cancer.org) or [cancer.org](http://www.cancer.org).
  - **Link Text:** The Link Text field requires a concise description of the reference. The word, phrase or sentence will display on the page as a live link that routes the user to the URL address in the website address box. Please use the following guidelines:
    - Include the official name of the source (name of magazine, organization, etc.) and the title of the document, separated by a colon. Never write “Go to ...” or any other vague command. Do not include the .org, .com, .net, etc. portion of a website in the Link Text.
    - For example, an online article from “Fine Gardening Magazine” would be linked as follows: “Fine Gardening Magazine”: Autumn Turf Tips, as the word “magazine” is a part of the formal name. Likewise, a document from the American Cancer Society on quitting smoking would be cited as follows:

American Cancer Society: Guide to Quitting Smoking. An article from “The New Yorker” would be cited as follows: “The New Yorker”: A Risky Proposal.

- Follow AP Style for dates and credential titles. For example, an article published in December of 2008 would be cited as “December 2008” but an article published in a December 12, 2008 issue would be cited as “Dec. 12, 2008.” If a person holds a doctorate, use Ph.D.
- If you pull a quote that was used in a magazine article, reference the magazine article. If you interviewed someone and quoted them within the text of your article, reference the person.
- If you cite a study within the text of your article, include it in the References section. Use the online citation guide for studies that are online and the publication guide for those that are offline.

### **Attributing Sources in the Article & References Section**

We strongly recommend using in-text citations, such as “According to,” in addition to citing sources in the References section. Attributing the sources of information is an essential part of all forms of journalism. Not only does it greatly increase the quality and reliability of your article upfront, but it also shows the reader that you are a professional who conducted the proper research—and this adds a tremendous sense of trust between the writer and audience.

- Text must be factually correct. Double-check each fact against a reliable source of information.
- Place attribution within the sentence and use neutral, efficient terms, such as "says" (for human sources) or "according to" (for institutional or written sources). Be sure to vary the phrasing of the attribution, so as to not sound repetitive with “According to ...” for every citation.
  - For example, "The Depression and Bipolar Support Alliance reports that an estimated 5.7 million Americans suffer from depression each year."
- Note: It’s always better to include too much attribution than not enough. Copy editors can use the attribution to streamline fact-checking (which means faster approvals), and they can remove attribution they deem unnecessary; however, CEs can’t add attribution where it is needed if the article uses more than one reference.
- Remember to ensure a proper balance between sourcing facts and adding original prose. Do not add too many facts that the article becomes too stilted and does not contain an editorial voice.
- For online sources, websites that end in “.gov” and “.edu” tend to hold a high degree of authority. It’s also acceptable to cite reputable online news outlets or blogs written by professionals (such as blogs on the “Los Angeles Times” or CNN). Stay away from lesser-known websites, as well as personal websites and blogs (belonging to you or anyone not qualified as an expert in the topic you are writing about).
- Always place quotation marks around publication names, and be specific when citing sources. Do not say “Scientists claim” or “According to a study.” Name the scientist and when and in which venue the statement was made. If you’re citing a study, identify who conducted it, when it was conducted/published and in what publication it was published.
  - GOOD: In the Feb. 12, 2009 issue of the “New England Journal of Medicine,” Dr. Ola Landgren states that B-Cell clones serve as early markers for chronic lymphocytic Leukemia.
  - BAD: A recent study proves that B-Cell clones serve as early markers for chronic lymphocytic Leukemia.

- Get as close to the original source of information as possible. If you find an article about the topic you're covering with interesting information you want to use but see that the author referenced an article published elsewhere, find the original article. You might find that the information from the secondhand source had been misinterpreted or tailored to support an alternative agenda.
- Stay away from opinionated sources with obvious biases, and stick to the facts. If you are dealing with a controversial topic, represent both sides of the story.
- Stay away from sources that may contain information that was added anonymously or without citations, such as Wikipedia or Yahoo! Answers. If you use information found on Wikipedia, verify it first by looking for other more credible sources that supports the information, and use one of those sources as reference point in your article.
- Do not link to competitor sites or use them as sources, such as About.com, Answers.com and Howstuffworks.com. **Always link to the official site of the business or location you are writing about.** Always use reputable sources that represent the expert voice in the field, and avoid sites that feature user-submitted content. *\*Refer to the Writer Resource Center for a complete list of blacklisted sites.\**

### Parenthetical Citations Within Your Article

Copy editors will be fact-checking your articles, so it's imperative to make sure your sources are accurate. To expedite the fact-checking process, use both in-text (such as "According to") and parenthetical citations denoting a specific reference **within the body of your article**. Doing this will help the copy editor quickly verify a fact with its corresponding source. The copy editor will delete the parenthetical citations before the article is published.

- When you state a fact, specify where it came from and write "See References 1" in parenthesis at the end of the sentence. Include the appropriate reference in that box in the References section. For the next fact, write "See References 2" in parenthesis and so on.
  - For example, a fact in a medical article about the prominence of obesity would read like this: "According to the CDC, obesity in adults has increased by 60 percent within the past 20 years. (See References 1)"
- If you include a reference that has multiple pages, such as a PDF document, include a note to the copy editor indicating on which page to locate the fact.

### Exceptions to Sources

- We understand some articles may not lend themselves to a source, such as titles that describe simple tasks like "How to Turn on a Computer." In addition, some articles (especially How to's) that are not heavily fact-based in categories, such as crafts, cooking or construction, may not require a reference. In these cases, **you must have demonstrated experience executing the subject put forth in the title**. For some titles, demonstrated experience includes accreditation, degrees or work experience. For simple titles like the one above, demonstrated experience includes having successfully completed the task and being able to logically describe the process.
- If you qualify as the expert on a topic and feel that the article does not warrant a source, send a note to the copy editor **when you submit your article**. This note should clearly outline how you are the authority on the topic and why you feel the article doesn't necessitate an outside source.
- Additionally, a writer who is the authority on a particular topic and primarily writes articles on that topic should also **have a bio that reflects his or her experience in the specific area**. For

example, if you are a health expert and primarily write for **LIVESTRONG**, your bio should state these credentials.

- Note: As a rule of thumb, even if you're an expert or relying on personal experience, it's still best to include sources. Adding sources will never reduce the reliability of your work. Even if you have expertise in an area (for example, if you have been a massage therapist for 10 years) and you are the authority on the topic, ideally you still should cite a reference. A person with demonstrated experience should know where to easily find information on their topic.

## Resources

The Resources field provides pertinent information that expands on the article content. It is separate from the References section, which is used to cite material used as research. Think of this as suggested reading for the audience. Do not link to competitor websites.

- If possible, include websites in the Resources field, though it is permissible to include offline publications when necessary. Do not include people as resources.
- When formatting the resources, follow the same procedure outlined above in the References section. Below is a quick summary:
  - Every item must contain both the website address (URL, including the "http://" portion of the value) and link text associated with it. Otherwise, it will not appear live on the site.
    - The link text field requires a concise description of the resource. The word, phrase or sentence will display on the page as a live link that routes the user to the URL address in the website address box.
    - When composing the link text, include the type of source (name of magazine, organization, etc.) and the title of the document, separated by a colon. Never write "Go to ..." or any other vague command.
    - For example, an online article from TheSuperCars.org, a website specializing in sports cars, would be cited as follows: TheSuperCars: Most Fuel-Efficient Cars.
  - Cite offline resources like this:
    - **Book:** "Name of Book"; Author; Year Published  
Ex: "Men Are From Mars, Women Are From Venus"; John Gray, Ph.D.; 1993
    - **Publication:** "Name of Publication"; Name of Article; Author; Month and Year Published  
Ex: "Time" magazine; Researchers Find First Signs of Autism Even in Infancy; Claudia Wallis; May 2009

## Location

Although not mandatory, we highly recommend including a location name or address that directly relates to your article if your article is location-based. This is designed to help categorize and increase traffic to published articles. The location information will also be used as tags on the publication site.

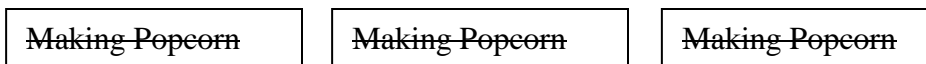
- The main objective of this section is to categorize the article using the lowest common denominator for all locations mentioned. Examples below:
  - If your article is titled "Things to do in Chicago," type Chicago in the city box, and select Illinois from the state pull-down menu.
  - If your article is titled "Best Shops on Armitage Avenue in Chicago's Lincoln Park," type Chicago, select Illinois, and add 60614 to the postal code box.

- If your article is “Best Ways to Explore Disneyland,” type the street address of Disneyland.
- If your article is “Backpacking Through Eastern Europe,” type “Eastern Europe” in the Region box.
- For international addresses, include the country’s international postal code.

## Key Concepts

Each article must contain at least three unique “key concepts” in separate boxes, which concisely summarize what the article is about. Key concepts (or tags) are the phrases the reader uses to search for the subject of your article.

- Add one key concept phrase per box. **Don’t repeat the entire title verbatim** or include more than one concept per box. Key Concepts are a maximum of three words each. Do not duplicate key concepts like the example shown below.



- When choosing key concepts, consider how you would search for the subject on the Internet. Very simply, what is the article about? If those concepts do not relate to the article, your article will not appear when a reader searches for the article’s topic.
- Use two-word phrases when possible (i.e. downhill skis, Oprah Winfrey, iPhone apps). It is permissible to repeat keywords within those key concepts when they serve as unique search phrases, such as “gourmet popcorn” and “making popcorn.” See the example below:



## Adding Keywords in the Body of the Article

In addition to adding concepts in the Key Concepts section, we strongly encourage you to incorporate relevant key concepts within the body of your article as well. While this is not a requirement (as the Key Concepts section is), adding key concepts within the body of the article improves the chances of readers finding your article when they search for the topic.

- If incorporating key concepts into the body of your article, they should appear about once every 80 to 100 words, falling naturally into the copy.
  - For example, an article on “How to Bid at Auctions” might include words like “bidder,” “seller,” “auctions” and “collectibles” within the body of the article. These are key concepts, as they relate to the article and could serve as a reader’s search terms.

## VI. IMAGE GUIDELINES

Adding images to your article greatly enhances a reader’s understanding of your subject matter and improves the piece’s general look and appeal.

- **Demand Studios accepts rights-cleared images from the Demand Studios Photo Library.** The Photo Library is a stock library; the presence of a photo in the library is not an endorsement of the photo by Demand Studios.

- Choose appropriate images that fit the article. Do not choose a random stock photo if it is not appropriate to the title.
  - For example, if the article is titled “Beaches in Waikiki,” do not include a photo of a random beach. If you cannot verify that the beach is in Waikiki, do not include it.
- Images from your personal collection are not allowed on any articles, with the exception of Product Reviews. *\*Refer to the Photo Library Tutorial, located in the Writer Resource Center, for instructions on how to upload images to your article.\**
- The credit field for all images selected from the Demand Studios Photo Library will auto-populate with the corresponding photo credit.

## Writing Captions

- All images must include an accompanying caption. Captions may either be written as a phrase or complete sentence.
- The caption must clearly state what the image is in the present tense and reflect the relationship between the image and content. Avoid captions that state the obvious. In a sense, the caption should explain why you chose the particular image for the article.
  - For example, if an image of a red bike appeared in the article “Benefits of Owning a Red Bicycle,” the caption shouldn’t read “Red bicycle.” Instead, the caption should connect the subject of the article with the image by underscoring a benefit. For instance, an appropriate caption might be: “Red bicycles require less cleaning than white models.”
- Capitalize the first word of the caption; keep it short and concise, **about 12 words maximum.**