

# SEMRUSH BLOG GUEST POST GUIDELINES

<http://www.semrush.com/blog>

## Thank you for your interest in contributing to the SEMrush blog!

Here is a list of guidelines to consider when formulating your pitch. *Please note:* While we accept unsolicited inquiries, we do not often accept unsolicited content. All content must be pitched to the editor and approved.

### Blog Post Content

- We only accept content that is both 100% original and hasn't been published elsewhere.
- Plagiarism is not permitted. When quoting others, please cite your sources accordingly. *Please cite your sources as links in the relevant text whenever possible.*
- Once you've submitted your post to us, you may not re-publish this post anywhere else online (unless it is canonicalized to our post, or bears text and a link to our original post — please discuss with the editor first). This includes platforms like LinkedIn Pulse, Facebook Instant Articles and Medium.
- Posts should be at least 750 words, though we prefer 1,000 to 2,000 words. Serial or multiple posts, or updates to existing posts can be discussed with the editor.
- Submit a title between 50-60 characters long.
- Please name images insert image tags under all images you include.  
For example: <<INSERT IMAGE ONE HERE>>  
or <<INSERT PPC\_REVENUE.PNG HERE>>.  
This will ensure we include all of the images you send in the correct order.
- A maximum of two links are permitted in each post. These should be used to support the understanding of the content within your piece, not for self-promotion or to engineer the transfer of PageRank. Links will primarily be rel='nofollow' in accordance with Google Guidelines. Do not include affiliate links of any variety, including BeRush Affiliate Program links.
- **Please include a square headshot, your Twitter handle and a two-to-three-sentence (200 characters, max) author bio to accompany your article.**

You are responsible for the full release of any licensing, copyright and permissions for your image.

- We may also accept posts that feature infographics, videos, photo galleries or other visuals. Please pitch the editor.

### Topics

We cover topics related to SEO, SEM/PPC, Content Marketing (Inbound Marketing), E-Commerce, Market Research, Data Analytics and Digital and Online Marketing. We no longer accept submissions about general tech, corporate culture, unapproved event coverage or product reviews.

We're especially interested in blogs about:

- **Rational commentary:** Can you provide unique insights on hot trends and topics in one of the above topics? Great!
- **Actionable posts:** Posts that offer SEMrush "Pro" tips, pointers, step-by-steps, and how-tos are especially coveted. Emphasize the method.
- **Practical "How I Use SEMrush" posts:** These should emphasize the value of particular views, reports and integration of other tools, Excel, etc. Unlike actionable articles, these posts should show-case successful case studies. Emphasize the results.
- **Case studies of a particular scale or vertical:** Combine aspects of practical and actionable posts, but emphasize the use of the tool by:
  - size (i.e. enterprise, SMB)
  - business model (i.e., e-commerce, agency), or by
  - industry (i.e., auto, travel).
- **Surveys, reports and statistical analyses:** What kinds of reports do you prepare using SEMrush data? We want to highlight the customizability of data accessed via the tool.
- **Development:** Provide examples of web apps, tools or dashboards either you or your firm has created using SEMrush API data, with an explanation as to their novelty or utility.

Also, "fight stupidity." There is a lot of misinformation online; help us create content that is meaningful and educational.

While you are welcome to promote the use of other digital marketing tools, please consider using SEMrush to illustrate keyword research and more.