General Rules

- Use **Calibri** font for writing the article
- Use size 18 on title and subheadings
- Use size 12, 14 or 16 for points and subpoints. Try not to use 14 and 16 in the same article. Product name should be 16. Specifications, Features, Pros And Cons, Call To Action Buttons – are not points but should be 14 to separate them from their content.
- Use size 12 on all other fonts
- Each para should not be more than 4 lines. **Preferably 3 lines.**
- **Bold** out points to make them more visible
- Make sure the article is easy to understand. Use only simple sentences. Use complex sentences at max. And avoid compound sentences as much as possible.
- Use main keywords at least twice in the article. Once in the introduction and once in the conclusion.
- Use all other keywords throughout the article at least once.
- Do not overuse "But, However, In fact, So". And make sure two sentences on the same para don't start with the same or similar words.
- **Do not repeat information, and unnecessarily extend sentences or write useless sentences to lengthen your article. This can and will invalidate your article and you might get fired for this. [Important]**
- Write as if you are talking to a friend in a conversational tone **[Except answer Paragraphs]**
- Always have at least two subheads per article.
- Always write from first person singular number perspective. As in "I, me mine". Imagine that you are writing for a personal blog. If the customer specifies to use "we" or you find that the customers previous blogs in his website has "we" then and only then use "we"
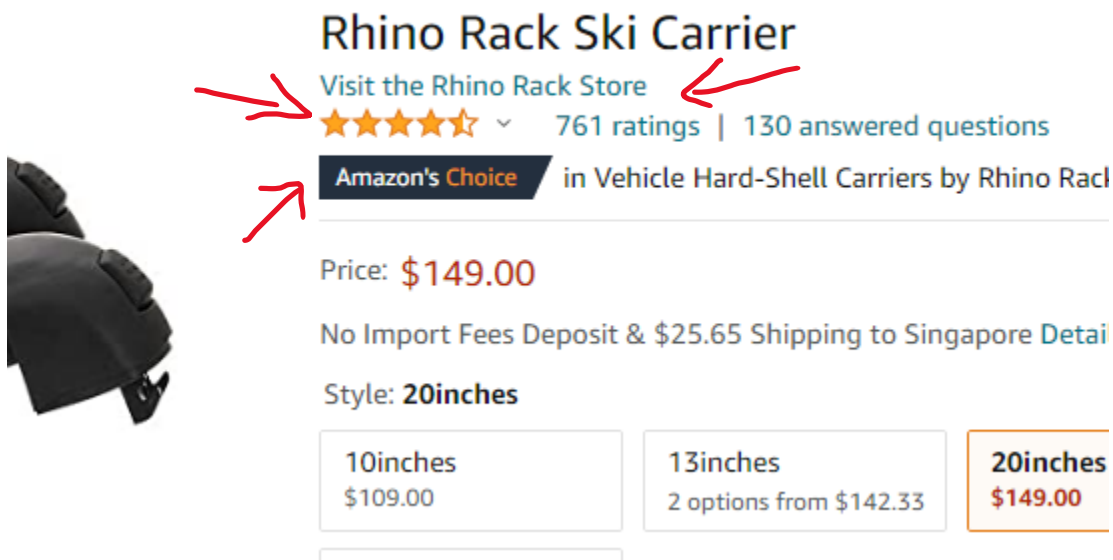
Article Research Tips

- Read other articles based on the topic

- Watch YouTube video reviews of individual products
- Make sure your article is unique compared from the other articles. <mark>Do not just copy paste products lists of other articles. Try to find unique products to add to your list.</mark>
- You can try taking information from various articles on the internet and mash them together for more information.
- Make sure the information you provide is actually helpful to the reader
- All the information you provide should be related to the topic.

Choosing The Products

- <mark>Check for products with labels</mark> like Amazon's Choice or Best Seller or anything similar.
- Choose the products with the <mark>highest amazon ratings and reviews</mark>.

Racks

Rhino Rack Ski Carrier

Visit the Rhino Rack Store

★★★★½ ∨   761 ratings | 130 answered questions

Amazon's Choice   in Vehicle Hard-Shell Carriers by Rhino Rack

Price: $149.00

No Import Fees Deposit & $25.65 Shipping to Singapore Detail

Style: 20inches

10inches	13inches	20inches
$109.00	2 options from $142.33	$149.00

- Your products <mark>must be available</mark>. [<mark>Note:</mark> **This is why I recommend coming up with your own products instead of copying other product lists. Those are most probably out of stock and unavailable.]**
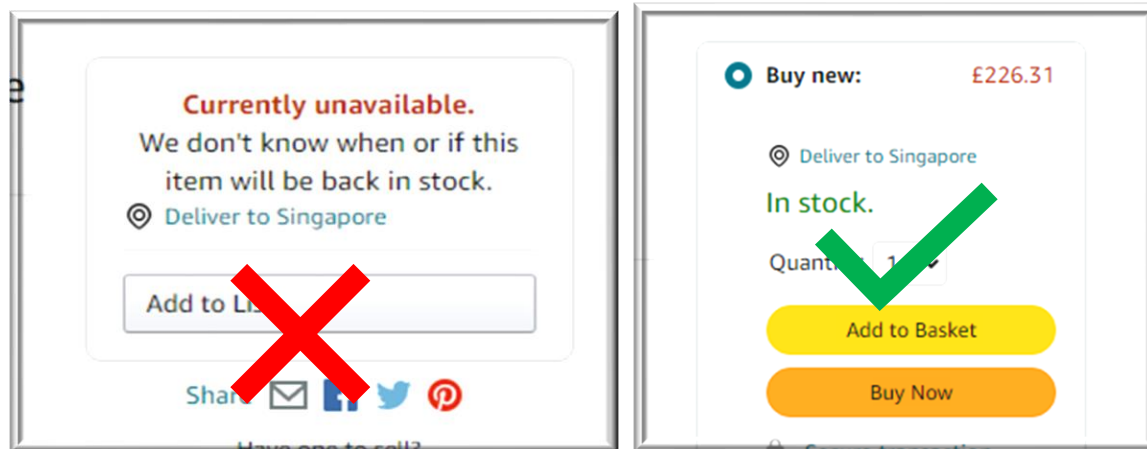
- <mark>All products must be from Amazon.</mark> (**Unless customer's website is an ecommerce platform or He recommends a particular one**)

Writing the Article

There aren't many rules to writing a review article. It's kind of like painting. The article will be as good as your imagination and creativity. An informative article has three parts –

1. Introduction
2. Body
3. Conclusion

Introduction

1st Para: Start with what the problem is and why knowing the solution is important. <mark>Use the main Keyword here.</mark>

 2nd para: <mark>Give your reader reasons why he should continue reading</mark>. Talk about how this article will solve the issue. What information the reader will learn. Do not deliberately invite the reader to read more. **Addition**

Top 7 Best Telescopes to Buy

If you're like me then you also have an obsession with the stars and finally want to get your hands on a good telescope. But, the market is saturated with telescopes of all shapes, sizes, and functionality. So, it can be really hard to find the ones that are best for you.

Well, based on my years of experience of using telescopes I've come up with 7 **best telescopes** you can buy. Telescopes come in all shapes, sizes, and prices. Each with their own advantages, disadvantages and purpose. So, I recommend you go through all of the products in this article. That will ensure that you find the one that is perfect for your specific needs.

Body of The Article

- <mark>For the Rest Same Rules Apply As Informative Articles.</mark>

Writing The Reviews

<mark>Each Review Should contain 6 parts</mark>:

1. Review
2. Specifications (**14px**)
3. Features (**14px**)
4. Pros (**14px**)
5. Cons (**14px**)

6. Call To Action Button [Check Price On Amazon] **(14px)**

The Review

- The review should contain a brief overview of the product in <mark>3 to 4 paragraphs max</mark>. You start with some basic information and then talk about the product as if you've personally tested it.
- Talk about how this product can benefit the reader and why it's so unique.
- <mark>Talk about what you like about it and maybe make up a fake experience story.</mark>
- Maybe talk about a few of its <mark>drawbacks before you finish.</mark> But, make sure you provide reasonings at the end to why those drawbacks aren't a deal breaker.
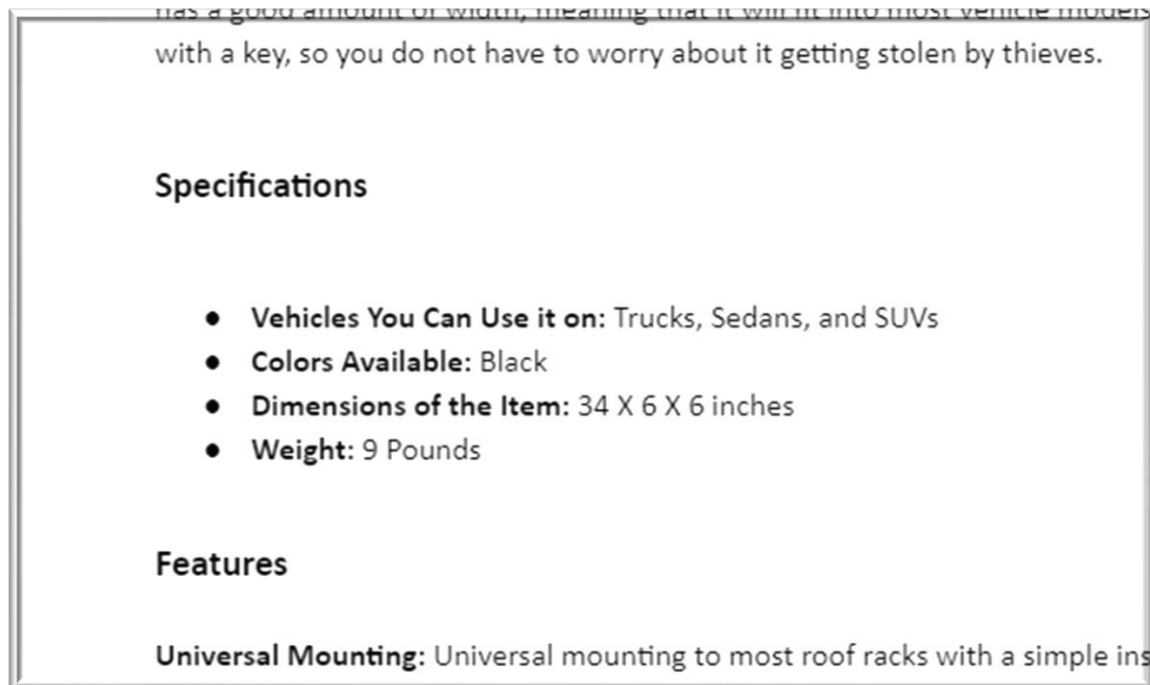- Also remember to talk about who should buy this particular product.

<mark>Note:</mark> You don't have to talk about each of these points in the same sequence in every review. That can create a pattern that the reader will pick up and the review will feel unnatural. So, look out for that.

Specifications

- Y<mark>ou should write 4-5 specification max</mark>. So, choose only the most important ones. (**Brand name, model name – these are not considered specifications. Remember that**.)
- Every product should have the same number and type of specifications. If you write – "**Power, Size, Weight, Material**" for one

product you should also write "**Power, Size, Weight, Material**" for all the others is the exact sequence.

- Try to change up the word for the specification type if possible, to avoid plagiarism. For example, if your source says "**Engine: 10 HP**" you can write "**Horse Power: 10 HP**".
- You can also change how you explain the unit. If your source says "Length: 10 cm" you can write "Length: 10 Centerers" or "Length: 100 mm"
- You should use bullet points for the specs as shown below.

has a good amount of width, meaning that it will fit into most vehicle models

with a key, so you do not have to worry about it getting stolen by thieves.

Specifications

- **Vehicles You Can Use it on:** Trucks, Sedans, and SUVs
- **Colors Available:** Black
- **Dimensions of the Item:** 34 X 6 X 6 inches
- **Weight:** 9 Pounds

Features

Universal Mounting: Universal mounting to most roof racks with a simple ins

Features

- Talk about 2 – 4 features.
- Choose only the most unique features of a particular product and talk about them in 2 – 4 lines.

- Features are use to distinguish between the products in your list so make sures multiple products don't have the same feature.
- If a feature is too good to ignore but is shared by multiple products, you can use those. But it must be the last feature you talk about in both cases.
- Write the features as displayed below.

Features

Suitable for speedy roads and adverse weathers: You can easily travel in adverse conditions without worrying about your fishing rods. Plus, you can drive at 60km+ per hour speed due to its strong adhesion.

Good Durability: Since it is made of high-quality materials, it is quite durable, making it a better option for long roads.

Easy to Setup and has Excellent Storage: You can easily install it and remove it. It has a strong build, so it won't come off that easily. It can carry up to 6 fishing rods of any type safely.
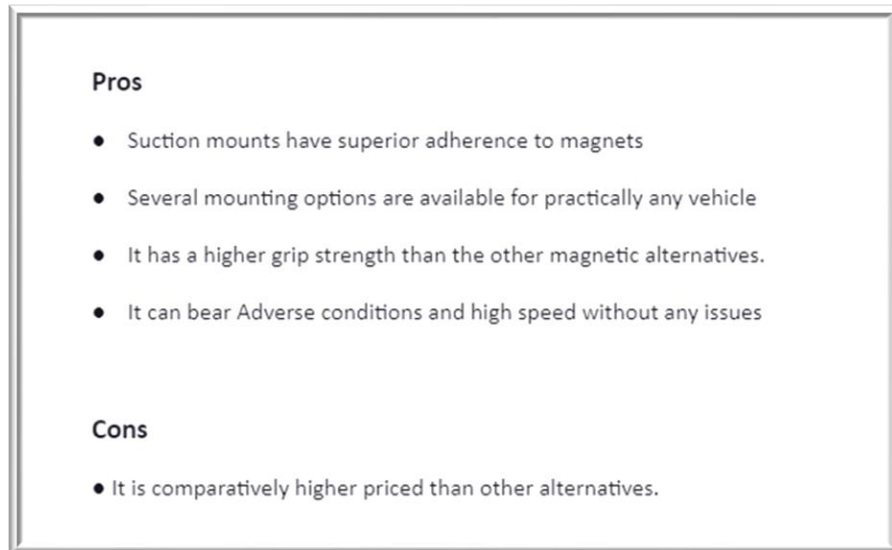

Pros

- Write pros from what you learn in your research.
- The features can be added as pros.
- Each pro should not exceed 8 words.

Cons

- You can write pros from what you learn in your research.
- You can check amazon 1 star or 2 start reviews to learn about the drawbacks.
- Do not write a con that can make the product a deal breaker.

- Each con Should not exceed 8 words.

Pros

- Suction mounts have superior adherence to magnets
- Several mounting options are available for practically any vehicle
- It has a higher grip strength than the other magnetic alternatives.
- It can bear Adverse conditions and high speed without any issues

Cons

- It is comparatively higher priced than other alternatives.

Note: Each pro and cons should be written within 8 words. These are meant to give the customer a quick idea of the product without reading too much. So, keeping each of them as small as possible (2 word if possible) is mandatory.
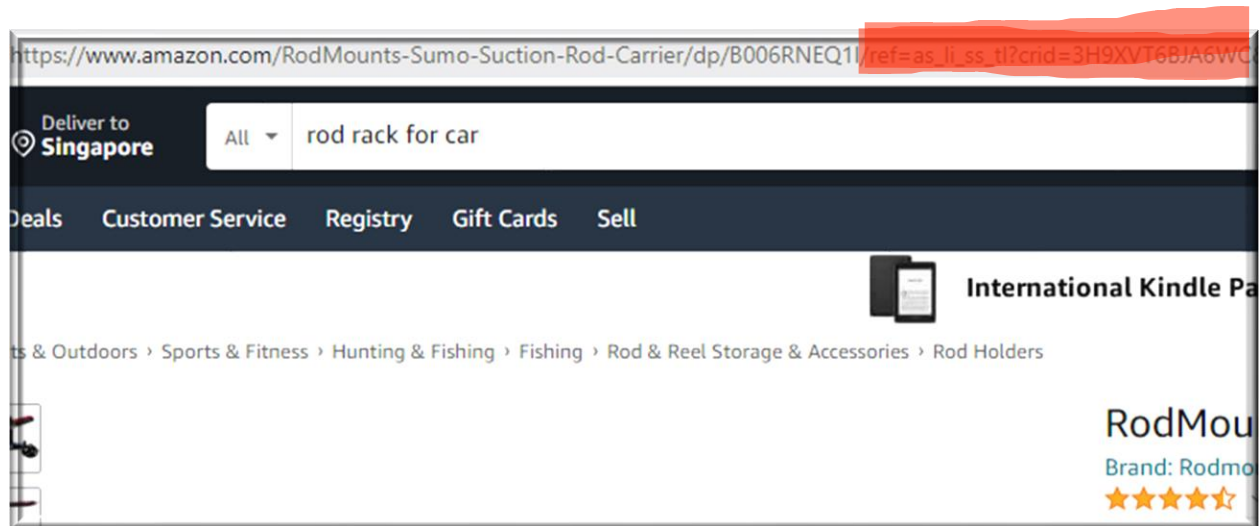
Call To Action

- You should add a check price button after completing each review.
- Write "Check Price On Amazon" as the button.
- Centre it and **bold** it.

Cons

● It is comparatively higher priced than other alternatives.

Check Price On Amazon Price

- Then Hyperlink the product link.
- Make sure you check the link and delete the portion from "/ref"

You can add some other subheads if required after writing the products. You will always need to add one more subhead To Comply To The 2 Subhead Rule.

Conclusion

● Conclusion should be 1 full paragraph long in case of 1000 – 2000 word articles. For longer articles it should be 2 paragraphs long.

- Talk about what was the problem or question and the solution again a bit.
- Talk about how this article has helped the reader. At the end, add a thanks or something like that to finish off the article.

Conclusion

Astronomy is an excellent hobby. It invokes curiosity and discovery. And this journey of discovery begins with you buying your first telescope.

In this article, I've provided all the information that you might need to buy your next telescope and provided you with reviews of my top 7 telescopes and their advantages and disadvantages. I hope all this information was of use to you and helped you to choose your new telescope. Happy stargazing.

Final Touches
- Check your article using **Grammarly.** Keep score above 85. [**But make sure the corrections you are making are actually valid. Grammarly makes mistakes as well.**]
- Revise the complete article by reading line by line and add any required finishing touches. [Many don't do that and I notice.]
- Use Yoast and make sure the following things are green

Content assessments

- The text does not contain any subheadings. Add at least one subheading.

- The copy scores 67.5 in the Flesch Reading Ease test, which is considered ok to read.

- None of the paragraphs are too long, which is great.

- 7.1% of the sentences contain more than 20 words, which is less than or equal to the recommended maximum of 25%.

- 50.5% of the sentences contain a transition word or phrase, which is great.

- 7.8% of the sentences contain passive voice, which is less than or equal to the recommended maximum of 10%.