Article Guidelines

Length

* Regular content – 1000-1500 words
* Heavy hitter – 2500 words
* Short blurb – less than 500 words
* The general rule of thumb is that we want to focus more on quality of content than word count.
* While a heavy hitting article will be about 2500 words, there’s no limit on how long an article can be.
* <https://www.snapagency.com/blog/blog-posts-2017-whats-best-length-seo>

Media

* Media is allowed in an article within reason and the amount of media can vary depending on the type of article being written.
* Images – perhaps 3-4 max? If more images are needed, perhaps we can look into a slideshow widget to present the images?
* Videos – perhaps 3-4 max? If more videos are needed, they can be linked in the article as opposed to embedding them.
* Media in an article should be spaced out so we don’t have the media all clumped together.
* Choose media that’s related to the text being written.

Presenting Source Links

* When linking to a source article, do not paste the source URL directly into the article being written.
* The link will be associated with text within the article and for the time being will appear at the end of the article.
* Example: Click [here](http://google.com/) to find out more!

Short Blurbs

* Short blurbs will mainly be used as a quick way to post about something happening in the esports world while most likely linking to another source which goes into more detail.
* This will allow us to cover more content and become more of a “one-stop” place for all esports content.
* Please see the “Length” section in regards to how many words a short blurb article should be.

Styles

* A wide range of writing styles will be available.
* Fact – these articles mainly focus on what’s happening in the esports world.
  + Example – Nuckledu won the 2016 Capcom Cup
* Opinion – allows the author to present an opinion on something going on in the esports world.
* Interview – presents the dialogue between EST and a participant in the esports world.