Essential SEO and readability guideline for content contribution on Rocking the Spectrum

When you write for Rocking the Spectrum, your text will be SEO optimized with the help of a Yoast plug-in before publishing.

You will always see and have to approve of the optimized text, so nothing will be published without your consent.

However, to make the process easier, you can follow these guidelines and make sure that changes and optimations will be at an absolute minimum.

SEO/readability essential guidelines according to Yoast

Keyphrase	Think about the article and imagine you'd search for the article on Google – which key phrase or key word would you type, to find other articles like the one you are currently writing? This is your key phrase. Must not be more than 4 words.
Text	300 words at a minimum
	Sentence length – keep sentences with more than 20 words under 25% of the total text
	Don't start consecutive sentences with the same word, more than two times.
	Keep paragraphs below 150 words

	Structure your text with headings. It helps readers navigate better.
	Try to make a new heading after 250-350 words
	Use the article SEO keyphrase in 30-60% of your headings.
	Use the keyphrase in your title and in your introduction (the first paragraph)
	Make sure the keyword/phrase is used 3-6 times in the paragraphs depending on the length of your text.
Links	Links ties the article to other sites (outbound) and to the origin site (inbound) – these links are like a validation for bots, that the article is valid.
	OUTBOUND: depending on your topic, try to think about one or two other sites you could link to. Maybe you bring up your own blog and can link to it? Maybe you write about depression and found a good supplementing article from an organisations blog? Or maybe you want to link to a social media platform in your article? When you send your article, please write the full link (https://linksite….com)
	INBOUND: This requires a bit of research, because this needs to be a page/article ON rockingspectrum.com. I will let you know before you start, if I have ideas for relatable posts. Otherwise, you can always use the sign up page, contributors page as long as it comes natural. ASK IF IN DOUBT 😊

	When you send your article, please write the full link as you would with an outbound link.

Does it sound like a lot?

No worries! You don't HAVE to use the entire guideline or use it all for that matter.

Your text will automatically be optimized accordingly and then sent back to you for approval.

The guideline is only to make sure, you yourself can make your own adjustments from the start.

Remember the visual!

A lookalike photo for the short bio on "Rts Contributors" – include a short pitch about yourself, and write your full links to social media, if you want these represented on the page.

Additionally, add 2-4 photos depending on the length of your text. They can be actual photos, you have taken yourself. It can be from a free online stock (include the link and source), an infoboard – or if you are creative, it can even be a drawing you've made.

I can recommend Canva.com for building great images or info-boards.

The featured image will be created by RtS, to make sure it keeps the RtS-look. However if you have requests for it, feel free to share.

Enjoy the writing – questions can be directed at

admin@rockingspectrum.com