



PPC Hero Contributor Brief

Welcome to the PPC Hero contributors team. PPC Hero is one of the leading online websites dedicated to educating and empowering digital marketers in Pay-Per-Click (PPC) search and social advertising. As a contributor to PPC Hero, you will have the opportunity to share your expertise, insights, and experiences with our engaged and informed audience.

Who you'll be writing for: Our audience consists primarily of digital marketers, PPC specialists, business owners, and entrepreneurs seeking to enhance their knowledge and skills in PPC advertising.

They range from beginners looking for introductory guides, to seasoned professionals seeking advanced strategies, as well as to simply keep up with the latest movements in the business.

Content Guidelines:

- **Originality:** Try to ensure your work offers a unique perspective, insight, and/or actionable advice. We don't publish content that has been previously published elsewhere and like to break new ground where possible.
- **Relevance:** Ensure that your content is relevant to our audience and aligns with the core themes of PPC search and social media advertising. This includes but is not limited to Google Ads, Bing Ads, social media advertising, remarketing, PPC strategies, analytics, and optimization techniques.
- **Depth and Breadth:** Aim to provide comprehensive coverage of your chosen topic, balancing depth of analysis with accessibility for readers of varying skill levels.
- **Actionable Insights:** Offer practical tips, strategies, and best practices that readers can implement in their PPC campaigns to achieve tangible results.
- **Accuracy:** Verify the accuracy of your information and cite credible sources whenever necessary. Fact-checking is essential to maintain the credibility of PPC Hero.
- **Tone and Style:** Adopt a business-like yet engaging tone in your writing. Use clear and concise language, avoid jargon whenever possible, and strive to make complex concepts understandable to a wide audience.

- **Formatting:** Structure your content with headings, subheadings, bullet points, and numbered lists to maximize readability and comprehension. Incorporate relevant visuals such as screenshots, graphs, and charts to enhance understanding.
- **Word Count:** We typically have articles with a word count of 1,000–1,500 words for articles, this isn't a hard rule but ensure that you cover the topic comprehensively without unnecessary fluff.
- **Copyright:** Ensure that you have the necessary rights to any images, videos, or other media included in your content, and provide proper attribution when necessary.

Submission Process:

Topic Proposal: Before writing your article, submit a brief topic proposal outlining the key points you intend to cover and how your content will benefit our audience.

Article Draft: Once your topic proposal is approved, submit a draft of your article in a Google Doc format. Include a brief author bio (50–100 words) and a high-resolution author photo.

Editing and Review: Our editorial team will review your draft for clarity, accuracy, relevance, and adherence to our guidelines. You may be asked to revise and resubmit your article based on feedback.

Publication: Upon final approval, your article will be scheduled for publication on PPC Hero. We will notify you of the publication date and promote your article across our social media channels.

Thank you for your interest in contributing to PPC Hero. We look forward to collaborating with you to deliver valuable insights and resources to our audience of PPC enthusiasts and professionals. If you have any questions or need further guidance, please don't hesitate to contact our editorial team.