Here at **NOFilter**, we're not going to give you a self-important 17-page-long style guide.

No. You'll note that this style guide is all of *one-page long*.

Why?

Because there's a little something in life called the Pareto Principle. For most events, 80% of effects come from 20% of the causes. And if you break that down, 64% of effects come from just 4% of the causes.

So what does this have to do with writing?

You can write well, and in alignment with our preferred style, simply by heeding the following:
1. Write in the active voice ('this style guide is straightforward', not 'this style guide is written in a way that is straightforward')
2. Remove unnecessary words (don't use 20 words when you can say the same in eight - see above)
3. Avoid hyperbole and unnecessary adjectives ('good' instead of 'very good')
4. Avoid absolutist rhetoric (*all, every, completely, nothing* - most things in life are not night or day, they are gray, and our publication should reflect that)
5. Don't use a complicated, or lesser-known word, when a simple one would do just fine
6. Use short paragraphs, with a single space between paragraphs, and images
7. Avoid putting multiple ideas into one sentence (instead, consider using bullet-points or breaking ideas up into multiple sentences)
8. Keep the voice consistent (don't switch from past to present tense, or from third-person to first-person)
9. Keep it fun, informative, useful, interesting, original, and not too formal
10. Tell stories (context and characters -> challenge -> resolution), and don't give away too much, too soon.
11. Bold names of **people** and **organisations** in the body text
12. Use American-English
13. Use double-quotation marks for quotes
14. Capitalise words, but not conjunctions, in headings and sub-headings (The Cat in the Hat)
15. Use italics for emphasis, *okay?*

To help us:
- Choose a target keyword(s) for your article (use [Google Trends](#) to see what is trending)
- goIt is worth identifying not just main keywords (like food), but niche ones (like Mexican tacos), which is more specific
- Use CoSchedule's [Headline Analyzer,](#) and aim for a score of *at least 75*
- Choose a headline of between 6-16 words, front-loading target keywords (placing them in the first three words of the headline for search engine marketing purposes)
- Use target keyword in sub-title, article body text, and if applicable, in sub-headings (h2) throughout article.
- Use at least 2 sub-headings
- Use Grammarly, and aim for an article score of at least 90, with top marks on clarity, engagement and delivery. Ensure it is plagiarism-free, except for quotes.
- Ensure you include two to three embedded links to research or third-party articles in order to add weight to what your article is saying
- Select between three and six article tags from the drop-down menu items on [our website](#)
- Add a [Getty Images embed tag](#) into the middle of your article for a relevant image
- Highlight any interesting or provocative passages for social media

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