

PeachTown Style Guide

Here are guidelines to follow during your pitch and article writing:

Writing Style

Tone / brand voice

- Our brand voice is spunky, whimsical, and informative
- Speak in 3rd person using “we” rather than “I”
- Avoid profanity, even if it is edited for comic effect (ex. F@\$& is not allowed)
- Word length: 300-500 for basic articles, 700-1000 words for advanced articles, and 1500+ for guides

Images

- Include a featured image
- Add an additional image for every 300 words of content

Example titles

- Top X Reasons to Go Hiking in Winter
- How to Play Disc Golf: The Complete Frisbee Golfing Guide
- X Louisiana Musicians to Listen to in 2021
- X Best Fitness Bands for Chest Workouts

Formatting

Paragraph

- Include an introduction, body, and conclusion
- Use relevant headings and subheadings to break up content
- Do not use columns

Text

- Microsoft Word format only
- Times New Roman font
- 12 pt size

Punctuation

- Use single quotes instead of double quotes
 - Ex. ‘PeachTown’ instead of “PeachTown”

Other

- Select an appropriate category for each article

- Create a permalink for your article. Usually, this is your keyword/keyphrase
 - Ex. 'X Louisiana Musicians to Listen to in 2021' is
<https://peachtown.org/louisiana-musicians>
- Include relevant tags

Example article formatting:

Title

This is your introduction. Titles should use MLA format for capitalization. Headings and subheadings should use APA format. View PeachTown articles for examples.

Heading 1 (h2 tag)

Subheading 1 (h3 tag)

Type your content here

Sub subheading (h4)

You don't have to use extra subheadings, but if you do...

Subheading 2 (h3 tag)

Type your content here

Subheading 3 (h3 tag)

Type your content here

Final words/conclusion (h2 tag)

This is your conclusion

For guest bloggers:

Please include a short bio, headshot, and contact information if you want your own guest author profile on the site.

Save and send your document to holden@peachtown.org when finished. Thank you!

Examples:

- <https://peachtown.org/how-to-go-hammocking-the-complete-hammock-guide/>
- <https://peachtown.org/activities-for-louisiana-nature-lovers/>
- <https://peachtown.org/top-louisiana-christmas-gift-ideas/>