

The following instructions are general instructions to be followed for all our orders unless otherwise specified by the client. Follow these instructions in addition to the instructions provided by the client (provided separately or added below).

Note 1: Only ignore instructions below if client instructions contradict it.

Note 2: Make sure you read this to the end along with the “Zero-Tolerance Mistakes” section.

1. Write in a **conversational manner**, not like a college professor. Use the “friendly expert” tone. Like talking and giving advice to a friend. Entertaining, informative and actionable. Use **pronouns and possessive pronouns** (e.g. I, me, we, you, your, my, our) to talk directly to your readers.
2. Please write strong titles that arouse readers’ curiosity. Read [this guide](#) to help you write powerful titles. The title **must contain** the client’s topic **exactly like it’s written**. For example, if the topic is “dog collars”, the title can be “The Top 9 Dog Collars for Every Budget” but it can’t be “The Top 9 Collars for Your Dog” because “dog collars” is not included in the title “as is”.
3. Please avoid generic intros. Your intro should get the reader interested in reading the article, it shouldn’t be a general statement about the importance of the topic you’re writing about or the like. If you’re stuck, it’s easy to draw inspiration by simply Googling your topic and reviewing how the top 10 results write their intros and what they include.
4. Use Contractions: E.g. “**I’m**” instead of “**I am**”, “**They’re**” instead of “**they are**”, “**We’re**” instead of “**we are**” etc.
5. **Never, ever copy** full sentences or phrases from other websites. Copying “terminology” is fine. Delivering the same meaning in your own words is also fine. But never copy-paste otherwise. **Our clients use automated tools that can detect even a single copy-pasted sentence. We have no tolerance for this, please don’t do it.**

6. Please **don't underdeliver**. If we order 1000 words, our clients expect 1000 words or more, not less (but don't stretch, if you **REALLY** can't find enough about a topic, reach out to us. Don't "stretch" or add fluff just to increase the word count).
7. Please **follow all instructions carefully**. If a client has included instructions that cannot be carried out for any reason, please talk to us before proceeding. Do not ignore instructions and go for alternatives without talking to us. We'll talk to the client and let them decide how to proceed.
8. Avoid a wall of text, use **2-4 sentences per paragraph** to keep the content skimmable.
9. Add **headings and subheadings** as necessary (h1 for the article title, then h2, h3..etc accordingly). [See this](#) if you don't know how to insert headings.
10. Use [Grammarly](#) or other tools to make sure your work is free from spelling and grammar errors.
11. Please **do not use** underline anywhere in your article and do not play around with font size and other formatting settings. Only use Google Doc's default combined with h1, h2...etc as well as bold and italics when and if needed (rarely used).
12. Use bullet-points for short, bulleted lists. **Do not** type in a whole paragraph as a bullet-point.
13. Add **3-4 external links** to relevant articles and resources online. Avoid linking to content curators like Wikipedia. Instead, scroll down to references and link directly to the source. Try to always link to authoritative/big websites that are trustworthy (when possible). **Please do not link to competing articles**. Use common sense when adding links, you can link to relevant resources that cover a specific mentioned topic in detail to help readers better understand your article. However, **do not** link to a competing article that covers the exact same topic and can act as a replacement for your article.
14. No keyword stuffing or awkward keyword insertion. **Write for the reader, not the search engine. Forget SEO, just write great content.**

15. **No filler content.** The content must be helpful to the reader and must provide what they came for. Put yourself in your reader's shoes and ask yourself what the reader would want to find when typing the keyword/topic in Google. Give them what they came for. **Do not stretch** the article or repeat content in different ways to increase word count. **Each sentence must add something useful to the article.**
16. Please **do not copy/paste** content from **Microsoft Word** or other programs. This messes up the formatting completely inside Google Docs. Please learn to write directly inside Google Docs or if you really have to copy from Word, please revise the article very carefully and fix all the formatting issues (extra spaces and line breaks, headings and subheadings, bullet points.....etc).
17. **Do not outright lie in product reviews.** Some clients ask that articles contain a personal touch or talk about personal experiences. Do not claim you've owned and used the product if you haven't. Instead, you can say something like "Sometimes I face this problem, so in that situation product X can come really handy" or "This feature is perfect for those times when I need..."...etc. Just don't say things like "I bought this yesterday and tried it with that and the results were awesome".
18. Do not add silly or obvious sentences that are already known by the reader, like "losing weight makes you healthier". **Focus on helping the reader** and not stating the obvious.
19. When comparing or reviewing products, **avoid the "best best best" approach.** Don't just say this or that is the "best". Instead, say this is ideal if your needs are so and so... This is the best if your budget is limited....This should be your choice if you're into....etc.
20. **Do not use repetitive vocabulary.** For example, don't do this: "This joystick has great precision, and that is what makes it a great choice for every gamer". Instead, this would be better: "This joystick has great precision, and that is what makes it an awesome choice for every gamer".
21. Don't get too fancy with vocabulary. Remember, **conversational English.** If you're hesitant about using a certain word or sentence, ask yourself how likely you are to hear

that word/sentence during a conversation with a friend. If it sounds awkward/too much, avoid it.

Zero-Tolerance Mistakes (ZTMs)

Zero-Tolerance Mistakes are mistakes that most likely anger clients and can be a direct cause in client loss or compensations (from our pocket). This section will be updated frequently. ZTMs are very problematic for us and will often be the main reason that stops us from assigning a writer more work.

1. Excessive proofreading issues that show carelessness.
2. Ignoring or overlooking instructions.
3. Attitude problems such as aggressiveness, extreme inflexibility, endless arguing, lack of openness to constructive criticism and edit requests as well as generally irresponsible and disrespectful behavior (missing deadlines without notice, extreme delays editing, nonresponsiveness...etc).
4. Filler content, repeating content in different ways and stretching that serve no purpose other than increasing word count.
5. Shallow research or cutting corners in the research process in general. For example, instead of putting in the effort to understand the topic and go through several articles, take notes...etc. A writer takes the first article that pops up in Google and writes basically the same thing but in a different way.
6. Continuously repeating mistakes that have been pointed out before by editors.
7. Ignoring editorial comments and/or excessively arguing and wasting time.

Client Instructions

Multiple Products Review

Main keyword: **Best Cordless Vacuum for Pet Hair**

- Word Count: **5000 words**

Buying Guide Template

Description of the post: The goal of this post is to give people the information they need to pick the best product for their needs. So you want to think like a teacher, not a salesman and educate them on all the considerations involved before purchasing and ultimately comparing several of the top products.

Examples of good buying guide articles:

<https://www.thesawguy.com/best-router-for-woodworking>

<https://herepup.com/best-large-breed-dog-food/>

<http://thesweethome.com/reviews/best-lawnmower/>

<https://www.healthambition.com/the-best-electric-toothbrushes-for-kids/>

General Writing Tips

Tone: Entertaining & Informative BUT Actionable

- **Speak in common language**, don't write like it's a book report - you want to sound more like you're talking to a friend, which helps build trust with the reader. So use "I" and "you" like you're talking to one person.

- **Cite sources often**, particularly in the education section. It shows readers and Google and that you did your research on the topic. We like hyperlinking out to our high-quality sources like media outlets, news sites, research sites, etc.

- **Be impartial** - remember that you don't really have a dog in the fight as far as which brand they end up buying. So you don't need to definitely say something is

“the best” but say things like “This is our favorite, particularly if you’ve got pets at home...”

- **Don’t Over Sell** - Similar to the last point, you want to think like a teacher and not a salesman. If you start sounding like a used car salesman and building a product up, people will get suspicious and won’t believe you. Instead, try to be fair and measured instead of over the top.

- **Don’t quote Amazon reviews, use Amazon’s prices, or Amazon’s star ratings** - if you’re an Amazon affiliate they outlaw that behavior, which means you could get your account banned. I try to stick to saying general things like “It’s a little more expensive than the others” or “It’s one of the most budget-friendly choices” and don’t ever quote prices like “About \$300” etc.

- **Be skimmable** - Avoid a wall of text and use about 2-3 sentences per paragraph so there is plenty of spacing in your writing. Also break up your post into shorter subsections so people can easily jump to the parts they’re interested in.

>> Article Template <<

Here is how I suggest laying out your buying guide, but it can be customized as needed.

Introduction

- Short - a few sentences max - try to capture people’s attention and use your primary topic/keyword.

Please review the products mentioned below

If you don't have personal experience with the products, read reviews on multiple sites, watch YouTube videos, and approach this just like you're going to buy the product yourself. This will help you get in the customer's shoes and write about what matters to them. You only need 200 - 300 words each.

- Only review/recommend products with 4 stars or better on Amazon (IF POSSIBLE). Try to review products with lots of reviews
- Add a paragraph or 2 description of the product - not the company description, but a summary in your own words.
- List out pros and cons as bullet points or perhaps call them "things we like" and "things we don't"
- Tie features to benefits. So "A durable blade" isn't really a pro, instead you might say "a titanium blade that can be used for months before you need to sharpen it."

Top Cordless Vacuums for Pet Hair on The Market Right Now (H2)

- ❖ https://www.amazon.com/MOOSOO-Cordless-Ultra-Quiet-Handheld-Brushless/dp/B07QJBV557/ref=sxin_4_ac_d_pm?ac_md=4-1-QmV0d2VlbiAkMTUwIGFuZCAkMjAw&keywords=cordless+vacuum&pd_rd_i=B07QJBV557&pd_rd_r=ffaf0787-da7e-4849-b05b-b54aa60fb4bd&pd_rd_w=HJ5wx&pd_rd_wg=W82OD&pf_rd_p=be5d8dec-444e-4770-91df-1e16a8c46da8&pf_rd_r=WV9YD29S70E1RWS607F4&qid=1564426118&s=pet-supplies
(Best Overall)

- ❖ [https://www.amazon.com/Cordless-ONSON-Powerful-Lightweight-Rechargeable/dp/B07KQ6S5N1/ref=sxin_4_ac_d_pm?ac_md=3-0-VW5kZXIlgJD E1MA%3D%3D&keywords=cordless+vacuum&pd_rd_i=B07KQ6S5N1&pd_rd_r=ca6a6fbe-86b0-4215-abd1-e2c8db07a641&pd_rd_w=e8XFc&pd_rd_wg=Okr3c&pf_rd_p=be5d8dec-444e-4770-91df-1e16a8c46da8&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies \(Best for The Money\)](https://www.amazon.com/Cordless-ONSON-Powerful-Lightweight-Rechargeable/dp/B07KQ6S5N1/ref=sxin_4_ac_d_pm?ac_md=3-0-VW5kZXIlgJD E1MA%3D%3D&keywords=cordless+vacuum&pd_rd_i=B07KQ6S5N1&pd_rd_r=ca6a6fbe-86b0-4215-abd1-e2c8db07a641&pd_rd_w=e8XFc&pd_rd_wg=Okr3c&pf_rd_p=be5d8dec-444e-4770-91df-1e16a8c46da8&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies (Best for The Money))
- ❖ https://www.amazon.com/Dyson-Animal-Cordless-Vacuum-Cleaner/dp/B079K9B4XV/ref=sxin_4_ac_d_pm?ac_md=5-2-QWJvdmUgJDIwMA%3D%3D&keywords=cordless+vacuum&pd_rd_i=B079K9B4XV&pd_rd_r=ca6a6fbe-86b0-4215-abd1-e2c8db07a641&pd_rd_w=e8XFc&pd_rd_wg=Okr3c&pf_rd_p=be5d8dec-444e-4770-91df-1e16a8c46da8&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies
- ❖ https://www.amazon.com/Dyson-Cyclone-Absolute-Lightweight-Cordless/dp/B0798FVV6V/ref=sxin_0_osp14-d2de7020_cov?ascsubtag=d2de7020-82b6-4668-8e9f-7eede53e63c9&creativeASIN=B0798FVV6V&cv_ct_id=amzn1.osp.d2de7020-82b6-4668-8e9f-7eede53e63c9&cv_ct_pg=search&cv_ct_wn=osp-search&keywords=cordless+vacuum&linkCode=oas&pd_rd_i=B0798FVV6V&pd_rd_r=ca6a6fbe-86b0-4215-abd1-e2c8db07a641&pd_rd_w=R3nml&pd_rd_wg=Okr3c&pf_rd_p=c501273b-119a-4fc9-ad78-eda5006b0be9&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies&tag=ttl0a3-20
- ❖ https://www.amazon.com/Shark-DuoClean-Cordless-Ultra-Light-IF251/dp/B074F2YGBF/ref=sxin_0_osp14-d2de7020_cov?ascsubtag=d2de7020-82b6-4668-8e9f-7eede53e63c9&creativeASIN=B074F2YGBF&cv_ct_id=amzn1.osp.d2de7020-82b6-4668-8e9f-7eede53e63c9&cv_ct_pg=search&cv_ct_wn=osp-search&keywords=cordless+vacuum&linkCode=oas&pd_rd_i=B074F2YGBF&pd_rd_r=ca6a6fbe-86b0-4215-abd1-e2c8db07a641&pd_rd_w=R3nml&pd_rd_wg=Okr3c&pf_rd_p=c501273b-119a-4fc9-ad78-eda5006b0be9&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies&tag=ttl0a3-20

[006b0be9&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies&tag=tgl0a3-20](https://www.amazon.com/006b0be9&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies&tag=tgl0a3-20)

- ❖ https://www.amazon.com/Shark-DuoClean-Ultra-Light-Lift-Away-HV382/dp/B01K7L8U62/ref=sxin_0_osp14-d2de7020_cov?ascsubtag=d2de7020-82b6-4668-8e9f-7eede53e63c9&creativeASIN=B01K7L8U62&cv_ct_id=amzn1.osp.d2de7020-82b6-4668-8e9f-7eede53e63c9&cv_ct_pg=search&cv_ct_wn=osp-search&keywords=cordless+vacuum&linkCode=oas&pd_rd_i=B01K7L8U62&pd_rd_r=ca6a6fbe-86b0-4215-abd1-e2c8db07a641&pd_rd_w=R3nml&pd_rd_wg=Okr3c&pf_rd_p=c501273b-119a-4fc9-ad78-eda5006b0be9&pf_rd_r=BDNSEFRTR6QWKCZT60CW&qid=1564428305&s=pet-supplies&tag=tgl0a3-20
- ❖ https://www.amazon.com/Cordless-Hikeren-Lightweight-Rechargeable-Handheld/dp/B07PQK4WG7/ref=sr_1_8?keywords=cordless+vacuum&qid=1564428830&s=gateway&sr=8-8 (Budget Friendly)
- ❖ https://www.amazon.com/MOOSOO-Cordless-Advanced-Brushless-Handheld/dp/B07RKM5SHH/ref=sr_1_15?keywords=cordless+vacuum&qid=1564428830&s=gateway&sr=8-15 (Under \$150)
- ❖ https://www.amazon.com/Dyson-Motorhead-Cordless-Cleaner-227591-01/dp/B01MSZ036Q/ref=sr_1_14?keywords=cordless+vacuum&qid=1564429218&s=gateway&sr=8-14
- ❖ https://www.amazon.com/Cordless-GOOVI-Powerful-Lightweight-Rechargeable/dp/B07QDXBYP7/ref=sr_1_5?keywords=cordless+vacuum&qid=1564429218&s=gateway&sr=8-5
- ❖ https://www.amazon.com/Cordless-GOOVI-Powerful-Lightweight-Rechargeable/dp/B07QDXBYP7/ref=sr_1_5?keywords=cordless+vacuum&qid=1564429218&s=gateway&sr=8-5
- ❖ https://www.amazon.com/Deik-Cordless-Handheld-Powerful-Cleaning/dp/B07MH1KF97/ref=sr_1_18?keywords=cordless+vacuum&qid=1564429218&s=gateway&sr=8-18

❖ https://www.amazon.com/Dyson-Animal-Cordless-Vacuum-Cleaner/dp/B07R761N63/ref=sr_1_16?keywords=cordless+vacuum&qid=1564429218&s=gateway&sr=8-16

Education -

This should be 750 - 1000 words. **This section is SUPER important because we get to cover this topic thoroughly, which let's Google know just how relevant and high quality our article is compared to our competitors. We're not just reviewing a few products, we're giving actionable, researched advice.**

- This is where you really build trust with the reader, because you're telling them everything they should think about before making a decision.
- Try to break this up into several subsections, each one answering a common pre-sale question people might have about that product.
- This is where you should link out to high-quality informational content to back up your facts and claims - media outlets, industry-specific resources, etc. **Ideally, include 4-6 high-quality informational links in this section.**
- If you can find a good one, this is also a great spot to include a YouTube video that demonstrates something you're talking about.
- **Here are some ideas of things you might cover:**
 - What's the difference in Type 1 and Type 2 (ie. cordless vs. corded)
 - What are common differentiators in that product type? Things like optional features they may or may not want/need. Dive into those.

- o Things to look for (common complaints or features people need to have)
- o Tips for how to use or making the most out of the product
- o Do you really need one that has INSERT OPTIONAL FEATURE (ie. Do I really need to have 4K resolution?)
- o Prerequisites to using the product

Best _____ Brands (Optional)

200 - 300 words

I like to highlight each of the brands we included in our top picks as well as a few other reputable manufacturers of that product. Really we just need about 2 sentences on each giving a very quick statement about who they are, how long they've been around, etc. Ideally, we should link back to the manufacturer websites here, like Samsung.com or DeWalt.com etc.

FAQ

250 - 500 words

- o Check out answerthepublic.com for ideas about questions people ask on the topic. Also, use Ubersuggest to do the same thing - looking for common questions people ask
- o While this has some similarities to the education section, this is usually about covering a few more specific Q&A style questions you

come across in your research. Here's an example how this will look:

https://www.thesawguy.com/best-jigsaw#Frequently_Asked_Questions

o

Wrap Up

About 200 words

- In this section reiterate your top pick and why.
- If there are any exceptions, like "if that model is out of your price range, then I'd probably take a good look at..."
- Provide a final call to action, like putting a product comparison chart or link to a buy button at the bottom of your article