

Editorial Guide

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Section 1: Welcome to Levy Online

Who are we?

Levy Online is the online media division of Levy Production Group. Located in Las Vegas, Nevada, The Levy family of companies has served clients worldwide for over 35 years.

We offer a unique combination of core competencies that address various areas of marketing, all under one roof. This centralized broad spectrum concept helps to bring synergy to our client's online and offline marketing efforts.

We provide our clients with the highest level of digital marketing and advertising expertise available. We offer a boutique level of focus with partner-like transparency.

Okay, so that's what our website says. But the truth is, Levy Online is a group of tech-savvy individuals who love their jobs — which, in turn, makes for great results.

The content team

Levy Online comprises several teams: D&D (design and development), social, paid, SEO, and content. As a freelance writer, you'll be working closely with the SEO and content teams.

Here are the key individuals you'll be working with:

Editorial Assistant: Bri Eberhart

Bri is our Editorial Assistant. She does a final QA on content after it comes back from editing and helps manage our internal workflow. She's a Jill-of-all-trades and helps with any part of our client campaigns involving content. If you have any questions regarding your assignments, please feel free to contact her.

You can reach Bri at beberhart@levyonline.com.

Business Administrator: Crystle Moten

Crystle is Levy's Business Administrator. She handles the accounting and the business side of things. **(This means all payment-related questions!)** You can reach Crystle via email at crystle@levyonline.com.

Associate Director of SEO/Head of Content Team: Tiffany Sands

Tiffany is the Associate Director of SEO at Levy Online and oversees the Content Team and Processes. If you need additional client information, she'll be able to help you!

With that being said, please email (tsands@levyonline.com) Tiffany with any client-related questions before reaching out to other team members. She should be able to get you what you need!

CEO: Nick Kohli

Nick is the CEO of Levy Online. You shouldn't hear from him unless there's an issue with your invoice or paperwork. Even then, you may just hear from Crystle. (But it's still good to know who you're working with!)

You can read Nick's full bio on the [Levy Online website](#).

Section 2: The Process

Assignments

Okay, now that we've got introductions out of the way, it's time to talk about the process. Here's how it'll go: As the SEO Specialists and Account Managers create assignment briefs for each client, they will assign the content to writers for completion.

These assignments will show up in your Wrike account. You can view the Wrike Writer's Guide [here](#).

Deadlines

Each assignment has a deadline attached to it. **If a deadline doesn't work for you, it is your job to communicate that with Bri Eberhart or Tiffany Sands if Bri is out of the office.** You can do this via email. (Or both, if you want to make sure your bases are covered!)

We're a super-easy-going group. If something doesn't work, just let us know, and we'll do our best to adjust it.

Section 3: Writing Guidelines

Content Types

As a freelance writer, you will be assigned one or more pieces of content per month.

At Levy Online, we mostly create three types of content:

- Landing pages
- SEO updates (AKA Refreshes)
- Blog posts

Each assignment you receive will come with specific instructions, notes, and guidelines.

It is imperative that you follow all instructions listed in the content brief.

Please make sure you're all using the "keywords (must use)" list that is located on all briefs. Sometimes they're not straightforward like "car accident injury lawyer Colorado," but you can change it to "car accident injury lawyer in Colorado." You can also end a sentence with "lawyer" and start a new one with "Colorado," and it will have the same effect for SEO purposes.

The same goes for keywords given that are grammatically incorrect. Please don't try to 'shoe-horn' in the term. Feel free to slightly change a terms to make it work in a sentence well.



Keywords (Must Use):	LSI Terms (Try to use organically):
Car accident injury	Car accident injury colorado

Car accident injury lawyer	Car accident injury lawyer colorado
Car accident injury lawyer cost	Car accident attorney colorado
Car accident injury lawsuit	
Car accident injury attorney	
Car accident injury lawyer colorado	
Car accident injury attorney colorado	

|

Note: Levy Online does not actively create offsite content. This means each piece of content you create will be published on the client's website. Hence the phrase "onsite content."

The Use of AI Is Prohibited

All content assignments should be 100% human generated. We will not accept any AI-generated copy.

SEO Best Practices

If a client has brand guidelines already established, you will see them in your Content Assignment task beneath the brief link. It will also be mentioned in the brief itself.

Please follow them. If a client doesn't have guidelines established yet, please keep these notes in mind:

- The reader should be top of mind. Each piece of content you write should identify and meet the readers' needs. In the world of SEO, this is referred to as "search intent." You can learn more about search intent via [SEMRush](#) and/or [Ahrefs](#).
- Look through the client's site to get a feel for the tone/style of writing before you start your assignment.
- Remember to write in a way that is respectful, not patronizing.
- Do not write in a way that is salesy. We're not an advertising agency! We're creating value-added content.
- Aim to write for eighth to 10th-grade audiences. You can check the readability of your content using the [Hemingway Editor](#).
- Use your own words. If you're quoting or citing someone else, you're required to give proper attribution.
- Utilize formatting elements when available (e.g. bullet points, tables, headings, etc.).
- Only add a CTA when instructed to do so. If adding a CTA, do not use the words "click here."
- If asked to include a CTA, please make sure it's highlighted or in **bold** font.
- Include two to three internal links per assignment.
- When writing an SEO Update, highlight the newly added copy. This includes all newly added keywords.
- When writing in-body headings, use the NYT title case for all headings. **Do not include punctuation in in-body headings.**

NYT title case:

NY Times style capitalization is mainly used by writers for the NY Times but is also used widely throughout journalism. The capitalization rules are as follows:

1. Capitalize major words, e.g. nouns, pronouns, verbs.
2. Capitalize the first and the last word.
3. Capitalize nouns, pronouns, adjectives, verbs (including [phrasal verbs](#) such as "play with"), adverbs, and subordinate conjunctions.

Style Guide

Follow AP Style unless told otherwise. To find something specific, use Ctrl-F / Cmd-F to find what you're looking for. If you have additional questions, reach out to the Content Team.

Punctuation

Accent marks: Use accent marks when appropriate.

jalapeño

Ampersand: Use the ampersand *only* if it occurs in a formal noun.

Bed, Bath & Beyond

Colons: Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

My sisters and I are really excited: We're going to Disneyland!

Commas: Use the Oxford comma unless told otherwise. (FSE Brand Guidelines include **NOT** using the Oxford comma.)

She told us to purchase bread, eggs, and milk.

Dashes: Put one space on each side of an em dash — like this.

Degrees: Spell out degrees; do not use the symbol.

450 degrees Fahrenheit

Exclamation points: Use sparingly, if ever.

Percentages: Use the symbol unless told otherwise.

35%

Periods: Use periods in two-letter abbreviations.

U.S.

Quotation marks: Direct quotes should go inside quotation marks. Periods and commas go inside quotation marks. Sometimes, question marks and exclamation points go outside of the quotation marks, but this depends on the situation.

See more punctuation notes in the [AP Style Guide Cheat Sheet](#).

Note: When it comes to a title, [use the NYT title case](#). You can use the [Title Case Converter](#) if you're unsure about your title.

Numbers

General notes: Spell out one through nine in the body text. Use figures for 10 or higher unless it's the beginning of a sentence.

Thirty-something to start a sentence.

Ages: Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun.

The 5-year-old boy.

The boy, 5, has a sister, 10.

The woman is in her 30s.

She is a 30-something.

Currency: Always use lowercase for dollars. Use figures and \$ in all except casual references or amounts without a figure.

The book is \$25.

Millions, billions, trillions: Use a figure-word combination.

1 million people; \$2 billion

Speeds: Abbreviate miles per hour as mph.

Winds of 5 to 10 mph.

Temperatures: Use figures, except for zero. Spell out degrees.

It was 5 degrees below zero.

Times: Use figures for the time of day except for noon and midnight. Use lowercase and periods in a.m. and p.m.

1 p.m.; 5 o'clock; 8 hours, 20 minutes, 30 seconds

See more notes on numbers in this [AP Style numbers guide](#).

Dates

Days: Days should be written just as the numbers.

May 26, 2022

Months: Spell out months in all cases. [This is one of our exceptions to AP Style.]

January 12, 1944

Centuries: Use figures for numbers 10 or higher.

21st century, fifth century

Holidays

April Fools' Day

Christmas Eve, Christmas Day

Independence Day (Can also be written July Fourth or Fourth of July, for the holiday that falls on July 4.)

Martin Luther King Jr. Day

New Year's Eve, New Year's Day

Veterans Day

For the Sept. 11, 2001, terrorist attacks, 9/11 is acceptable in all references.

Pronouns

Corporations: Companies should be referred to using it/its pronouns rather than they/them/theirs pronouns.

I, me: Do not use I or me.

They, them, their: In most cases, a plural pronoun should agree in number with the antecedent.

The kids love the books their teacher gave them.

Sources

Sourcing is super important. Not only do these outbound links tell Google that we did our research, but they show that we're giving credit to the original source.

Quick sourcing notes:

- Rule of thumb: If it's not common knowledge, source it
- Avoid using sources that are seven years old or older
- Do not use Wikipedia as a source
- Do not use the Dictionary as a source
- Do not use Google AI Overviews or a Featured Snippet. You should not be linking to a Google Search Results page as a source.
- Don't go overboard — use three to five sources per piece. If the piece is super long or research-based (e.g., medical, legal, etc.), you may use more. Just use your judgment to decide!

Types of Sources

There are three types of sources:

- **Primary sources:** Primary sources are original records or reports of an event, experience, or study. Examples include studies from peer-reviewed journals and personal interviews.
- **Secondary sources:** Secondary sources analyze and interpret primary sources. Examples include associations, advocacy groups, societies, etc.
- **Tertiary sources:** Tertiary sources create new content based on information they read from primary and secondary sources. Avoid using tertiary sources.

Note: Stumped on which source to use? Check out our [acceptable source guide](#)!

Citations

Every article must contain **three** external sources — link to your source within the body copy.

See the example below:

According to the [World Health Organization \(WHO\)](#), hydroxychloroquine does not prevent illness or death from COVID-19.

Legal Citations

Legal blog posts must include a list of citations at the end of the post.

The type of information required will depend on the type of reference we are sourcing (state law, court case, state/federal constitution).

See examples below:

Nevada

State Abbreviation Code Section number(s).

Example: [NRS 122A.010](#).

For more information: <https://libguides.csn.edu/c.php?g=322299&p=2157243>

Colorado

State Abbreviation Code Title-Article-Section

Example: [CRS 4-1-101](#)

For more information: <https://www.law.cornell.edu/citation/3-300>

Florida

State Abbreviation Code Section (§) (subsection) (Publication Date)

Example: [FLA. STAT. § 95.11\(3\) \(2019\)](#)

For more information: <https://libguides.scf.edu/c.php?g=847004&p=6077102>

Florida Rules of Civil Procedure

Fla. R. Civ. P. (Number of Rule)

Example: [Fla. R. Civ. P. 1.070](#)

California

Format 1 - Code (usually preferred format, using citation to California Codes):

Name of law (if available), State Abbreviation Code Abbreviation § section number(s)
(Year if available).

Example Entry:

Child Abuse and Neglect Reporting Act, Cal. Penal Code § 11164 et seq.

Format 2 – Bill/Chapter (use if new law updates many code sections instead of one):

Name of law, State Abbreviation Branch (Assemb. or S.) Bill number, Chapter number
(Cal. Stat. Year).

Example Entry:

California Fostering Connections to Success Act, Cal. Assemb. B. 12 (2010-2011),
Chapter 559 (Cal. Stat. 2010).

For more information: [Citing in APA - Legal Research - LibGuides at CSU Stanislaus](#)

Federal Bills

Citing a Federal Bill:

<https://lib.westfield.ma.edu/c.php?g=354010&p=2388434> (codes and statutes)
<https://penandthepad.com/reference-senate-bill-using-apa-format-2903.html> (senate bills)

Court Case Citations

§ 2-210. Case Citations—Most Common Form [BB | ALWD | IB]

Principle: The core of a case citation consists of four elements:

§ 2-210(a) Examples

- *Czapinski v. St. Francis Hosp., Inc.*, 2000 WI 80, 236 Wis. 2d 316, 613 N.W.2d 120.
- *Kootenai Env't All., Inc. v. Panhandle Yacht Club, Inc.*, 671 P.2d 1085 (Idaho 1983).

Element (a)– The parties' names (often referred to as the "case name" or less frequently the "title," "style," or "caption" of the case) «e.g.»

- Names are italicized or underlined (§ 5-100)
- and boiled down using an extensive set of omissions (§ 4-300) and abbreviations (§ 4-100),
- with a lower case "v." replacing "versus", «e.g.»
- and a comma separating this component from the next. «e.g.»

Note: For sources **not** specific to a law, court case, etc. Please use the medical citation guidelines.

Medical Citations

Medical and/or health-related articles and blog posts must include a list of citations.

Your citation should include the following:

- Author name (last name, first initial)
- Date published or updated
- Title (link to source URL)

See the example below: Author's last name, first initial. (Year). Article title.

Batra, A., *et al.* (2019). [Fetal arrhythmias: diagnosis and management](#).

If a source is missing an author, that's fine.

See the example below: Title. (Year).

[Basics about COPD](#). (2021).

Citations should be listed in alphabetical order.

Note: Lifestyle articles and general blog posts do not require a list of sources. Just be sure to use in-line citations!

Plagiarism

The Levy Content Team takes plagiarism very seriously. We run every assignment through a plagiarism checker before publication.

While using external sources is encouraged, all freelance writers are required to create original articles using their own words. Levy Online will refuse payment for any article that contains plagiarized content, and the writer will be terminated immediately.

This includes [self-plagiarism](#). Self-plagiarism is “a type of plagiarism in which the writer republishes a work in its entirety or reuses portions of a previously written text while authoring a new work.”

Section 5: Payment

Invoicing

Now that we've got all the nitty-gritty stuff out of the way, it's time to discuss payment. Levy Online's payments are processed about two weeks after invoices are due. Invoices are processed twice a month. You should submit an invoice at least once a month.

You can turn invoices in on the 15th and the last day of the month. For your invoice due on the 15th, your check goes out on the Friday that the end of the month falls on. And for your invoice due at the end of the month, your check goes out on the Friday that the 15th of the next month falls on.

Here is an image to help:

March 2023							< Today >
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
26	27	28 Feb Invoice 2 Due	Mar 1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15 Mar Invoice 1 Due	16	17 Feb Invoice 2 Check Sent	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31 Mar Invoice 3 Check Sent Mar Invoice 2 Due	Apr 1	
2	3	4	5	6	7	8	

Writers and editors are required to submit their invoices (using [this invoice template](#)) at least once a month for all work completed in the past month. Invoices should be sent to tsands@levyonline.com. Please make your email subject line the same as the name of your invoice:

“First Name, Last Name - Date - Invoice”

Please “make a copy” of the invoice template, fill it out, and save it as a PDF. If you’re having trouble getting it to fit on one page, change the percentage.

Page orientation



Landscape



Portrait

Scale

Percent

100%

Custom number ▼

Your invoice should be saved as “First Name, Last Name - Date - Invoice.”

See the example below:

Tiffany Sands - January 30, 2023 - Invoice

When creating your invoices please remember the following:

1. Every invoice should have its own number
2. The 'Assignment Name' should match the title of the ticket
- 3. Please alphabetize your invoice list by client name**

Levy Online pays freelance writers and editors via check. You should receive an email once your check has been cut. If you do not receive an email or if you have any questions regarding payment, please contact Crystle at crystle@levyonline.com.

Section 6: Helpful Links

Helpful Resources

- [Grammarly](#)
- [Grammar Girl – Quick and Dirty Tips](#)
- [Thesaurus](#)
- [Typeright](#)
- [Lose the Very](#)
- [Hemingway Editor](#)
- [AllWords.com](#)
- [Acronym Finder](#)
- [WebGrammar](#)
- [The Elements of Style](#)

- [SEMRush Academy](#)
- [Ahrefs Academy](#)

Templates

- [Pillar Content](#)
- [Listicle](#)
- [What Is](#)
- [How-To](#)
- [Case Study](#)

Levy Links

- [Acceptable sources](#)
- [Invoice template](#)