

Tallyfy Writer Guidelines

- Use 3-4 sentences per paragraph. This makes the content more bite-sized and easier to read.
- Use visual content when possible. Think, graphs, charts, and any other types of illustrations.
- DON'T ever use generic stock photos (office people smiling). They don't add any value and are just distracting.
- When picking which article to write from the SEO sheet, prioritize by:
 - 1st Priority: Easy wins
 - 2nd Priority: Rewarding challenges
 - 3rd Priority: Nice to haves
- For each content piece, follow the outline to the T. Don't add or subtract any of the sections.
- Avoid passive voice when possible.
- Keep your target audience in mind. For most articles, it's going to be middle-aged executives reading up on BPM or BPI. So, maintain a serious, semi-formal tone.
- Don't ever fluff. The reader is an expert, they'll know if you're making something up.
- Use custom formatting (process boxes, pro tip boxes, interlinking CSS, etc.) when possible.
- For SEO, follow the YoastSEO instructions to the T.
- When you're done with the article, run it through Hemingway and Grammarly