

GETRESPONSE GUEST BLOGGING GUIDELINES

What we look for:

We like relevant, well-researched posts (preferably 1300+ words) with **actionable tips**.

Your post should be 100% original and unpublished. Once it's live on our site, you can republish it on your own blog or other websites – just add a short disclaimer at the end to state that it first appeared on the GetResponse blog, with a link back to the original post.

Any claims you make must be backed by links to research or case studies. Just steer clear of citing our competitors, and using any irrelevant promotional links to websites.

The best blog posts include examples, so add relevant images to illustrate your point. Try to avoid stock photos that don't add any value to the copy.

Topics we cover:

Our blog aims to help all businesses (particularly SMBs) make sense of and use different digital marketing and productivity practices.

Topics span:

- Social media
- Content marketing
- Email marketing
- Marketing automation
- Search engine optimization
- Omni-channel marketing
- General marketing tips for different industries

We don't cover:

- Offline marketing like direct mail, digital signage/displays, online security – unless it relates to digital marketing
- Infographics made by other businesses
- Syndicated content
- Posts that are too technical, editorial, or vague
- Paid promos
- Content similar to past posts

Who we write for:

Because GetResponse blog readers come from all walks of life all around the world, we like to create clear, compelling content. Most of our audience are marketers, or people familiar with the field. And our blog is a reputable library of information and insights where they can learn and share best practices.

Keep this in mind when writing your post, and you'll create valuable content seen by some of the world's most credible marketing professionals.

Ready to write?

Perfect! Then [submit your topic ideas via this form](#) and make sure that you follow our formatting guidelines below.

GetResponse Blog Post Formatting Guidelines

1. Use title case only for the post title (H1 heading).

Example: How to Come Up with a Good Blog Post Title.

Don't capitalize articles (a, the), prepositions (to, for, from, etc.), and conjunctions (and, or)

2. Use sentence case for all other headings/subheadings—from h2 onwards. Example: Do some brainstorming.
3. Use a period at the end of a heading whenever it's a full sentence. Same goes for bullet points.

Example: Use punctuation. (as opposed to: Using punctuation)

4. Make your post title as short as possible. (Always consider whether you can make it shorter than it is). GetResponse blog's main page cuts the title at 7 words, so if you need a longer title, make sure the gist is there in the first seven words. Make it as meaningful as possible (and don't use marketing mumbo jumbo that doesn't tell anyone anything).
5. We know numbers are great in titles, but when everyone's using them, they just don't stand out anymore. So, when you want to write about the "5 Ways" to do something, try to come up with an alternative. Just make sure it's not pure clickbait and is actually related to what you're talking about in the article. A great way to check your headline is to use one of the headline analyzers – we like [CoSchedule's headline analyzer](#).
6. Create a short intro paragraph: one or two sentences. Again, the blog's main page will only display 14 words, so bear this in mind when writing.
7. Use subheadings to divide your article into sections. Get creative! Make sure they follow the same logic and create a coherent story throughout the article.
8. Don't make your paragraphs too long. For ease of reading, divide your text into smaller chunks that make sense as a whole.

9. Don't use running sentences (Never ever make your whole paragraph one sentence. Unless it's a short one. You know. To make a point.). Always check whether you can cut out unnecessary words or divide a long sentence in two. It'll read easier. Just make sure your sentences flow, and simply make sense.
10. Bold any noteworthy points or thoughts. Make them tweetable, if possible (140 characters), so readers (and us!) can share them with others. If you want something to be "click-to-tweet"-able, just indicate that for us in the final draft of your post.
11. Talk to the audience directly, use a friendly, conversational style. Use contractions – you're not writing a formal essay. Don't write anything you wouldn't say in real life. Read it aloud if you're not sure it sounds natural.
12. Avoid marketing fuzzwords and clichés (unless you're being ironic) – you know, like "taking your marketing to the next level", or "increasing business profitability" (here are a few more: <https://blog.getresponse.com/marketing-fuzzwords-use-every-day.html>). Make your sentences as meaningful as possible (didn't I just say that?).
13. Don't forget about a clear and concise conclusion. Sum up what's been said, state your opinion, and don't forget to ask the readers about theirs. You're not writing this for yourself – we want our readers to get engaged in the comments, so do invite them to speak their minds.
14. Be yourself. Share your thoughts. Use "I", not "we" (unless you're writing your article with someone else). Be consistent with the overall voice of the brand, but keep true to yourself and use your own style. That's what readers value the most.
15. We're fans of the Oxford comma, so use it proudly.
16. Avoid citing our competition (other email marketing and marketing automation providers). If you absolutely must cite a statistic provided by a competing company, please do your best to link to an infographic created by a 3rd party that cites the same statistic. We'll provide you with a list of competitors when we accept your outline, so you know who to avoid.
17. Please provide us the focus keyword you'd like to use for SEO purposes (we use the Yoast SEO plug in like lots of other blogs). It's also helpful (but not required) if you write the meta description. Help us turn the little Yoast SEO light green.
18. When citing a publication or report, please dig up the original link whenever possible – don't link to another article that talks about the publication/report. Create a link in your text so we know what needs linking... but remember that affiliate and tracking links will be removed. Keep in mind that your links should be to credible sources, and less than 18 months old – marketing changes fast these days!
19. Check your work for readability – run your piece through [the Hemingway App](#) as a first edit. Try to aim for the 6th Grade Level.
20. Submit your article in Microsoft word (.doc) or via Google Docs. Any images that you include in your post should be sent in a separate zip file and cited appropriately in the document so we know where everything should go.

Example:

<<GetResponseMonster.jpg>>