Thanks for your interest in becoming a 123-reg Blog contributor.

The following will hopefully help you with the types of posts we look for, our style and how our editorial process works.

Our audience:

It's wide! 123-reg is the largest domain provider in the UK and we host over 1.4 million websites. Our clients range from top-end web designers to complete internet newbies looking to create their first internet presence. Across that we have customers of all ages from students working off of their bedroom laptops, to silver surfer pensioners based in internet cafes, with every ability and level of understanding in-between.

While our audience is hard to define in demographics, in real terms we are aiming to engage with the start-up business sector.

Our Aims

• To provide **interesting, unique content** to give readers **practical advice.**

Article guidelines

• **No hard sell.** Products generally take second place to interesting editorial so make sure you have an informative article not just a sales line.
• **Something of value.** Good posts contain interesting or practical information - the reader should leave having learnt something new.
• **Be unique.** Try to come up with original articles, rather than regurgitating old topics from other sites.
• **Keep it relevant.** Try and relate your posts to the internet, hosting, domain names and similar subjects.
• **Be personal.** It's fine to use photos, express opinions and use the word "I".
• **Use pictures.** Of yourself, people you interviewed for the article, or just relevant stock photography – make sure we have the right to use them though.
• **Invite comments.** Ask readers to use the comment function to tell us what they think.
• **Use links widely.** Link to other sites and blogs wherever appropriate.

Submission criteria:

We have a limited number of publishing slots available to guest contributors and we can't promise to publish everything. We are open to any ideas but these are the specific types of post we look for:

- **How-to posts:** We look for detailed posts that very clearly outline how to do something; templates, checklists and step-by-step approaches work well. These often fall within our 6 top tips category
- **"Thought leadership" posts:** The internet is ever evolving and we want to be evaluating trends and figuring out what is coming next. What do you think the future trends will be?

Please note: we do not accept submissions that fall into the following categories:

- Posts that are unclear or lack organisation. We want you to grab our reader's attention so we encourage writers to use bullet points and headings to make an impact.
- Articles created as link-bait. We want to educate our readership not improve your SEO.
- Posts that previously published elsewhere.

Want to write? Please send your outline proposal / blog ideas to tim.fuell@webfusion.com ideally with some links to other pieces you have written. Please be patient though, it may take a week or so before our team can assess and respond to new submissions.

If your submission fits we will contact you and confirm exact details. Our average turn-around time for submission is usually 10 business days, though the timeline may be shorter, or longer, depending on the timing and also workload of the team.

Promotion and social media distribution

123-reg aim to promote all posts via Twitter, LinkedIn, Google+ , Facebook, and other social platforms. All authors are encouraged to promote their posts through their own networks, in support of this.

What to send with your article submission

- **Your bio:** Bio should be approximately 60 words and should include your Twitter handle and Google+ profile address, as well as any other relevant links you wish to display (e.g., your blog; Facebook Page; website URL, etc.).
- **Your headshot:** Low resolution 200x200 jpegs work well.
- **A related cover image:** We also ask authors to include a high-resolution image that we can run as a "cover" image for each post. This can be a photo, a chart, a screenshot, or a piece of theme art that represents the article topic in a compelling visual way. Images can be taken from the web or a stock photo service, as long as they are royalty-free (or in the public domain/available as part of Creative Commons), or you hold the copyright. If the image requires creator credit, please provide the necessary sourcing information, so that we can be sure to attribute it properly.