

## GUEST POST GUIDELINES FOR FRUGAL AND THRIVING

Please find below the guest post guidelines for Frugal and Thriving. If you have any questions about any of these guidelines, please do not hesitate to contact me at [melissa@frugalandthriving.com.au](mailto:melissa@frugalandthriving.com.au).

The guidelines are comprehensive – please don't be put off by this, they are fairly standard guidelines and are here to help you, not to put you off writing! I find it can be much easier to write to a brief.

### GENERAL GUIDELINES

- Articles should be at least 500 words long.
- Your article must be 100% original and not posted in its current form anywhere else on the internet. They must not infringe any copyright laws.
- Well written, concise articles with useful information will be accepted.
- Please submit your article as either a document file (i.e. WORD.doc) or as a text file.
- Along with your article, you will need to include:
  - A catchy headline ([for ideas see Copyblogger's guide on headlines](#)).
  - A relevant image (photos you take yourself are great, especially if edited, but you can also find free images from [Flickr creative commons](#) (please provide a link so that the image is appropriately attributed). You can also find royalty-free photos at [Dreamstime](#), [Stock.xchng](#) or [Morgue File](#), to name just a few. Please don't use copyrighted images without permission.)
  - A short by-line that includes your name and blog name and a short description of yourself or your blog. In other words, who you are and what you do. You may include up to two links back to your blog in your by-line. You are more than welcome to include a photo of yourself in your by-line.
  - A list of any keywords targeted in the article.

## TOPICS

Posts that work best on Frugal and Thriving are ones that reflect the overall theme of the bog: how to live well on less. Articles that can help readers save money, live frugally and thrive (live a happy, healthy, satisfying life) are welcome.

Articles that cover practical tips and how-tos, especially ones that cover a specific topic - that readers can apply and directly benefit from - are articles that are best received.

Here's a recent example from the blog:

<http://frugalandthriving.com.au/2012/how-to-make-saving-money-as-easy-as-doing-nothing/>

Topic suggestions include:

- How to save money on...
- Simple living ideas
- Household tips
- Green / sustainable living ideas
- Budgeting and personal finance (relevant to Australian financial laws and practices)
- Gardening
- Urban frugality
- Step-by-step tutorials (with relevant images)

For more topic ideas, have a browse through the category archives pages. Please check to make sure your article idea hasn't already been covered. Expanding on a topic or taking a different angle on a topic already covered is ok. If you are not sure whether your article idea is relevant, please don't hesitate to run it by me first.

## AUDIENCE

This is certainly a generalisation but the audience of Frugal and Thriving is predominantly female, Australian, aged 25 – 50, many of whom are raising families. It is a good idea to keep the audience in mind when writing your guest post.

## ARTICLE GUIDE

- Style and voice are at your discretion (please keep language family friendly though). Generally, articles that are best received are those that are written in a conversational, less formal style.
- Also, articles that work well are those that stick to a single topic.
- List-style articles are also popular as they are easy to read.
- Please take due care when editing for spelling and grammar. Australian English spelling is used throughout the site.
- Shorter sentences and paragraphs aren't essential but do increase the readability of your article. Also, consider using sub-headings and/or bullet points to increase the 'scan-ability' of your article.
- Articles may be edited for spelling, grammar or clarity. Occasionally I may ask you to rework an article if I believe the basics of the article are good, but it needs a few changes.
- Relevant or useful links to external websites or your own blog (deep links are fine) may be included in the article. Please do not include affiliate links or links to SPAM sites. Links to relevant articles on Frugal and Thriving are also great!

## SEO

- Keyword targeting is not essential but is appreciated. I don't expect you to spend a long time on this! A few minutes is all that is needed (in my opinion) and you don't need to overdo it. An article should read well, not be keyword dense.
- Articles should be first and foremost written for human readers, not search engines. However, targeting a specific keyword in your article not only increases article readership (which in turn can increase traffic to your own blog), it can help you write a tighter and more specific (and therefore more useful!) article.
- I suggest writing your article first, then think about and research relevant keywords, making any adjustments as necessary. I often find that keyword ideas happen

organically as you write and can be then tweaked once keyword research has been done.

- I recommend using [Google's free keyword tool](#) to help you select and target appropriate keywords.
- A comprehensive guide on SEO is beyond the scope of these guidelines. For more information on keyword selection for SEO, please refer to these articles: [How to select good keywords](#) and [where to use them @ Prologger](#) and [The ten commandments of keyword selection @ SEO Chat](#).

## SUBMISSION AND ACCEPTANCE

- Article submission is via email at [melissa@frugalandthriving.com.au](mailto:melissa@frugalandthriving.com.au). I may not be able to respond to your email straight away, but please be assured that I will get to it! Just as a note: emails from sites like Gmail, Yahoo, Hotmail etc automatically get filtered into my spam box and may take a little longer to respond to.
- Acceptance is at the discretion of Frugal and Thriving. Not all guest articles are accepted. Acceptance is based on relevancy, quality, appropriateness to the audience and the editorial schedule of the website. I will let you know if your article hasn't been accepted and why.
- If an article is accepted, I will email you and let you know when it will be published. All articles are published according to the site's editorial schedule, but generally you should expect your article to be published within two weeks of acceptance.

Thanks once again for your interest in writing for Frugal and Thriving. I look forward to reading your article!