



## Article Submission Guidelines for Cweb.com

### General Guidelines

- Articles must be full edited and spell checked prior to submission in English.
- The first letter of each word in the title must be capitalized, bolded in 16 font
- We are using AP down style format for titles.
- Your Bio must appear at the end of each article. Your author name written as By (Your full first and last name only will appear 2 spaces below the article title.
- Links to your website or marketing material are allowed in your bio only as long as you are the copyright holder of the content or an employee of the content and have full re-print publishing rights from your employer.
- Website links are not allowed inside the body of the article.
- **Your website links are allowed at the end of the article in your bio only.**
- The article title must be relevant to its content.
- One word titles are not allowed. For example "New York, New York, New York"
- Excessive Punctuation is not allowed for example !!! ... ??? In any portion of titles or articles.
- Using alternative or incorrect spellings for Search Engine Optimization (SEO) purposes is NOT allowed.
- All articles must be checked for spelling and proper English grammar and punctuation.

### Keywords, Tags:

- The first few words of your title are vital to its SEO success. Use keyword rich titles that relate to the article only. Keyword stuffing is not allowed.
- The topic must be specific to the content.
- **Please place a string of keywords at the bottom of your article and our editors will add them in the system**
- Please choose a category that your articles are a best match with and send it along to us with each article sent to us for publication. Visit [www.cweb.com](http://www.cweb.com) for a list of categories on the site.

## Authors Marketing

- Articles are to educate and inform the reader about the topic you are writing. Deliberate sales copy in the article body will be immediately discarded without providing notice. Do not promote in the article body. Example of this may include self-serving URL, product pitching, or blatant self-promotion. Reserve promotional content for the bio, where you may promote yourself, your company or organization, and your website.
- Adjectives or nouns as descriptors for author names are not allowed, (e.g. Puff Daddy, Cool Sue)
- Screen Names are not allowed as author names. Your first and last name must be used.

## Article Summary's

- HTML tags are not allowed.
- Excessive self promotion
- Symbols like \$ # & etc
- website URL allowed , no email address allowed at the end of the article as reference

## Restricted

- Adult Content
- URL's linking to "Under Construction" pages
- Links to Images
- Download file links
- Pay Day Loan advertising
- RSS Feeds
- •Not allowed: **Traffic Exchanges** - Traffic exchanges are a form of artificially increasing visits to a website. Websites connected via a traffic exchange program have users who agree to manually visit each site in the program for a short amount of time (usually less than 20 seconds) before moving to the next site. These "unique" visits manipulate the websites' search engine ranking. Essentially, they are a manual form of auto-surfing and are deceptive to both search engines and Internet users. **We will not accept content discussing or promoting any artificial or incentivized forms of traffic generation.**
- "Spamdexing", Black Hat SEO is the practice of intentionally misleading search engines into ranking a website higher in search results than is justified by the content of the website.
- **Promotion of Fraudulent or Deceptive Link Baiting** - Link bait is any content on a website that is designed to gain visitors and encourage backlinks.
- Authors agree to not purchase or utilize PPC (PayPerClick), PPV (PayPerView) traffic, safelists, or traffic exchanges to artificially inflate traffic stats. Doing so may result in your account being terminated.

## **Copy and Paste: Bad Code and Special Characters**

- On occasion simple copy and paste will bring with strings of programming language and characters that we don't allow in the article body. Our system doesn't support, for example, Kanji or Chinese characters. If it's not an English character, chances are it won't show up. Check to make sure your article is free of this before copying and pasting.

## **Photos**

- It is recommended that you send a photo approximately 488 x 375 size. JPEG or GIF accepted. You must have exclusive rights to all photos or permission for reprint. If you cannot supply a photo, we will choose a relevant photo for the articles. You must have copyright permissions and send proof of photo rights for all photos you send with articles. Photos you send are rejected without this information.

## **Authors Responsibility**

### **Exclusive Rights- Copyright:**

- You must have exclusive rights to all written content and to your web pages and photos.
- You will be held liable for any concerns or inquiries we receive in regard to related copyright content that is considered infringement.
- Author names with a royalty title, a professional doctorate or attorney at law title may also be required to provide documentation or proof the name and/or title is accurate

## **Article Referencing**

- If you are referencing an article, website these reference guidelines must be in this format.

## **Magazine Articles:**

The structure for an article appearing in a magazine is similar to that of a journal article. However, the publication date should also include the month and day of publication.

For example:

James, S. A. (2001, June 7). Magazine articles in APA format. *Newsweek*, 20, 48-52.

## **Newspaper Articles:**

References for newspaper articles follow the basic structure, but use the initials 'p.' or 'pp.' to denote page numbers.

For example:

Tensky, J. A. (2004, January 5). How to cite newspaper articles. *The New York Times*, pp. 4D, 5D.

By receiving this article submission guideline you are agreeing to the terms and policies stated above.

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Signature:

Company

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Full Name

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