

The Knowledge Hub Contributor Guidelines

If you're interested in writing an article for the Knowledge Hub, please note that content contributions must be 100% unique. As such, we are unable to accept repurposed articles that already appear on your own website/blog or on other online publications.

1. Articles need to be **1000 words** long, with titles no more than **50 characters** long.
2. We require a 50-word author bio (one line about the author and two about the business offering) in which we can link back to your business' website. Please see the bottom of [this article](#) or [this one](#) for how author bios should be structured.
3. We also require you to send over the business' Twitter, Facebook and LinkedIn handles so that we can tag the company/writer when sharing the article across our social media channels.
4. Content must be actionable, non-advertorial and advice-led, written for an audience of UK business owners. It must be unbiased, provide genuine value and insight to our readers, and not include any self-promotion or advertising.
5. The tone of voice should be professional but approachable, authoritative yet friendly. Ensure you're putting across clear and actionable points in a professional manner, but at the same time always use contractions (hasn't, wasn't, can't). You can get a good idea of our tone of voice from [this article](#) or [this guide](#).
6. We can only accept content which is written in plain English. Please avoid overly convoluted language or jargon and ensure that your content is easy to digest.
7. Content should be clearly structured into subheadings and bullet points where necessary.
8. If your article is a listicle, please include a concluding sentence or paragraph after the final point to round the piece off.
9. If you're making claims/statements or sharing stats, please back these up with a link to research/supporting data which is no more than 10 months old.
10. Please note that we have a unique set of SEO criteria which websites need to meet in order for us to link to them. As such, all links within your article will be assessed and may be swapped for a more relevant and trustworthy link. The only guaranteed link is to the contributing business' website in the author bio.

If you have any further questions, please email content@fleximize.com