

PLEASE ENSURE YOU REVIEW THIS ENTIRE DOCUMENT BEFORE SUBMITTING CONTENT TO US



1,000-1,500 WORDS

**DO NOT SELL YOUR PRODUCT,
LEAD WITH INSIGHT**



**CONTENT MUST BE
ORIGINAL TO IMRG**

**EXAMPLES OF THE TYPE OF CONTENT WE ARE
LOOKING FOR:**

BEST PRACTICE EXAMPLES

- HOW CAN RETAILERS IMPROVE THEIR CHECKOUT
- HOW TO OPTIMISE YOUR WEBSITE

LISTICLES

- 9 WAYS TO OPTIMISE YOUR CHECKOUT PAGE FOR CONVERSION
- 7 WAYS TO IMPROVE EFFICIENCY IN RETURNS PROCESSING

THOUGHT LEADERSHIP

- THE IMPACT OF BREXIT ON TAX, EXPLAINED
- WHAT HAVE WE LEARNT ABOUT SHOPPER BEHAVIOUR?

WE WON'T PUBLISH A BLOG IF...

- IT IS TOO SIMILAR TO WHAT HAS BEEN COVERED IN OUR BLOG BEFORE
- DOESN'T PROVIDE GENUINELY USEFUL INFORMATION FOR OUR AUDIENCE
- IS OBVIOUS PROMOTION FOR YOUR COMPANY / SERVICE
- IS POTENTIALLY OFFENSIVE, INACCURATE OR OVERLY CRITICAL OF INDIVIDUALS OR COMPANIES
- PLEASE AVOID GENERICALLY ADVISING RETAILERS ALONG THE FOLLOWING LINES IN YOUR CONTENT:

**THEY NEED TO 'WORK WITH PARTNERS
LIKE YOU TO ACHIEVE XX'**

OR

**THAT YOUR SUBJECT AREA OF EXPERTISE IS
THE MOST IMPORTANT THING THEY NEED
TO CONSIDER**

THE PURPOSE OF IMRG

IMRG'S BLOG EXHIBITS HIGH QUALITY, INDUSTRY-LEADING PIECES, AND WE WANT ALL OF OUR EDITORIALS TO REFLECT THIS AIM.

FOR BLOG ARTICLES, THIS MEANS THEY NEED TO TEACH OUR READERS SOMETHING NEW ABOUT THE WORLD OF ONLINE RETAIL. THESE ARTICLES NEED TO BE COMPREHENSIVE AND FOCUSED ON EDUCATING OUR AUDIENCE ABOUT BEST PRACTICE IN ONLINE RETAIL.

IMPORTANT FACTORS IN CONTENT WE PUBLISH

- COVER ORIGINAL CONCEPTS AND USE COMPELLING ARGUMENTS FOR YOUR POINTS
- THERE IS NO SPECIFIC WORD COUNT, BUT HIGH-QUALITY AND COMPREHENSIVE POSTS TEND TO RUN AT 1,000 – 1,500 WORDS
- TO HELP BOOST TRAFFIC FOR YOUR BLOG, CONSIDER BASING IT AROUND A SPECIFIC 'LONG TAIL KEYWORD' - AN EXAMPLE WOULD BE 'ONLINE CHRISTMAS SALES 2016' RATHER THAN 'CHRISTMAS SALES'
- BE PERSONAL IN TONE – BE CASUAL BUT HELPFUL, AVOID EXCESSIVE BUZZWORDS AND JARGON
- PLEASE PROVIDE PROPER REFERENCE FOR DATA, QUOTATIONS ETC
- WE'RE LOOKING FOR POSTS ABOUT SPECIFIC INSIGHTS, NOT BROAD MARKET OVERVIEWS – CONSIDER LISTING A FEW KEY TAKEAWAYS AT THE END OF THE ARTICLE
- NO MORE THAN ONE LINK TO YOUR COMPANY'S WEBSITE IN THE BODY OF THE POST

CONTENT FORMATTING:

- BREAK UP YOUR CONTENT INTO SECTIONS WITH HEADERS AND SUB-HEADERS
- KEEP HEADLINES AND SUB-HEADERS SHORT
- AVOID LONG PARAGRAPHS
- USE BULLET POINTS IF RELEVANT
- PROVIDE RELEVANT HIGH QUALITY IMAGES TO ILLUSTRATE YOUR POINTS
- PROVIDE KEY TAKEAWAYS AT THE END

FINAL FACTORS TO CONSIDER:

- WE WANT UNIQUE CONTENT – WE CANNOT ALLOW YOU TO REPUBLISH YOUR GUEST POST ANYWHERE ELSE AFTERWARDS
- THE IMRG TEAM RESERVES THE RIGHT TO EDIT AND ADAPT YOUR ARTICLE TO FIT WITH OUR GUIDELINES (WE WILL AGREE ANY CHANGES WITH YOU)
- IMRG RESERVES THE RIGHT TO INCLUDE CALLS-TO-ACTION TO IMRG SECTIONS, INCLUDING BUT NOT LIMITED TO OUR EMAIL NEWSLETTERS
- WE WILL REJECT ANY ARTICLES THAT DO NOT HELP SUPPORT US IN THE AIM STATED AT THE BEGINNING OF THIS DOCUMENT

THE TEAM AT IMRG CAN'T WAIT TO HEAR FROM YOU!