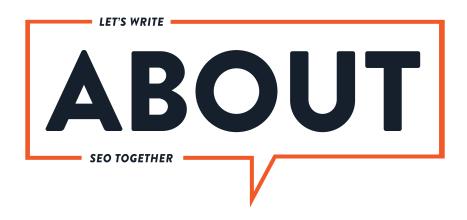# PAGES

AN SEO MAGAZINE

WRITE FOR US.

PAGES MAGAZINE CONTRIBUTOR GUIDELINES

CONTACT

Jan Schmidt

Managing Editor

jan@pagesseomagazine.com

GOT SOME KNOWLEDGE TO DROP ABOUT SEO? LET'S HEAR IT.

PAGES is a quarterly trade magazine about SEO. We welcome contributions from anyone with SEO expertise and a passion for helping others learn.

In this kit, we've outlined what you need to know to get started.

GUIDELINES

PAGES IS FOR DIGITAL MARKETERS WHO WANT TO EXPLORE SEO.

Use these guidelines to help shape the structure of your article. They'll help our creative team put it to work in the pages of PAGES.

- Please provide both a brief outline of your proposed contribution (including your title and any main subtopics), and any important info about you in your initial email to us.
  - Please also submit a photo of yourself, biographical information and any desired social linking along with your article.
- Articles should generally be 1000 to 2000 words.
  - Please format and submit your piece in a Google doc.
- Your article will be published not only on the *PAGES* blog and in *PAGES* magazine, but on the Page One Power blog too. Editors reserve the right to edit submissions to meet the requirement of the magazine format and style standards.
- *PAGES* is a place where we talk about how SEO benefits people, introduce SEO concepts, and tie them to tangible benefits for the reader.
- Keep the format in mind as you write — a magazine isn't a place where the reader can easily immediately access additional information. If your article relies on external links or screen shots for clarity, the version published in *PAGES* will likely require edits.
  - Try to focus on "why," and use "how" to support your points and ideas.
  - Good SEO work makes the internet a better place. Focus on SEO concepts and tactics that benefit both SEOs and web users at large.
- Articles should be written to help beginners get excited about SEO. Make your writing friendly, helpful, and human.
- Because of the format of *PAGES*, contributors are encouraged to avoid relying heavily on images in their articles. Contributors can submit images (or screenshots) along with their article if those images are used to help explain a concept more clearly or demonstrate a step in a process, but do not need to submit featured images.
  - When supplying images or screenshots, please attach them separately.
- We accept content exclusive to *PAGES* magazine and Page One Power. Once your submission is accepted, we reserve the right to exclusively publish content written for *PAGES* magazine on *PAGES* and Page One Power platforms. We ask that you do not republish content online without permission.

AUDIENCE

PAGES is a free resource for anyone interested in learning about SEO.

Many readers are marketers who might not specialize in SEO, but would like to learn more about the field. Others are familiar with the field, and are exploring *PAGES* because it is a new, unique take on SEO news and informative content.

PAGES focuses on the role SEO plays in the overall success of a business and its marketing plan. Readers explore the "whys" of search engine optimization. *PAGES* is visually-driven, curated, and engaging.

Past contributors to *PAGES* include authors from SEMrush, Screaming Frog, Moz, Ahrefs, Drift, Page One Power, and other thought-leading digital marketers.

51%
MANAGERS, DIRECTORS
AND C-SUITE EXECUTIVES

20%
SEO PROFESSIONALS

29%
MARKETERS