

Editorial Guidelines for Guest Articles

The Toolbox Guest Author Program is an opportunity for industry practitioners to share their voice and perspectives with an audience of millions of Tech professionals. These guidelines will help your content deliver the most value to both yourself and Toolbox users.

Content Vision

Guest Articles should:

1. Highlight technology adoption challenges and opportunities, as well as offer ideas, perspectives and approaches to address them.
2. Help readers make more informed Tech investment choices.
3. Help readers leverage existing Tech solutions more effectively.
4. Help further the reader's skills and career as a Tech professional.

Content Objectivity & Transparency

Guest Articles must:

1. Be original (previously unpublished and non-plagiarized) and exclusive to Toolbox.
2. Be platform and vendor-neutral.
3. Be non-promotional and present an all-around view.
4. Be fair and transparent by offering multiple perspectives.
5. Accurately attribute quotes and statistics.

For examples of published Guest Articles, click on the Expert Insights tab on the [homepage](#).

Article Specifications

Each guest article must be accompanied by the following information:

1. **Topic:** A list of topics can be found under the "Explore" button on the top left of the homepage.
2. **Introduction:** 30–40-words that describe the article focus and takeaway for the

reader.

3. **Length:** 700–1200 words. Longer submissions should be discussed in advance.
4. **Author details:** Including a 100-word author biography; a website URL, Twitter and LinkedIn handles for the author or their company; and the author’s recent headshot (200 x 200 pixels).

Search Optimization

For the most effective discoverability, follow these best practices:

1. **Title:** 6 to 10 words with one thematic keyword.
2. **Article Body:** Up to 3 keywords included in an organic and relevant manner. Sub-headings, bullet points, and numbering should be used when applicable. Voice should be conversational and use questions to start the discussion.
3. **Hyperlinks:** No more than 2 external hyperlinks to relevant vendor-neutral content or quotes, survey reports and research study. A separate hyperlink to the author’s website will be included in the author’s on-page bio.
4. **Images:** Images should be accompanied by descriptive alt-text for accessibility and discoverability.
5. **Non-text article submissions:** Infographics, slideshares, or video-based content submissions must be accompanied with a 500-word transcript or description.
6. **Amplification:** When possible, mention and hyperlink your guest article in other articles or blogs. Share the article on Twitter, LinkedIn, and other social media sites and tag Toolbox.

Turnaround Time on Submissions

Once you commit to an article, please submit it within 4 weeks.

Due to the high volume of content we manage, publish dates can’t be confirmed in advance, but are typically within 3 weeks of submission.

Upon publication, you will receive an email with a link to the published article. Please avoid follow-ups for the first 3 weeks.

Other Important Information

Submission of content does not guarantee publication.

Hyperlinks: All hyperlinks are subject to editorial approval and may be removed at Toolbox’s discretion.

Content Edits: Toolbox reserves the right to make editorial changes for clarity, tone, and style. Promotional content and unnecessary brand references will be edited out.

Content Placement & Ownership: Toolbox reserves the right to place any guest article in any section of the site that it deems fit, including on any of its sister properties across the Ziff Davis Network, including in newsletters and other promotional content.

In all such cases, content ownership and author credits will remain with the author (you) and such ownership and authorship will be duly acknowledged.

Due notice: Toolbox is unable to give advance notice on any edits or promotion across the Ziff Davis network. If you wish to discuss any changes or publication on other sites and materials, please contact our staff and we will assist you.

Contact

For guest author submissions, questions, suggestions or feedback, email the editorial team at editorial-toolbox@ziffdavis.com.