

Article Writing Tips & Guidelines

An article can be an update or announcement about your franchise news such as growth, new sites or locations, or company changes. Writing articles is a fast and effective way to gain online exposure and increase the chance of your company appearing in the first few search results on search engines such as Google.

Why? Because article submissions...

- Contain keywords about your franchise offering. The greater the density or repetition of a keyword within a website, the greater its chance of ranking highly.
- Are free, and you can post an unlimited number.
- May appear in our enewsletter and on our home page the day they are posted.

Keys to writing winning articles:

Title

The title should include the search terms or keywords you want users to find you under when searching for a franchise opportunity that your company offers - try to focus on 1-2 keywords per article.

Body

Repeat the exact keyword or phrase from the title throughout the body of the article (at least 4 times) especially in the opening line and paragraph. It's a good idea to mention the geographical areas you are targeting for franchisee recruitment in (Eg Pizza Franchise Sydney).

Editorial Requirements

In order for your article to be included on this site, we ask that the following guidelines are observed:

- Articles must be written impartially - i.e. topical, from a neutral and/or 3rd person standpoint, without superlatives ('best', 'fastest', 'cheapest'), or exaggerated statements ('the largest tool range ever launched!').
- Word Count: 180-350 words in length, with a 50 word minimum.
- Text: supplied as a Word document (simple text, unlocked .doc) with a separate image.
- Articles may take up to 5 working days to be published on the site, and to appear on search engine pages.
- Our editor reserves the right not to publish articles that do not adhere to these guidelines and to make amendments where necessary.

Disclaimer: Franchisebusiness.com.au, Catch and its affiliated websites cannot guarantee your company ranking on search engine results pages. Search results are constantly changing and therefore search rankings can move over time.