

People Development Network – Contributor Guidelines

Before submitting an article – Please read!

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Who can post in the People Development Network Magazine?

We accept articles from Industry writers and experts

Our audience are Leaders, Managers, HR Leaders, Business Owners and anyone interested in Personal Growth. If you have knowledge or expertise which can be shared with this audience which will enable their own or their team's development, then you can contribute.

If you would like to promote your own business, then please see our [Premium Author Membership](#). If you are a PR Agency or a freelance writer wanting to promote other people's links, you can either purchase our [PR/Agency Membership](#) or if you only wish to post one article, our [Sponsored Article Membership](#) will suit you better.

Once signed up as an Author, you can contribute as many original articles as you like each month. Articles will be published usually within 7 days from submission. Articles will be featured and tweeted throughout our [social media platforms](#), at least once. Most Articles will be featured and shared for up to 4 - 6 months after publication.

We Only Accept Original Articles

All articles must be original and not published elsewhere. This is to avoid search engine penalties for duplicate content, which are severe and can affect both websites involved in posting duplicate content. After a period of 30 days, authors may repost articles elsewhere if we are informed in advance. When articles are published elsewhere, we mark our version as "no index, no follow". This means your article posted on the magazine will not be found by search engines, but we will still share the content to our network. Reposts must be tagged with the original link.

Articles must comply with our terms and conditions and we reserve the right to refuse to publish inappropriate material. There are different considerations for our Premium Author Membership

What types of articles can be posted in the People Development Network Magazine?

We post articles, features, news and adverts which reflect our core target market. Our core target market are Leaders, Managers, HR Leaders, Business Owners and people interested in Personal Growth. The broad topics we accept for the magazine are articles about:

- Leadership and Management
- Human Resources (including Health and Wellbeing)
- Personal Development

Our Categories, are standard: Leadership, Human Resources, Personal Growth, Managing People, Change, Business and Entrepreneurship, Book Review, Quotes, Interviews. We will also feature infographics, quizzes or other interesting content for readers.

Writing an Article - Guidelines

- Individual posts should run between 400 and 1000 words.
- Posts should be written in a clear, engaging and accessible first-person style that minimizes jargon and buzz words.
- The most successful articles contain interesting perspectives and new ideas, “how to” and experiences of the author.
- Articles should “add value” to the reader and give them some interesting information to read and think about, and should not be promotional.
- **We will not publish an article without a completed bio.** The bio contains all your contact information, so there is no need to input this information at the bottom, or the body of your article.

About Links in your Article

- **Your article should contain no more than 2 back links**, these should not be keywords. (I.e. not Leadership Development or Human Resources, any of our keywords, or category words). Submitting an URL www.xxxx.co.uk is acceptable. If more than 2 back links appear in the article, then we will automatically invalidate links, or refuse publication. We know you are anxious to share, but it is mutually beneficial to maintain good quality content and share expertise rather than write posts simply for backlinks.
- Links to your site are clickable and available for readers, but because of Google’s penalties for guest blogging to gather backlinks, posts are marked as “No Follow”. Your articles will still be included to be indexed by search engines.
- External links to interesting information for readers are accepted if they aren’t promotional.

SEO Guidelines:

- Your article should contain a keyword or key phrase. This keyword or key phrase will describe your article in a nutshell.
- Develop an engaging heading. Studies show that the most engaging headings are those which are read most. Your **heading must include your keyword or key phrase**.
- Your article keyword or key phrase should appear 2 – 3 times for every 200 words.
- Include external link(s) to other useful information the reader might be interested in.
- An SEO checklist is available underneath the post, if you are familiar with this, please complete, otherwise, the magazine team will optimise your post. We may make minor changes which do not change the substance of the article, but will help the article more likely be indexed by search engines.

Images

Please upload a featured image for your article. You must have the right to use the image with your article, and therefore we ask that you credit the image with the original source. We take copyright infringement seriously, and if an image is credited incorrectly, we accept no liability for any damages or legal action thus, if **you do not credit your source, we will use one from our own stock**. If you do not upload an image, we will use one from our own stock.

Accuracy

- You as the author are responsible for the content you post, meaning any facts, dates etc. Should be correct and you should also spell check your article before submitting it.
- Although you as the author are responsible for the content you sent us, we have the final say on headlines, illustrations and placement of the article. If necessary we also require authors to confirm exclusive copyright, including the right to electronic distribution.

Uploading your Article

Existing contributors, log into your account using the following link:

<http://peopledevelopmentmagazine.com/wp-admin/>

Once logged in, [follow this link](#).

Completing your Profile

It's important to make sure you are happy with your BIO, as the BIO comes at the top of the article and is one of the first things readers see when they click into it. Simply click on "profile" on the menu on the right under the dashboard and scroll down to "name", or [follow this link](#). Complete the required fields.

We have created a help sheet as there are certain requirements that need to be met in order to make sure your BIO works properly, see below.

Fanciest Author Box User Details

Display Fanciest Author Box Do not automatically add Fanciest Author Box to your posts, pages and custom posts.

Photo URL You can upload your own profile picture to go with your BIO!
Photo URL (optional, if left empty Gravatar image will be used), ideally image should be 64x64 px.

Twitter No needs for URLs or '@' Just add your Twitter username!
Your Twitter username (example: thematosoup).

Facebook widget type Follow Like
Use Follow for profiles (must start letting people follow you first) and Like for pages.

Facebook Same goes for Facebook! It will not work if you enter a URL. Just add your username.
Your Facebook username or ID. (example: thematosoup)

Google+ For Google+, Just enter your Google+ ID with a '+' in front of it, alternatively you can enter that last part of your Google+ URL
Your Google+ ID. (example: 104360438826479763912 or +SlobodanManic)

LinkedIn You can use either your full URL or just your username for LinkedIn!
Your LinkedIn username or full profile URL. (example: slobodanmanic or http://www.linkedin.com/in/slobodanmanic)

YouTube Just like Twitter and Facebook, YouTube only requires your username and will not work with a URL.
Your YouTube username. (example: ThematoSoupChannel)

Pinterest Same goes with Pinterest!
Your Pinterest username. (example: slobodanmanic)

Position You MUST enter the position you hold at your company in order for your company and company website to show up on your BIO.
Your position.

Company Your company.

Company URL Your company URL.

Custom tab Custom tab content

This is where you input your business name and your company website

Sharing Your Article

We want your article to be shared as widely as possible. As well as sharing across our vast network, we hope you also share with your own. Here is a checklist of useful places to share. We would also be grateful if you would share other member articles which you feel might be valuable for your own network!

1. Twitter
2. Your LinkedIn profile page
3. Your LinkedIn Company Page
4. Your LinkedIn Profile (there are spaces within your own profile to showcase your articles)
5. Across Your LinkedIn Groups
6. Facebook Profile
7. Facebook Company Page
8. Google + Profile
9. Google + Business Page
10. Your Google + Communities
11. Pinterest Boards
12. YouTube
13. Your Newsletter
14. Link to the bottom of your email
15. Slide share

Sharing is easy! Simply use the share buttons on the left-hand side of the magazine and at the top and bottom of each post.

Helping the Community to Grow

We want to help you to get your message out. To do so we want our community and readership to expand and grow steadily. We have several social media platforms, which we share and promote your articles, we would be forever grateful if you would:

- a) Come and like our [FACEBOOK PAGE](#)
- b) Come follow and like our [GOOGLE+ PAGE](#)
- c) Come and follow our [LINKEDIN PAGE](#)
- d) Come and follow our [PINTEREST BOARD](#)
- e) Follow us on [SLIDESHARE](#)
- f) Follow us on our [MAIN TWITTER](#)
- g) Follow us on our [MAGAZINE TWITTER ACCOUNT](#)
- h) Add our [RSS](#) to your twitter stream

Come and join our Groups

[The People Development Network LinkedIn Group](#)

[The People Development Network Google Plus Community](#)

Please follow us, and **SHARE** your own and other contributors' work over whichever social media platforms are best for you!

Thank you, we appreciated you!

Further Questions

We are here to help you. If you want further assistance or want to contact one of our team, simply email info@peopledevelopmentnetwork.com