



**CONTENTWRITERS.COM**

## Style Guide

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### Titles

**Every job** should have a title, which is usually either the topic found in the job brief, or a creative headline based on the content. **Every title** should have the first letter of all appropriate words capitalized.

**Correct:** We Create the Best Blogs Ever Written

**Incorrect:** We create the best blogs ever written

For **content that traditionally wouldn't have a title/main heading** (social media posts, product descriptions, email newsletters, etc), include "ContentWriters" and the product type if the client does not provide a title.

**"ContentWriters Facebook Posts (25 qty.) - [CLIENT NAME, if applicable]"**

**"ContentWriters Product Descriptions (4 qty.)"**

**"Email Newsletter - January, 2020"**

**Getting Creative with Titles:** Whether or not a title can be changed depends on the client and their specifications. The client will typically make this clear in the job brief. If not, please don't hesitate to ask us!

### Language

**Pay attention** to the point of view and tone requested for each job.

Always be sure to write in **active voice** unless the job brief states otherwise.

**Run your final draft** through an application such as Grammarly, Hemingway, or ProWritingAid to catch small errors like extra spacing, errant commas, or missing apostrophes.

## References

If requested by the client with no specific style listed, please embed (hyperlink) all references within the content and include a list at the end of your piece.

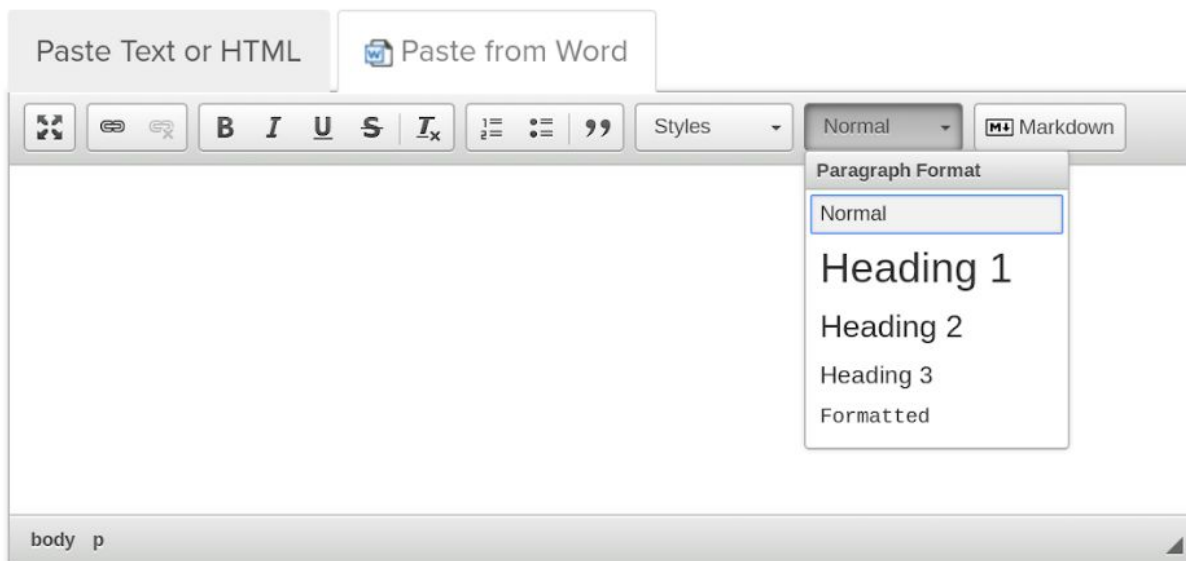
## Headings

All headings need to be formatted consistently across all jobs, unless otherwise noted.

- **H1 Heading** is used for the title/main heading of all pieces.
- **H2 Heading** is used for the subheadings within a piece.

Submit a Draft ▾

Please copy & paste your work into the box below. To maintain the formatting, click Paste from Word, paste your content in the box, then click Convert Word Content.



The screenshot shows a rich text editor interface. At the top, there are two tabs: 'Paste Text or HTML' and 'Paste from Word'. Below the tabs is a toolbar with various icons for text formatting, including bold (B), italic (I), underline (U), strikethrough (S), and subscript (I<sub>x</sub>). There are also icons for bulleted and numbered lists, and a quote icon. To the right of the toolbar is a 'Styles' dropdown menu currently set to 'Normal', and a 'Markdown' button. A 'Paragraph Format' dropdown menu is open, showing options: 'Normal', 'Heading 1', 'Heading 2', 'Heading 3', and 'Formatted'. The main text area is empty. At the bottom left of the editor, the text 'body p' is visible.

**CONVERT WORD CONTENT**

## Lists

- Lists must use either numbers, or traditional bullets (used here).
- All bulleted and numbered lists should use only **one** level of indentation.

## Formatting Examples

To make a title "H1" use the "styles" toolbar in Word. Choose "Heading 1".

Here is My Title

This is an introduction paragraph

This is a Subheading  
This is my body text.

Here is a Second Subheading  
More body text.

A bulleted list:

- Point 1
- Point 2
- Point 3

Another Heading  
A conclusion paragraph or Call-To-Action

All subheadings should use H2 formatting. To do this, highlight the heading text and choose "Heading 2" in the styles toolbar.

All bulleted lists need to use standard bullets (shown here) and can only have one level of indentation.

## Word Count

**\*Please note:** titles and reference lists do not count towards the overall word count. Subheadings are included in the word count.\*

Product Type	Word Count
Standard Blog Posts	300-500 words
Long Blog Posts	500-700 words
Website Pages	300-500 words
Press Releases	400 words
Product Descriptions	Bundles of 4; contain 150 words or less each
Email Newsletters	400-500 words
Social Media (Facebook, Twitter, LinkedIn)	1-2 carefully constructed sentences
White Papers	Roughly 1,500 words