

GA Blog writing guidelines

Please note the GA reserves the right to review all content submitted and to decide whether to edit and/or publish.

- Our minimum post length is 300 words (max 2,500).
- If possible pick a unique key word/term (1-3 words) and use it in the title and throughout the post (this is for SEO - search engine optimization, we will pick one if not provided).
- Please try to include something personal in your post e.g. personal experience, research or your approach to add an interesting point of view.
- Use subheadings every few paragraphs (roughly every 250 words separate with a subheading).
- Keep paragraphs short and split up long paragraphs.
- Keep sentences short (where possible no more than 20 words).
- Use the active voice where possible.
- Use consecutive sentences.
- Try to avoid using AI generated text, if you do use any as a starting point please paraphrase and edit it.
- If you use any AI please let us know how it was used.
- If you would like a specific main image using please see the below image guide and submit it with your text (if not supplied we will choose one for you).
- Please feel free to include images (max 6), diagrams, videos, screenshots and links to other websites etc in the context of your post (please see below re copyright/permissions).
- Include a profile image of yourself if you wish us to include one as the author.
- Include any links you wish us to include (e.g. LinkedIn, Twitter, your website etc).

The GA does not promote paid-for resources from external sources. If an article strongly advertises a product or service, or promotes something that GA members can't access free of charge, we will ask you to amend your article so that it becomes less of an advertorial.

A note about images

Format

Photos should be digital and main image file sizes should be a minimum of 200kb when possible. If you do not own the image please give a caption and full source details for each image, e.g. the url where you found it.

Do not use AI generated imagery.

Permission to use

Check that any images (photos, diagrams, maps, cartoons, logos, etc) you use are copyright free or allow third party / commercial use (e.g. Creative Commons), or ask the copyright holder for permission. Conditions of use need to be checked for images taken from the Internet. If a permission fee is required, please indicate this.