

# YOH

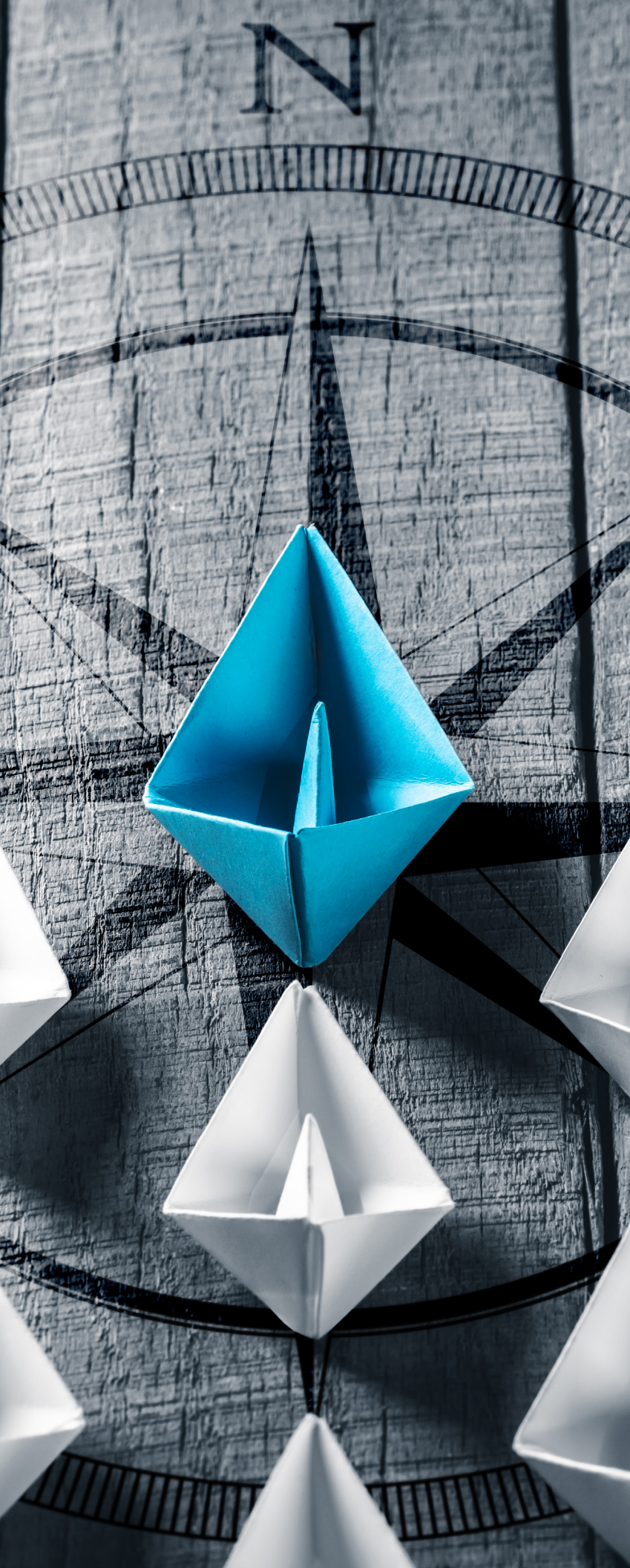
## BLOG GUIDELINES

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# Yoh

A DAY & ZIMMERMANN COMPANY



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# ABOUT THE YOH BLOG

The Yoh blog serves as a platform to educate, engage and enrich the candidate and employee communities as well as today's workforce leaders. Aimed at providing the latest workforce trends and hiring insights, the Yoh blog covers a variety of topics that spans the latest hiring trends and HR technologies, recruiting insights/advice, tips for job seekers, best practices on staffing solutions, and current industry events/news. aligns with business objectives.

# CONTENT GUIDELINES

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1. Blog posts must be a minimum of **700** words/maximum of **1200** words.
2. When writing your blog, please consider the following blog styles:
  - The **“How-to” blog** does exactly what it describes: it teaches the reader how to do something by breaking down a series of steps.
  - A **“List-based” blog** is one of the most popular and easy-to-read blog formats. Make your list-based blog scannable so the reader can easily find the information they are looking for at a glance.
  - The **“Curated Collection” blog** is often overlooked, but can be very powerful. For this style, you selectively gather and share recently written/published content from around the web into one post. This style is allowed as long as you provide credit (via a link and/or by referencing the source).
  - You can use an existing **SlideShare or PowerPoint presentation** as the basis for your blog. If doing so, please provide intro/outro copy along with the embed link to your SlideShare.
- The **“Newsjacking” blog** post refers to the practice of capitalizing on popular news stories by writing about them as they occur. Note, your Newsjacking post must relate to appropriate topics that align with our blog content.
3. Try to include subtitles where possible to break up copy of your post.
4. Consider inserting keywords in the beginning of your blog post, but never sacrifice content quality or use keyword stuffing tactics.
5. You can include do follow links in the text, but please do not make the blog post a sales pitch for your organization.
6. You can include information and links about your organization in your bio.





# ADDITIONAL GUIDELINES & CONSIDERATIONS

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- **Do not submit a post that has been previously posted and/or submitted to other blogs sites.** You will not be invited to contribute to future writing assignments if you are found reposting content and/or plagiarizing other bodies of work.
- **Prudently proof your blog before submitting.** Authors who continuously submit blogs that are poorly written and/or not properly proofed will not be invited to contribute to future writing assignments.
- **Yoh reserves the right to rework your blog copy to better match our blog format and/or voice.** Please review [existing blog posts](#) for sample work and/or before writing your post.
- **You can include a title with your blog** however, please know that Yoh reserves the right to edit and/or change the title text.
- **Do not include a photo(s) with your blog.** Yoh will select a photo to accompany your blog post.
- **Be sure to submit a copy of your bio and links to social media and/or pages, where applicable.** Content provided by competitors will be reviewed on a case-by-case basis.

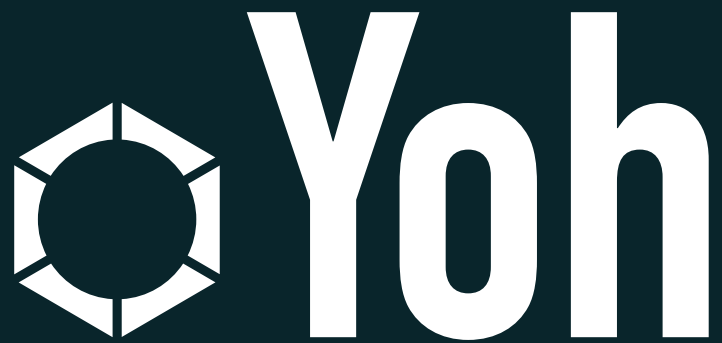




# OUR PROCESS

- Please submit your first rough draft: <https://www.yoh.com/write-for-yoh>
- Please do not email us a draft. We do not open attachments sent via email due to security issues.
- Keep in mind that after you submit, due to high guest blogger volume it may take 6-8 weeks for us to review, edit, and publish your draft.
- Once your blog is reviewed, you will either be asked to make revisions, or your blog will be scheduled.
- We make every effort to notify authors when their blog has been published. However, not all submissions will go out as scheduled and authors may not receive notification that their submission has been posted. Please check [the blog](#) regularly to see if your post has been published.





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Know greater talent.