

# Original Promo Articles

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## What are the requirements\*?

### Profile on eLI

REQUIRED

- Create/Have an author's profile on eLearning Industry.
  - Make sure the profile matches the author's name on the submitted article.
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Make sure your article is at least 700 words.

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### Word Count

REQUIRED

### Relevant Content

REQUIRED

We are interested in publishing engaging content that is relevant to our audience.

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We are interested in publishing content that is not only relevant and engaging, but also insightful and updated.

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### Updated Content

REQUIRED

### Soft-selling Tone

REQUIRED

Make sure your article is not fully promotional in a hard-selling tone. Publishing informative and resourceful articles is our ultimate goal.

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We are interested in articles written in the English language only.

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### Written in English

REQUIRED

## What are the steps\* the author needs to follow?

### STEP

1

**Log In:** Use your LinkedIn account to log into your eLearning Industry profile.

### STEP

2

**Dashboard:** Go to “Dashboard,” click on “Articles,” then click on “Add New.”

### STEP

3

**Title:** Come up with a catchy title (75-character optimum length).

### STEP

4

**Category:** Pick the category that best describes your article topic. Select from the scroll-down menu. Add article.

### OPTIONAL

**Desired Publication Date:** Select a date (and time) on which you would like your article to be published. Save.

### STEP

5

**Summary:** Add a short (max. 300 characters), clear, to-the-point summary that best describes what your article is about.

### OPTIONAL

**Featured Image<sup>1</sup>:** You may upload your suggested image (820px x 460px).

### REQUIRED

**License & Attribution<sup>2</sup>:** If you upload a featured image, please, remember to provide us with the respective license and credits from the copyright owner.

**Only if an image is uploaded**

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1. The editors reserve the right to use another featured image if yours does not conform to [eLI's image requirements](#). Please, review the requirements before you upload any images.
  2. If you cannot confirm that the image can be used for commercial purposes, we reserve the right to replace the image.

## What are the steps\* the author needs to follow?

**OPTIONAL**

**Subtitle:** Add a subheading which, ideally, is your title rephrased. Save.

**STEP**

**6**

**Main Content:** Add your engaging content. Save.

**STEP**

**7**

**Copyright Owner:** Tick the corresponding box to confirm that you are the copyright owner of the submitted article. Save.

**STEP**

**8**

**First-time Published Content:** Tick the corresponding box to confirm that this article has never been published before.

**OPTIONAL**

**Post update on Twitter after publication:** Click on the button to share your content on Twitter.

**OPTIONAL**

**Relate your article to a Product Listing:** Select the Product Listing from the scroll-down menu. Save.

**STEP**

**9**

**Submit for Review:** Click on “Submit for Review,” so our editors receive your submission and can begin working on it.

**STEP**

**10**

**Keep Track of the Process:** When your submitted article is indicated as [Pending], click on “Preview” to view your article status at any time you wish. You may not edit at this stage.

**EXTRA  
TIP**

Check your article’s analytics and data just by visiting your dashboard whenever you feel like it!

# What does eLearning Industry work on\* after the author has successfully submitted the article?

## What we do and Who does what exactly.

### Text Formatting

Our editors work on the format of your text so that it is consistent with eLI's articles.

### Editing & Proofreading Content

Our editors and proofreaders work on optimizing your content, without rewriting any of it. They make sure it is error-free, coherent and cohesive.

### Search Engine Optimizing

Our teams collaborate on defining and using the best possible keyword for your article as well as optimizing your content for the best-possible, mission-focused results on search engines.

### Hyperlink Reviewing

1 link per 350 words is allowed. Check our [Backlinking Strategy Guide](#), and keep in mind that our editorial team reserves the right to remove hyperlinks that do not conform to our above-mentioned guidelines.

### In-Text Media: Images

Our editors reserve the right to reject an image, unless the author is the actual creator/owner of the image. Check our [Image Requirements Guide](#).

### In-Text Media: Videos

Our editors reserve the right to remove a video from your text unless:

1. You have uploaded it on YouTube or Vimeo channels.
2. You are the copyright owner.
3. You must provide us with the embed code.

### Featured Image

Our editors reserve the right to change your selected featured image unless it conforms to eLI's image requirements. Check our [Image Requirements Guide](#) before you upload a featured image.

\*Please, do not forget to provide us with the license and attribution for the featured image you suggest.

### Social Media Promoting

Our marketing team will share your article on eLI's Facebook and Twitter accounts for maximum results.

\* (actions that our editors, proofreaders and marketing team members take to in order to refine and promote your article)