



## Opinion Leaders Network Writers Guidelines

Welcome to **Techgenyz Opinion Leaders Network**! Techgenyz is a leading source of news and information on the latest technology, social media, start-up, digital innovation, and more that influence people worldwide. Every month hundreds of thousands of readers visit Techgenyz website in search of news, new ideas, opinions and inspiration.

Techgenyz is committed to producing content with the highest standards and shares it with our readers. The content published on our website is to INFORM, INVENT, and INSPIRE our readers.

Publishing your article on Techgenyz will help you share your expertise and thought leadership with our millennial readers and strengthen your personal brand and stature as a business leader.

**Disclaimer:** *This program is our effort to highlight more voices on our website from people within the industry, so you don't pay anything to be published.*

*Due to the volume of pitches, we can only follow up on a select number of submissions. Expect a response between 2-4 weeks.*

### Contributor Agreement

All members of **Techgenyz Opinion Leaders Network** agree to this guideline and [Terms of Use](#), [Cookie Policy](#), [Privacy Policy](#) and [Techgenyz Opinion Leaders Network Writer Terms](#) before posts can be published on our website.

### Why Publish on Techgenyz?

Techgenyz has a global reader base who are young, affluent, and engaging. The readers are professionals, researchers, senior management leaders, and decision-makers with various interests.

Publishing your article on Techgenyz will help you share your expertise and thought leadership with hundreds of thousands of readers every month.

Here are some of the benefits of writing on our website.

- You can become a recognized voice in your domain
- You can promote your personal brand and voice
- A verified author profile on the Techgenyz website
- Mention your social profiles and company website in the author bio
- Access to our reader base, who could be a potential target audience for your brand



## Our Right Fit

At Techgenyz, we always welcome new writers with the talent to produce tech-related quality content. If you have a writing spark that can engage our readers' community, and you believe you can bring a fresh perspective with original and informative content for an audience of millennial readers, then please sign up for the **Techgenyz Opinion Leaders Network**. Here is who we look for:

- The person should be an industry expert, analyst, thought leader, researcher, entrepreneur, C-Suite executive, start-up founder, or marketing leader.
- The person should have industry expertise in the topic he is writing on.
- The person has writing experience and has written on other reputed online media platforms.
- The person should have a social media profile on LinkedIn or Twitter.
- The writer should write in the voice and tone of Techgenyz and attracts readers with their appealing content.

## Not For

*We made this platform to make sure we share quality content through our website, and we select only a few thought leaders who are the right fit for us. The platform is strictly not for freelancers, ghostwriters, link builders, guest post writers, etc. If you are one of them, please do not sign-up — you'll profile will be rejected.*

## Things to Know

We have specific guidelines to maintain Techgenyz has a consistent voice and tone. The guidelines below will give you a clear idea of the kind of content we usually accept from our guest authors.

- We cover primarily long-form guest post which talks about a specific area, and your article should address that area.
- We cover new topics that no one has covered or even thought of, and your article should have the answer.
- Your article should address this question "*Why does someone need to read this?*"
- We love experienced writers. Let us know what makes you an expert in your field, whether you're a thought leader, designer, developer, or knowledgeable writer.

**Disclaimer:** *If we are not satisfied with the quality of an article at any stage, we reserve the right to reject it.*

## Topics We Cover

- Sales, Marketing & SEO
- Start-up & Entrepreneurship
- Blogging, WordPress & Website
- How To & Best Practice



- Business Growth & Strategy
- AI & Cloud Computing
- Travel & Hospitality

### Article Guidelines

- The article submitted should match the content topics we cover.
- The article should focus on a critical theme/problem and how your article gives a solution to it.
- The author should have the domain authority on the topic they are writing
- The article can be submitted on the latest market trends and significant developments in a specific industry.
- Your article should include relevant data, information, graphics, and research that backs your content.

### Article Length

- We like to have articles that range from **1,200 to 3,000** words.
- Our editors like long-form posts that provide more relevant information that readers can use.

### Best Practices

We have self-publishing CMS powered by WordPress. While you are adding a post to our publishing system, please follow the below guide.

### Article Details

Your article should follow the US English writing style. If you have mentioned research or analysis taken from another source, please provide a link to that source. Only use credible sources, including research studies and significant publications.

### Headline

After you have a topic in mind, dig deeper into it. Think about your title first and create at least 3-5 titles and then narrow down to one which is most appropriate. Your headline should be interesting enough that attract readers to click on it. You can follow best practices for writing headlines and have a character count of **70 characters** maximum.

### URL

The URL of your article should be SEO-friendly. You can edit your URLs (Permalink) with the focus keyword in it.

## Images

### Featured Images

Please DO NOT upload stock images in your article. Also, never add any images from Google Images. You will be asked to replace the stock photo or our editorial team will remove it.

Use photos from websites like Pexels, Pixabay, and Unsplash. In the description, add the link to the photo.

### Branded images

We do not accept images with a brand logo or external links displayed on them.

### Your own images:

You can use relevant, unbranded images in the articles that you created (do not contain any copyrighted material).

Screenshot of a Website: We cannot publish anything that may include stock images, original artwork, copyrighted photos, etc., in the background. Please take a screenshot without any copyrighted elements. Caption Example: *Screenshot from techgenyz.com, July 2023*

Screenshot Software or Tool: Name of the tool, mention the screenshot taken month and year. Example: *Screenshot from Google Analytics, July 2023*

YouTube: Video Title, Name of YouTube Channel, mention the screenshot taken month and year. Example: *What is GA4? | Google Analytics, July 2023*

Screenshot Twitter: Screenshot from the Twitter username, Twitter, Month Year. Example: *Screenshot from @elonmusk/Twitter, July 2023*

Image format: The image should be in .JPG or .WebP format.

Image size: If you are uploading the image, make sure the featured image size is 1280 x 720 pixels.

File name: Optimize your file name in small letters with a hyphen (-) in it. Please do not use underscore (\_). Example: If you are adding an image of cloud computing, the image name can be *cloud-computing-server-room.jpg*.

Attribution: Attribution for a Featured Image should be in a proper format. Example: *A Picture of Cloud Server Room | Image Credit: Peter Minz/Pexel.*

Alt Text: Always add Alternative Text. This can be the focus keyword or a description of the photo that fits the post's topic. Example: *Cloud Server Room.*

Internal Image Size: Add the image source in the description area. It should not be a copyrighted image. The internal image size should be 660 x 372 pixels.

**Source:** In most events, we use our image sources to avoid copyright issues. If you are sharing your image, please make sure you are the legal owner of it. Or you can share the image link of free photo services like Unsplash, Pixabay, Pexels, etc., or else we will use our own.

**Preview:** Please preview your post before submitting it to make sure your featured image is formatted correctly.

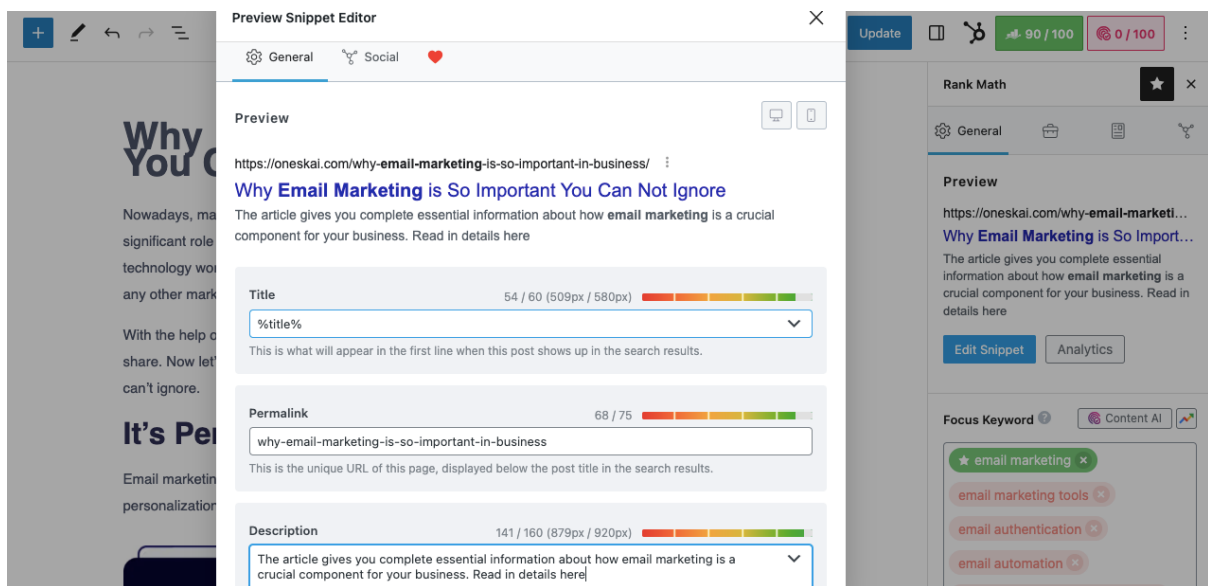
**No link:** Please do not add any link to the image.

**Disclaimer:** Provide relevant images, graphics, and stats with proper links to the source.

**Note:** Techgenyz editorial team reserves the right to replace or remove any images that you include without notice prior to publication as per our guidelines.

## RankMath SEO

We use Rank Math SEO plugin. You can optimize your article based on the suggestions in the tool and see areas for improvement.



**SEO Title:** Make sure the SEO title is catchy and interesting to read

**Slug:** This is the same as your URL/Permalink.

**Meta Description:** Provide an impressive meta description within 154 characters with the primary key phrase.

**Focus keyword:** What search query do you want to rank for?



Categories: Always select at least one category for your article.

### **In-Article Links**

Please have the first two links in every post point to relevant internal Techgenyz content related to your topic.

Links to third-party authoritative sources are welcome, which gives the reader that you are incorporating third-party perspectives that support your view.

Our editorial team reviews the article to check if any link used looks self-promotional, low quality, or for link-building purposes, we'll delete it.

Please do not overly self-promote your own business. Our editors remove an article that seems too promotional.

Our editorial team reserves the right to add rel="nofollow" to any link or remove a link attached to anchor text or images before or after publication.

Do not link web links such as pharmaceuticals, casinos, betting, bitcoin trading, payday loans, or pornography.

If we see any links that appear promotional will be removed by the editorial team members.

Buying, trading, or selling links is strictly prohibited.

You can use images and infographics you feel should be included with your article. Please mention the image source and make sure it is not copyrighted.

### **Editorial Review**

When our editor reviews the article or updates the published articles, the Editor reserves the right to edit any post at any time.

Wait time: We receive a number of articles daily. You can expect 2-4 weeks for an editor to review your article. If our editors think the story may need to be revised before it's published, they will ask you to update the content. In case your article is not approved, you'll receive an automated email.

Number of posts: The number of posts you can upload depends on your membership level. You can write a maximum of two articles per month. If you want more articles, you can subscribe to our premium membership.

Communication: Our Editors love writers who are open to feedback and take revisions seriously.

## Our Publishing Process

After you write an article and optimize SEO, you can click on the **Submit for Review** button for our editors to review.

### Post Status: Submitted to Editor

When you've finished a post-draft and submitted an article for review, the next thing is our Editors will review it and publish it if approved. Your post will go through the first round of copyediting, link checking, and whether it passes our editorial rules above.

### Post Status: Scheduled/Published

When our Editors finish reviewing an article, they can schedule the article as per the editorial calendar or may directly publish it. Once published, you will receive an automated email.

### Post Status: Rejected

When our Editors finish reviewing an article and find that the article does not fit our publication, they might reject it. We might not provide a specific reason for each rejected article — please do not ask us to publish it. We do not compromise with our editorial policy.

## Author Bio

You can manage your author bio of your own. After you register, our team will review your profile, and that might take 3-5 business working days. Once your profile is approved, you will receive an automated email with your profile details. By logging into your profile, you can add or edit details.

Head to [Edit Profile](#)

Make sure to fill out your Biographical Info.

Upload a color profile photo – use an image so people can clearly see your face.

Add links to your personal social profiles like Twitter and LinkedIn

Add your company details like the company name, title, and website of your company.  
Topics you want to write

## Content Formatting & SEO

- Try to make your title short and impressive with one focus key phrase.
- We allow a maximum of 2-4 external links in an article. External links should be from reputed sources (DA more than 70), relevant, and regarded as a high authority.

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- Please do not include affiliate links, referral links, redirect chain links, cloaked URLs, or links with tracking codes – all will be removed.
- Please refrain from keyword spamming. Use the primary keyword in a balanced manner.
- If you are using quotes, use them from notable persons, and cite the source.
- If a link in the post is not valuable to the reader, it'll be removed.
- We reserve the right to remove every and all link in every post. We rarely do this, but occasionally we do.
- We hate plagiarism. If an author submits plagiarised content, we will reject that content and block that person from our platform for future submissions.

## You Might Fail to Impress Us

We won't approve your content if you fail to impress our editors and do not follow this guideline. Here are those:

- Topic article topic does not align with us
- The content length of fewer than 1200 words
- Content does not add value or is not well researched.
- Content is not unique.
- Content is a rewrite of existing content.
- Content is added with a product, service, or company promotional link, or any tier 2 links are added to your guest post.
- Irrelevant links or redirect chain links for spamming
- Any work that violates the copyright
- Content with web links that we do not approve on our website.

## Subscribe

Techgenyz can help present your brand, products, tools, and services to a wide range of audiences. Also, at the same time, if you want to see your post go live quickly on our website, you make the payment of **\$250** to jump the editorial queue.

The editorial queue right now is 2 to 4 weeks – you can jump the queue with the payment of **\$250**. We'll also provide a do-follow link in your article. This money helps us further the publication to keep us running smoothly. Once you pay, our team will review and publish the content sooner (max two working days) than the free guest post.

## Your Acceptance

By submitting your article, you grant us the right to adapt/edit your article to the Techgenyz style.

- The Techgenyz editorial team may also correct your text grammatically and change its structure.
- We don't guarantee to publish your submission, but we will review it and make a yes/no decision on publication.



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- Techgenyz does not pay for guest posts.
- Techgenyz has the right to reject content after review.
- You assure us that the content is not copied from other sources.
- The images, graphics, or illustrations you provide are not copyrighted work.
- The article is free of plagiarism and your original work.
- You cannot publish the content in another publication after it is posted on our website. We will delete the content immediately if we find this term violation.
- The article's links should be natural and not spamming.
- The external link will be marked as no-follow. No paid links should be allowed.

By submitting your article to **Techgenyz Opinion Leaders Network**, you agree to this guideline along with the [Terms of Use](#), [Cookie Policy](#), [Privacy Policy](#), and [Techgenyz Opinion Leaders Network Writer Terms](#).

## FAQs

### What should I write for Techgenyz?

Techgenyz's content focuses primarily on a few areas:

- Sales, Marketing & SEO
- Start-up & Entrepreneurship
- Blogging, WordPress & Website
- How To & Best Practice
- Business Growth & Strategy
- AI & Cloud Computing
- Travel & Hospitality

### Why should I write for Techgenyz?

By writing on Techgenyz, you get the following:

- An article on Techgenyz with an [Ahrefs Domain Rating of 65]
- A by-line with a description
- An author page with links to your LinkedIn, Twitter and website
- Inclusion in our weekly newsletter
- Potential promotion on our social platforms

### Who am I writing for?

Readers of the Buffer blog are divided into four buckets, all with varying degrees of knowledge regarding social media and online content creation:

- ambitious professionals
- small business owners
- marketers



- decision-makers

### **Do you accept previously published posts?**

No, your post must go through an entire editorial process before being accepted for publication—including topic ideation, writing, and editing.

### **Can I add backlinks to my post?**

You're allowed two links (nofollow) in the body of the article, in addition to the link to your website on your author page.

### **What's the timeline for the publication process?**

Once you submit your article, our team takes 2-4 weeks for review. Remember that we have a small team reviewing, so our timelines may not always be strict.

### **Do you pay for published articles?**

No, we do not pay to publish articles on our website.

*We continuously update our guidelines to create a better Opinion Network platform. Techgenyz reserves the right to change this document when required.*