



ibüümerang Content Style Guide

Summary:

The purpose of this document is to provide ibüümerang and any subcontractors hired to create written materials with the specifications and guidelines for creating content for ibüümerang. This document serves as a springboard for branding, creating, writing, editing and refining content.

This is an evolving document, and changes may be made to it by the marketing and editorial/content team.

Style Guide

We use the Montserrat font for general style guidelines. Please refer to the style charts at the end of this document for exceptions to Montserrat fonts.

COMPANY NAME

- The company name should be written out in full as follows (all lowercase using the umlauts - ü):
ibüümerang
- If umlauts cannot be used it should be: ibuumerang
- NEVER use the company name in the possessive form: DO NOT DO THIS: ibüümerang' or ibüümerang's

PRODUCT SPELLINGS

- iGo (small "i" / capital "G" / small "o")
- iGo4Less
- büümerang
- büümerangs

Also: Back Office is always spelled with capital letters. Acceptable usage: ibüümerang Back Office and Back Office.

Writing Style & Tone

- The tone and style should be light and conversational but professional.
- Use the active voice whenever possible.
- Break up the content with plentiful use of subheadings, bullet points, and shorter paragraphs for easier readability.
- Avoid excessive use of truisms ("Is it any wonder" "It's no secret") and adjectives that pad the copy rather than enhance it.

Words/Phrases to Avoid

- Any and all income claims.
- Health and wellness (if/when we have them): never say our products cure, treat, or diagnose anything. Use terms like "supports a healthy lifestyle" etc.
- "You need to" - please avoid using "you need". Instead, use phrases such as "you must" or "please..."

Source Materials and Linking

- Verify all educational achievements such as degree names, job titles, and other factual information carefully before publication.
- When making numerical claims within copy (such as citing percents, number of years in business, etc), writers should hyperlink to web sources whenever possible.
- If a client has written a book or been quoted in a book, please hyperlink to the book's page on Amazon or another third party website, such as the publisher's website.
- If citing a social media website, hyperlink to the page within the copy.

SEO-Specific Best Practices

Writing for the web differs from writing for other mediums, and SEO (search engine optimization) writing differs from typical web writing in several ways. Copywriting for SEO purposes must appeal to both search engines and human readers. Below are the current best practices in SEO.

Keywords:

- If given keywords for an article, use the keyword in the title of the article, the first sentence, and approximately 2% of the time sprinkled naturally throughout the article. A rough estimate is an additional one to three uses of a keyword in a 400 to 600 word article.
- Keywords should not be in bold or capitalized unless it is a title or a proper noun.
- Punctuation doesn't matter in a keyword, so punctuate keyword phrases naturally.

SEO and Web Format

- Copy should be no shorter than 400 words, and ideally 600 words or more for a blog post or article.
- Web pages should be between 250 and 500 words.
- Use plenty of sub-headlines to break up the copy into shorter paragraphs.
- Aim for shorter, rather than longer paragraphs.
- Use bullet points to visually break up the content when it makes sense to use a list format.

Meta Descriptions

A meta description is a simple 160 character sentence or two that summarizes the article or blog post topic. It should be engaging, include the keyword, and no longer than 160 characters. Anything longer is cut off by search engines.

Formatting Articles for third party sites:

Font: typically mandated by third party. If choice is given, elect in order of availability: Montserrat, Avenir, Arial.

Headlines: 24pt. Bold.

Subheadlines: 21pt. Regular

Paragraph Headline: 20pt. Bold.

Paragraph Subheadline: 17pt. Regular

Paragraph / Body copy: 14pt. Regular

Block Quote: 18pt. Regular. Italic.

Include the meta description and keywords at the top of your article, clearly marked.

Single space body copy.

Single space after periods.
Do not right justify the copy.
Do not boldface any words in the copy.
Italicize only titles of books, movies, etc.
Hyperlink to source materials or citations as needed.

Formatting Articles:

Font family and font sizes are driven automatically by internal CSS file. Simply select your text style from the WYSIWYG editor as follows:

Headlines: H1

Subheadlines: H2

Paragraph Headline: H3

Paragraph Subheadline: H4

Paragraph / Body copy: Paragraph

Block Quote: H5

Fine Print: H6

Include meta description and keywords using Yoast SEO “page snippet” window.

Single space after periods.
Do not boldface any words in the copy.
Italicize only titles of books, movies, etc.
Hyperlink to source materials or citations as needed.

GENERAL TERMS STYLE

GENERAL TERM STYLE	EXAMPLE
ALWAYS hyphenate “cutting-edge”	cutting-edge
ALWAYS lowercase “internet”	internet
ALWAYS hyphenate “e-commerce”	e-commerce
NO hyphen on “email”	email
Spell “cryptocurrency” as ONE word (not two)	cryptocurrency
NEVER use a possessive with a company name	NO: ibüümerang’s

FORMATTING STYLE GUIDE

ALWAYS single space after a period	Single space after a period.
USE standard rules of capitalization. Capitalize nouns, verbs, pronouns, adjectives and adverbs. Prepositional phrases longer than four letters are capitalized.	The ibüümerang Guide Offers You a Guideline on How to Write
The company name is spelled like this:	ibüümerang Products: iGo, büümerang
WRITE OUT numbers zero through nine; 10 and over are written as numerals	One, two, three 10, 11, 12
GRAMMAR: Use Oxford (serial) comma	Vanilla, chocolate, and strawberry are my favorite flavors.
Do not use the minus sign instead of the endash in copy.	Don't use the - sign in text. Use the – symbol instead to set apart phrases.
Leave one space before and after use of the endash when separating phrases	He thought he should – no, he knew he could – be successful.