

# ***Furniture, Lighting & Decor***

## **Submission Guidelines**

Thanks for writing for *Furniture, Lighting & Decor*! We want to ensure that your content is both useful to our audience and searchable on Google, Yahoo and Bing. That's why we created this guide to help you write high-quality, optimized content.

### **What We Expect**

All articles must meet these expectations. Any that do not will be returned.

- Content must fit with our audience's needs and wants.
- Original content only will be accepted.
- All pieces must be at least 500 words.
- One high-quality photo must be included with the final piece.

### **Our Audience**

Our audience includes:

- Interior designers
- Lighting/home furnishing showroom managers
- Lighting/home furnishings manufacturers

Remember, we are a **trade publication**. We are not looking for content best suited for consumer audiences.

### **SEO Writing Guidelines**

When writing for us, please follow these easy guidelines to ensure your content is better optimized for search engines:

- Write good, quality content that is 100 percent original
- Use keywords and keyphrases like names, places, cities and common search terms in the title, subtitle, description and body
- If you're having trouble coming up with keywords, use a free keyword research tool like Google Keyword Planner to get some ideas
- Use your keywords when naming your images and include them in the description
- Add about one link for every 100 words in your article
- Don't forget to share your work on social media and send it to your sources and PR contacts so they can share it as well

Follow these guidelines, and your content will be a success!