



ARTICLE GUIDELINES

Accepted Areas: Andrews Valley and/or Local area from Cherokee, NC west to Chattanooga, TN. From Pigeon Forge, TN south to Blue Ridge, GA.

Accepted Topics: Andrews News, Rafting, Kayaking, Canoeing, Hiking, Fly Fishing, Angling (fishing), Mountain Biking, Road Biking.

- Articles should be original (we do use a plagiarism checker to protect ourselves), at least 600 words and well illustrated with at least one photo or graphic.
- Articles must **not** be self-promoting (unless they are paid)
- Articles must stick to the basic content marketing rule of not selling, but demonstrating knowledge and value.
- They must have a positive message. No name-calling. No swearing.
- They must be original in that they are not previously published – this includes no passages from other articles unless attributed and presented as a quote.
- Remember, many of our readers are already aware of, if not expert in, your subject matter. Give them a reason to read your article.
- ALL sources must be attributed and hyperlinked – this includes images.
- We will happily provide images.
- DO NOT include any images that originated as stock photos, if you would like to suggest a stock photo, we will purchase it. (Using Stock images without paying for them can result in fines.)
- Please avoid run-on sentences. For Search Engine Optimization (SEO) purposes, we frown on single sentences pushing or exceeding 2 lines.
- SEO also suggests that no more than 10% of sentences should be passive. The reason for this is simple. People like to be able to personalize what they are reading.
- Punctuate well (Again, don't make people work to guess at your sentence flow) and be consistent with your use or lack of use, of the Oxford comma.
- Please avoid using overused terms like "Today,", or "In 2018," . In almost all cases, such words are proven irrelevant by whatever follows them.
- Avoid Using the year or a date in your article title.
- Original photos and/or videos are encouraged, with attribution if they are not owned by the author.
- We will proofread and post all articles. Any editing will be sent to you for your approval before posting.
- If people leave comments on your post, you should be happy to respond.
- A bio including links to websites and/or social media will be included with each of your posts.

Articles should be sent to design@nolacooper for consideration, along with any photos or graphics.