Writing Sample Guidelines

To help us understand whether you’d be a good fit for WritersDomain, please read through the following instructions and complete the writing exercise.

Instructions
To complete the writing exercise, choose one of the following keyword and industry pairings. Using that pairing, choose a topic, create a title for your piece, and write 400 to 500 words within the scope of the topic:

- **Keyword**: acupuncture. **Industry**: Health and Medical.
- **Keyword**: bike rack. **Industry**: Automotive.
- **Keyword**: furnace installation. **Industry**: HVAC Contractors.

Guidelines
When people search for information online, they want information presented to them in an easy-to-read, easy-to-understand, and authoritative manner. While articles can appeal to online readers for many reasons, the best web articles share certain qualities in common.

We will check for these attributes in your submitted writing exercise:

- **Ideation**: You will choose one of three keyword and industry pairings and create a 400-word article around it. Whatever topic you decide to write about should be relevant to the keyword and the industry — however, the article should not be simply an explanation or encyclopedia entry about what the keyword is. Rather, the keyword and industry should guide you in selecting a topic that appeals to someone searching for that keyword online.
- **Use value**: The main point of every article should be clear in the introduction of your article, and that main point should be useful or interesting to readers in some way. Articles that lack use value to readers or substitute redundant, irrelevant, generalized, or obvious ideas will not be accepted by WritersDomain.
- **Authority**: With so much information on the internet, people won’t spend time on anything that doesn’t sound trustworthy and feel authoritative. While these articles are not meant to be academic papers, they still need to contain specific, researched information connected by clear logic. Please include sources for specific information, like statistics, either as an in-text hyperlink or in a list with your submission.
- **Organization**: Articles with strong structure are more accessible to web readers. For effective visual organization, carefully use headings, subheadings, bullet points, lists, and paragraph breaks to make content more scannable. For effective ideological structure, have a clear idea of your article’s main idea and only include information that directly contributes to that main idea.
- **Readability**: Online readers abandon articles that are not easy to read. Sentences that are concise, specific, and well-phrased enhance a piece’s readability.
- **Grammar**: While we do not expect perfection, we expect that writers will proofread their work. Too many grammatical errors or inconsistencies indicates more than a lack of knowledge or awareness — it shows WritersDomain that a writer does not take their work seriously.

Additionally, your article should not be written in first person (don’t use “I” or “we”), though speaking to the reader as “you” is fine. While these articles should not be product reviews or promote specific companies, they should have a positive attitude toward the service or industry you write about.

For examples of articles that meet our standards, we regularly post articles on our blog that our editors have selected as outstanding.