Writing for the web is different from academic, technical, and other forms of writing with which you may be familiar. When people search for information online, they want information presented to them in an easy-to-read, easy-to-understand, and authoritative manner.

Think about your own online experiences. When you search for information, how do you discern if an article or blog post is worth reading? How do you decide if it’s trustworthy? What is it about any given article that prompts you to read through it—from the first sentence to last?

While there are many reasons articles can be appealing (or unappealing) to online audiences, the best web articles share certain qualities in common. We check to make sure these attributes are present in every article our writers submit.

WD Quality Standards

- **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 substantial, specific, and researched pieces of information connected by clear logic.

- **Readability**: Does the way you write make a reader’s job hard, or easy? Online, readers abandon articles that are not easy to read. Sentence structure, stylistic choices, and use of transitions will make or break the reader’s experience. Sentences that are concise, specific, and well-phrased enhance a piece’s readability.

- **Organization**: Articles with strong structure are almost always immediately more accessible to web readers. Organization refers to the visible and ideological structure of your article. If the preliminary organization of the article is strong, the article will be easier to write and read. The proper use of headings, subheadings, bullet points, lists, and paragraph breaks can make online content more scan-able. To aid your organization, we recommend you create an outline of your article, have a clear idea of your focus and the information you wish to present, and only include information that directly contributes to your main idea.

- **Grammar**: While one or two minor grammatical errors will not discredit an otherwise solid article, we expect that our writers will take the time to proofread and polish their work. Too many grammatical errors or inconsistencies indicates more than a lack of knowledge or awareness—it shows WritersDomain (and anyone who reads the piece) that a writer is not taking his/her work seriously. Please ensure that your grammar is accurate before submitting your article.

- **Use Value**: Always ask yourself, “What is this article trying to communicate, and is that information somehow useful, interesting, or valuable?” The controlling idea (or thesis) of every article is the main trunk of use value in any article and should be presented clearly
and early on in the article. Supporting facts, lines of logic, and other statements should all support the controlling idea or interest value of the article. Articles which are lacking this value and try to substitute redundant, irrelevant, unconnected, generalized, or obvious ideas will not be accepted by WritersDomain.

Ideation

Because everything begins with a good idea…

Successful articles begin with good ideas. Ideation is the step in the writing process in which the writer forms the controlling idea or topic of article.

As a writer for WritersDomain, you will do more than flesh out an article from given instructions—you will also be responsible for researching, ideating, and selecting the material to create your article. The freedom of being able to choose your own topic is exciting for many writers, but can be easily mishandled by those who aren’t as familiar with doing their own research, planning and organizing structures, controlling for scope, and/or establishing topics clearly.

During the registration process, we will be testing your abilities in writing and ideation. You will be asked to choose one of three keywords (and respective industries) and create a 400-word article around it. Whatever topic you decide on should be tethered in some fashion to the keyword and the industry—however, the article does not have to be (and in most cases, should not be) simply an explanation or encyclopedia entry about what the keyword is, or how it relates to the industry. Rather, the keyword and industry should be a starting point for selecting a workable and interesting angle and topic that help solve a problem or otherwise appeal to a reader who would search for that keyword.

For example, someone searching for “raw honey” (which is the Food and Cooking industry) may also be interested in other antibacterial foods like honey. After doing some additional research to see how the keyword is being talked about on the internet, you might find out that people who search for raw honey are also often interested in organic diets and alternative sweeteners. Each one of these topics (but not all of them together) could be a great starting point for the article, and there are many more possible article topics that aren’t listed.

Keyword: Raw Honey  Industry: Food and Cooking

1. Fight Infection Naturally with These Antibacterial Foods
2. Transitioning to an Organic Diet? 4 Quick Switches You Can Make Now
3. Alternative Sweeteners to Resist Sugar Cravings

We encourage you to learn more and join in the discussion at blog.WritersDomain.net

Thanks for taking a few minutes to read through our Writing Sample Guidelines. Good luck with your application and happy writing!