

# Guide to Article Writing

## Articles must adhere to the following:

- ✓ Article content must be 100% unique. The articles cannot be published anywhere else except on [www.propertyforum.com](http://www.propertyforum.com) (including on your own website). We will use software to check the article wording is unique before we publish it.
- ✓ The length of an article must be between 300 and 500 words and can contain 2 images.
- ✓ You can include (no more than 4) links to your website within the article.
- ✓ Articles must be written in the 3rd person (not "I", or "We").

## How to write the most compelling articles:

Our News Portal publishes educational articles on the following topics:

- News on property markets across the globe.
- Guides to property investment strategies (eg. HMOs, Lease Options, Development).
- Helpful guidance for investors from industry experts (eg. "5 ways to use Property Finance to speed up your property investment career" or "Essential guide to buying a holiday home in Europe").
- Insights into where to invest in property throughout the world.

Sponsored articles are designed to showcase your expertise and build trust and credibility in your brand. They should be helpful, offering guidance, educational tips or an expert overview. These are the types of articles our readers expect to see and they will drive more leads. Articles should not be 'salesy'. Articles that purely promote your company or investment (without any news-worthy content) cannot be published. The articles should be written in a way that allows you to promote your product, investment or service, but in more of a 'News Story' style.

## Examples of how to create good article content:

1 If you want to promote a property investment in Dubai, instead of calling your article;

***"10% Net return on this property investment in Dubai"***

you should call it;

***"Why investors are turning towards Dubai for their next property investment"*** or

***"A guide to investing in Dubai"***

You would then go on to write about the Dubai property market overall, including positive statistics, describing different areas and types of investments available, then having a paragraph that talks about your investment in particular. This keeps the article more 'neutral' and avoids being too salesy.

2 If you wanted to promote your Property Finance services, instead of calling your article;

***"Introducing Smith Finance Ltd in London."***

you should call it;

***"The New Investor's Guide to Property Finance"*** or

***"How to apply for Development Finance (to increase your chances of getting a 'yes')"***

You would then write a guide around that topic and perhaps include a couple of quotes from "Mr Smith, CEO at Smith Finance Ltd" which would highlight your company. You could also include links to more information on specific types of finance, driving people straight back to relevant pages on your website.