

PURPLE BRICKS

GUEST BLOG GUIDELINES

IF YOU ARE AN AUTHORITY FIGURE ON TOPICS LIKE:

Home Improvement

Lifestyle at Home

Décor and Décor Trends

Finance and Investment

Matters Related to Real Estate (e.g. Mortgages)

Then we want to hear from you!



BUT FIRST, A COUPLE MUST-HAVES

You must be a Canadian writer

Because we are a Canadian real estate brokerage helping Canadians buy and sell homes, it is important to us that all contributions are from experts in Canada and have a Canadian focus that directly speaks to our audience.

All content must be original

Because Google loves SEO and we know that duplicate content doesn't bode well for SEO, the best thing for you as the contributor and for our blog is for all content to be original. This also means you cannot republish the content you submit to us on any other website.

THE DETAILS



Cost to have your article appear on our blog: \$250/article

Word Count: A minimum of 800 words and a maximum of 1,500 words.

Style: Accessible, straightforward and fun. Please keep all content lighthearted. Overly critical articles will not be accepted.

Images: We welcome image submissions with your blog as long as you have the rights to the images. If you need to display a credit with your images, please provide the necessary information.

Attribution: Use proper attribution for any data and information that is not yours.

Non-promotional: We cannot accept anything that promotes your website or product(s).

Links: We encourage you to link back to articles we have already published on our blog. If you are writing an article outlining the best products in a certain category (e.g. interior designer recommending the best paint brands), please make sure all products and websites are Canadian.

Editing: All articles will be edited by the Purplebricks team ahead of publication. We reserve the right to reject a written contribution at any stage.

Author Bio: Please provide a headshot, if applicable, and short bio to be included at the end of your article. Although you cannot link to your website within the article, we're happy to link to your website or any social platforms you wish to share in your bio.

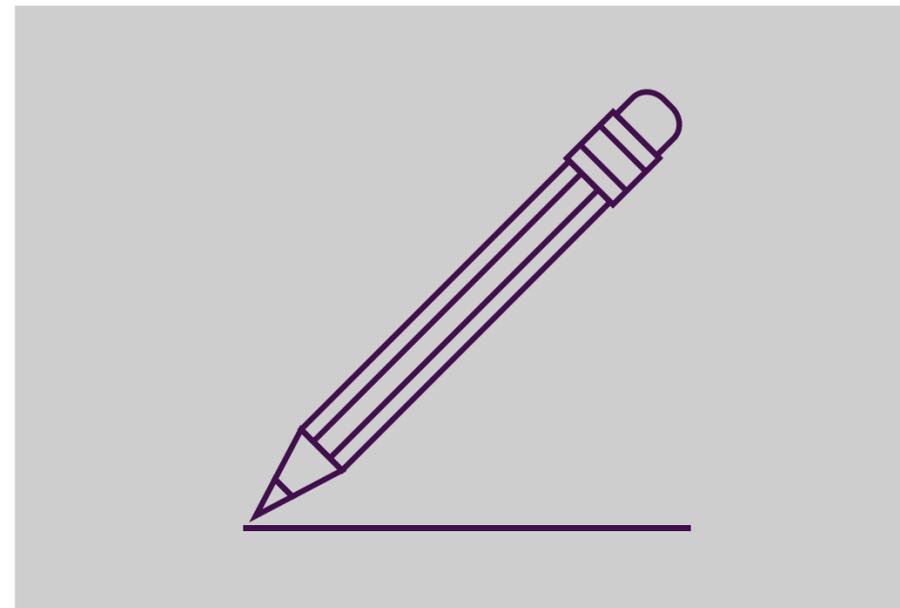
How to Pitch a Submission

If your submission is the right fit, we'll respond to your request within 2 weeks. At this time, we will only respond to pitches that align with our needs; thank you for your understanding.



Your Top Three

Compile your three best topics to include in your submission pitch; a short introduction to who you are; and links to any previous work you want us to read.



Subject Line

Of the three topics, select your top choice and include it in a subject line that reads: "Guest Post Pitch: (Tentative Title)."



Press Send

Please send your completed submission pitch to purplebricks@marketing.ca.

PURPLE BRICKS

**THANK YOU
FOR YOUR
INTEREST!**