Writing For PetSci

Foreword

First and foremost, thank you for considering writing for PetSci. One of my main philosophies is that a website is nothing without its online community and what better way to contribute to the community than write a guest article.

This guide will briefly walk you through our criteria and what we expect from you. But also what we can give to you in return for your support.

Please take the time to look through this short guide to get a feel of how best to write an article that is fitting with the PetSci website – of course don't feel too restrained by the suggestions and remember this guide is just that, a *guide.*

Topics

PetSci's major focus is of course, pets! Fortunately, this is a topic that covers many niches, for example, I personally prefer to cover topics relating to dogs and nutrition.

Some ideas for topics you can cover:
- Behaviour
- Welfare
- Nutrition
- Opinions
- Research
- Current animal trends e.g. the popularity of a certain breed
- Popular pet products
- All the above relating to different breeds or species

In terms of the types of articles that can be written about these topics, consider:
- **An Evaluation** – take the point you wish to raise and write about it with your opinions, maybe include an opposite opinion to yours to make it a more balanced article.
- **A List** – Writing in a list helps to break content up and is often easier to read; consider writing a 'Top 10...' or a 'Best Of...' to best utilise a list post.

- **A Link List** – Similar to the above, but create a list with useful links out, for instance, you could create a list of 'The Best Dog Resources on the Web' then link out to each resource.
- **A Review** – If you have recently used a product that you are quite fond of, then you may be interested in writing a review for it. Consider summarising the product's strengths and weaknesses and then give a final conclusion.

Styling

When writing an article, there are some basic guidelines that most bloggers aim to adhere to:
- Articles should be no shorter than 300 words (Ideally at least 600)
- An article should have:
    - An eye-catching title that draws a reader's attention (e.g. The Ultimate Winter Holiday Canine Care Guide)
    - An introductory paragraph(s), which should be over 100 words where possible – this ensures the text extends past the featured image
    - Relevant headings to break up paragraphs and allow 'skim readers' to quickly find the relevant section of your article
    - A conclusion or 'Your Thoughts' section (see http://petsci.co.uk/pet-safety/the-ultimate-winter-holiday-canine-care-guide/ for an idea of what to say in a 'Your Thoughts' section)
    - Your 'Author Byline' (see 'About You' below)
- Each post should not contain more than 2 outbound links (although you may also include an outbound link in your Byline for a total of three). More than 2 links will be allowed if fitting for the article e.g. A link list
- Check grammar, spelling and the 'flow' of the article before submitting, but don't worry if there are any minor mistakes that are missed as they will be corrected during editing

Styling List Posts With Images Using HTML

If you intend to do a list article that contains pictures – you will need to write your article in HTML. If you are unfamiliar with HTML, it is quite simple and you can use our styling below to get you started:

```
[two_third]
<h2>Your Heading</h2>
Your Content

[button-green url="your-url" target="_self"
position="left"]Your Button Title If Wanted – otherwise
just delete this section in italics [/button-green]
[/two_third]
```

```
[one_third_last]Where to find your image e.g. <img
src=http://link to image.png />[/one_third_last]
```

```
<hr />
```

Simply copy the above into a plain text editor (such as notepad) and replace the **bold** content with your own. Each separate point on your list should use the above formatting.

Images can be linked to directly (as illustrated above), or they can be supplied along with your article and they will be uploaded directly to our server. Images should be 165px in width (height is irrelevant).

Images

If you supply your own images for the article, ensure that they have been credited correctly, all stock photos will be unsuitable for use and most Google Image results will also be unsuitable.

Instead, if you intend to supply an image, use Creative Commons licensed images from websites such as Wikipedia, Flickr or Stock.xchng – be sure to note the uploader's name as they may require crediting.

If you don't have a specific photo to go with the article, that isn't a problem and we will use an appropriate image.

At least one image is necessary for the 'Featured Image' – the image that represents your article on PetSci.

Submitting

Please submit articles to `admin@petsci.co.uk` in HTML (plain text) format if possible. If not, Microsoft Word, Pages, plain text or rich text files are also acceptable.

PetSci posts a set amount of articles a week; therefore upon receipt of your article, it will be submitted into the publishing queue, which can vary in length from days to a week or two. You will be notified by email of the date that your article is scheduled to be posted – you will also be notified when it has been published.

A tweet will also be sent out to @pet_sci followers on Twitter, alerting them to the release of the new article on the website. We recommend that you also share your article with your social network.

If you have any queries, you can always get in touch via email: (`admin@petsci.co.uk`)

About You – Your Author Byline

All authors are welcome to submit one or two sentences about themselves, which will go at the end of their article. This byline may also include an outbound link.

This byline will also be available on the 'Authors' page and beneath all future articles (if you choose to submit more!). See http://petsci.co.uk/authors

You will be assigned a username and password, which will be available on request. These details will allow you to log in to the PetSci dashboard and post drafts of your work.

Guest authors writing a single article will not need these details, however if you intend to write more then you may want the ability to be able to log in.

Thank you for reading this guide – if you have any further questions, do not hesitate to contact 'James' at
admin@petsci.co.uk

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