



Contributor Terms, Editorial Rights and Content Guidelines

Applies to every article, pitch and submission sent to us for publication

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Applies from submission

This document sets out what happens to your work once you send it to us, what we can and cannot do with it, and the standards a submission has to meet before we publish anything.

Sending us a pitch or an article means you accept these terms. If any part of this does not sit right with you, tell us before you submit rather than after we publish, because most of it becomes difficult to unwind later.

1. WHO CAN SUBMIT

- 1.1** Submissions are open to anybody, anywhere. You do not need credentials, an agency, or a media kit.
- 1.2** You must be the person who wrote the piece, or you must have the written permission of whoever did, and you must be able to show it if we ask.
- 1.3** If you are submitting on behalf of a client, say so in the first email. We would rather know upfront than work it out from the anchor text.
- 1.4** You can pitch as often as you like. We will respond to the first version of an idea only, and duplicate submissions of the same piece from the same person will be ignored.

2. WHAT A SUBMISSION HAS TO BE

- 2.1 **Original.** The article must not have been published anywhere else, including your own blog, Medium, LinkedIn articles, Substack, a client site, or any print publication.
- 2.2 You must not republish the piece elsewhere after we publish it. If you want to reference it later, link to our version.
- 2.3 **Not produced in a single AI pass.** We are not against AI as a writing tool and we do not expect anybody to hand type a draft. What we will not publish is a piece where the idea itself came out of a prompt rather than out of you.
- 2.4 Chasing a low score in ZeroGPT, Copyleaks, Originality or any similar detector is not the standard we apply and not the thing we are asking for. A genuine piece reads as unique because the idea inside it is unique. Optimising for a detector solves a different problem than the one we care about.
- 2.5 **Not written for a link.** If the link was decided before the topic was, the piece is going to be turned down regardless of how well it is written.
- 2.6 Check our existing posts before you pitch. If we have already covered the topic and your angle does not add anything new to it, we will say no on those grounds alone.

3. CONTENT STANDARDS

- 3.1 **Length is not fixed.** Most pieces land somewhere between 800 and 3,000 words, but that is a range and not a rule. If the topic is genuinely covered in 300 words, send 300 words. Padding to reach a number is visible and it counts against you.
- 3.2 **Claims need support.** Statistics, research, testing you ran yourself, or a quote from somebody who actually knows. First person evidence counts, so if you built the thing, showing it working on your own domain is proof enough.
- 3.3 **Cite what you did not produce.** Data, quotes, screenshots and borrowed code all get named in the text. Do not paraphrase a source into looking like your own finding.
- 3.4 **Explain technical terms where the reader needs it.** Judge this by the piece. A deep tutorial can assume more than a news item can. Neither should send somebody to a search engine in the first paragraph.
- 3.5 **Structure it.** Headings, subheadings and bullets where they genuinely help somebody scan, not applied uniformly across every section because the template said so.

- 3.6 Write in American English** for consistency across the site, unless the piece is specifically about a market where local spelling matters.
- 3.7 Proofread before sending.** Grammar, spelling and punctuation are your job, not ours. We will still edit, but a draft that needs line by line correction is more likely to be rejected than fixed.
- 3.8 No self promotion as the point of the piece.** Mentioning your product where it is genuinely relevant is fine. Building the article around it is not.

4. EDITORIAL RIGHTS

This is the section people most often ask about, so it is written plainly. By submitting, you are handing us editorial control of the published version.

- 4.1** We hold **full editorial rights** over any submission we accept. This applies from the moment the article reaches us by email and continues through the publishing process and after publication.
- 4.2** We may edit the article for clarity, length, accuracy, structure, tone, grammar and house style, without seeking approval for each change.
- 4.3** We may rewrite or replace the **title, headings and subheadings**, and we routinely do, because titles are chosen against search demand rather than against the writer's preference.
- 4.4** We may restructure the piece, reorder sections, split it, shorten it, or cut sections entirely where they do not earn their place.
- 4.5** We may edit the article **as we see fit for search performance**, applying our own understanding of what the page needs to rank and to serve a reader arriving from search.
- 4.6** We may **add internal links** to our own pages anywhere in the body where they are relevant.
- 4.7** We may **add external links** to third party sources, including sources you did not cite, where they support or verify a claim.
- 4.8** We may **add, replace, resize, compress or remove images**, and we may add our own graphics, screenshots, charts or featured image.
- 4.9** We may add or amend alt text, captions, meta description, schema markup, categories, tags and the URL slug.
- 4.10** We may update the article at any point after publication, including years later, to keep it accurate or to keep it performing. You will not necessarily be told when this happens.

- 4.11** Where an update is substantial, we may change the byline, add a second contributor, or mark the piece as updated by the editorial team.

5. LINKS POLICY

- 5.1** Links are allowed and welcome where they are relevant. What we reject is a link that arrives before the reason for it does.
- 5.2** A link earns its place when the article has already walked the reader toward it. A general article that suddenly carries a commercial anchor for a service or a city has not done that, and it will be removed or the piece will be declined.
- 5.3** Anchor text must be descriptive, reasonably concise, and relevant to both the page it sits on and the page it points to. Google's own wording on this is the standard we apply.
- 5.4** The following anchors are not accepted:
- Click here, click here to learn more
 - Read more, read here, learn more
 - We have an article, this post, this page, this guide
 - Any anchor that does not describe what sits on the other side of it
- 5.5** We decide the final number, placement and attributes of every link in the published piece, including whether a link is marked nofollow or sponsored.
- 5.6** **We may remove any link at any time**, before or after publication, without notice and without that affecting the rest of the article.
- 5.7** We do not sell links, we do not quote per post prices, and we do not respond to emails asking for a rate card.

6. IMAGES AND MEDIA

- 6.1** You must own or be licensed to use every image you submit. Send the source or the licence if there is any doubt.
- 6.2** How many images a piece needs depends entirely on the piece. A tutorial might want six screenshots and an opinion column might want none. Add them where they show something rather than where they fill space.
- 6.3** Every image needs alt text written properly, because when somebody links an image the alt text becomes the anchor text for that link.

- 6.4** We may replace any image, add our own, or publish without images at all.

7. REVIEW, ACCEPTANCE AND REJECTION

- 7.1** Every submission is reviewed by our editorial team. Submission does not create any obligation on us to publish.
- 7.2** We may reject a submission for any reason, including reasons not listed in this document.
- 7.3** We are not obliged to explain a rejection, to provide feedback, or to enter into correspondence about a decision once it has been made.
- 7.4** Submissions are assessed on demonstrated knowledge, originality, quality of argument, evidence, structure, and whether the piece offers something the existing results on the topic do not.
- 7.5** An accepted pitch is not a guarantee of publication. We may still decline the finished draft.
- 7.6** We do not commit to a publication date and we may schedule a piece whenever suits the site.

8. OWNERSHIP, COPYRIGHT AND REMOVAL

- 8.1** You confirm the work is yours, that it does not infringe anybody's copyright, trademark or other rights, and that it contains nothing defamatory or unlawful.
- 8.2** By submitting, you grant us a perpetual, worldwide, royalty free licence to publish, edit, adapt, translate, reproduce, distribute and promote the work, including in extracts, newsletters and social posts.
- 8.3** You keep the underlying copyright in your work. The licence above is what allows us to publish and maintain it.
- 8.4** **We may delete or unpublish any article at any time**, with or without notice, at our sole discretion. Reasons include but are not limited to copyright complaints, legal risk, factual inaccuracy, poor performance, or the piece no longer fitting the site.
- 8.5** Where we receive a credible copyright or infringement complaint, we will take the article down first and look into it afterwards.
- 8.6** If plagiarism, undisclosed AI generation of the core idea, fabricated data or invented sources are found in a published piece, we will remove it and we will not accept further submissions from you.
- 8.7** Publication is not permanent and we make no commitment to keep any article live for any period of time.

9. ATTRIBUTION AND AUTHOR PROFILE

- 9.1 Accepted contributors receive a byline and an author profile with a short bio.
- 9.2 The bio may carry one link to your personal or professional site. It is not a place for client links.
- 9.3 We may edit the bio for length, tone and accuracy.
- 9.4 There is no publishing quota. One good piece a year is more welcome than a weekly filler post, and an author profile is not a licence to start producing volume.

10. PAYMENT

- 10.1 We do not pay for contributions and we do not charge for publication. Nothing moves in either direction.
- 10.2 Any email offering payment for a post, a link insertion, or a placement will not receive a reply.

11. CHANGES TO THESE TERMS

- 11.1 We may amend this document at any time. The version live on the site at the moment you submit is the one that applies to your submission.
- 11.2 Continuing to submit after a change means you accept the updated terms.

12. GOVERNING ENTITY

- 12.1 FSI-Blog.com is operated by Programmatic LLC, and any question about these terms should go to the editorial address listed on the Write For Us page.

These terms exist so that nobody is surprised later. The short version is that we edit heavily, we optimise for search, we control the links, and we can take a piece down if we need to. Everything else on this page is that same point written out properly.

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