

Guidelines

- ✓ Focus Keywords – to be used 7 times in the article
- ✓ Blog article should start with focused KW
- ✓ First Para should have the KWs
- ✓ A paragraph should be of max 30-40 words
- ✓ Intro paragraph should be as small as possible
- ✓ Word count should be minimum 1200 words
- ✓ CTA for Knowmax to be provided in every 100 words
- ✓ Understand Knowmax.ai offerings before you start the blog
- ✓ Formal tone and write formal headings
- ✓ Keep subheadings less complex and small
- ✓ Add stats & infographics from reports (if applicable)
- ✓ Avoid using report/data in the first fold
- ✓ Add images or video (if applicable)
- ✓ Insert all references at the end of the document