Guide Writing Requirements

Note: The following are the guidelines to write the blog and must be followed.

Keyword Research

Present for approval before drafting.

- 1-2 primary keywords — highest search-intent match for the core topic; one fits naturally into the title/H1 and meta description
- 2-6 secondary keywords — niche or audience-specific angles, each anchoring one sub-section without keyword-stuffing
- 2-3 long-tail variants — natural search phrasings, including at least one time-bound variant if relevant (e.g., "in [current year]")
- A good number of relevant semantic/LSI keywords, woven in naturally rather than as a checklist

Meta & On-Page SEO

- Meta description under 160 characters
- Meta title under 60 characters
- Primary keyword used in the title, H1, meta description, and within the first 100 words

FAQ / People Also Ask

- Cover the most relevant, highest-value questions people are actually asking, not generic filler — include AI query fanout
- FAQ is not mandatory on every blog
- If sub-topics are already phrased as queries in the H2/H3 headings, skip a separate FAQ — that's duplicate intent
- Only add FAQ if there are genuine, high-value PAA questions the body doesn't already cover as headings
- If included, use literal PAA phrasing as headers, and never repeat a question already answered elsewhere on the page

Structure

- A Key Takeaways section is mandatory
- Subheadings break up content — no section runs longer than 300 words without one
- Consistent heading hierarchy: H2 → H3, no skipped levels
- Always add some context under an H2 before adding any H3s under it
- Always add a short blurb before any bullet points or numbered lists
- First H2 lands within the first 150-200 words
- Guides over roughly 1,500 words include a table of contents

Readability

- Passive sentences: no more than 10% of content
- Transition sentences: at least 30% of content
- Short sentences: no more than 25% of sentences exceed 20 words

GEO (AI-Citation) Requirements

- Answer the core question in the first 2-3 sentences, in plain language
- Include one numbered or bulleted list/checklist section built around a natural category breakdown
- Define key terms explicitly ("[Term] is..." / "[Term] means...")
- Cite at least one real stat or benchmark
- Reference real costs, timeframes, or outcome ranges per idea/option where possible

Banned Words & Patterns

Words never to use: "ultimate," "expert," "amazing," "reliable," "trusted," "incredible," "proud," "honored"

Filler phrases never to use: "in today's competitive landscape," "now more than ever"

Structural rules

- No exclamation marks
- No em dashes anywhere in body content (headings excepted)
- No sentence starting with "Whether" or "From"
- No rule-of-three constructions
- No parallel comparison sentences
- No "it is X, not Y" / "it isn't X, but Y" / "it's not just X, but Y too" style constructions

External Sourcing

- At least 2 relevant external links from high-authority sites, research, government, or organization data

Core Writing Rules

- Zero repeated intent across any two sections
- Every word is load-bearing — no generic headings
- No heading over 10 words
- No question answered twice anywhere on the page, FAQ included
- One keyword per contextually relevant section, not repeated across multiple headings
- Tone: practical/informative, like an experienced friend in the field, not corporate
- Personal anecdotes where they genuinely fit
- Never hallucinate stats or anecdotes — verify every phrase/stat/quote/story against credible sources
- No filler — every sentence serves a purpose

Images

- 1 feature image plus 2 body images per blog
- Alt text on every image, written as a natural description plus the primary keyword, not the keyword alone
- Images compressed for page speed (WebP where possible), target file size up to 500kb

Post-Draft Self-Check

Run after writing, every time. Report back as a checklist:

☐ Primary keywords placed in title/H1/meta description
☐ Long-tail variants distributed across H2/H3s, not stacked on the primary keyword
☐ Each secondary keyword used exactly once, in its own sub-section
☐ Semantic keywords woven in naturally

☐ Core question answered in first 2-3 sentences
☐ Structured list/checklist section present where relevant
☐ FAQ decision made correctly
☐ If FAQ present: literal PAA phrasing, no overlap with body content
☐ At least one key term explicitly defined
☐ At least one real stat/benchmark cited
☐ Real cost/outcome figures attached to individual ideas where possible
☐ No section repeats another section's intent or question
☐ No heading exceeds 10 words
☐ No banned words or filler phrases used
☐ No em dashes in body (headings excepted)
☐ No exclamation marks
☐ No sentences starting with "Whether" or "From"
☐ No rule-of-three constructions
☐ No parallel comparison sentences
☐ No "not X, but Y" style constructions
☐ Long sentences under 25%
☐ Passive sentences under 10%
☐ Transition sentences at least 30%
☐ Key Takeaways section present
☐ Context added under every H2 before any H3s
☐ Short blurb present before every bullet/numbered list
☐ Feature image + 2 body images present, with proper alt text
☐ Image file sizes up to 500kb
☐ At least 2 high-authority external links included
☐ Table of contents present (guides over ~1,500 words)
☐ Heading hierarchy consistent (H2 → H3, no skips)
☐ First H2 within 150-200 words
☐ Word count within target range

Fix anything flagged before delivering the final draft.

Penguguides