



PROPERTY MANAGER  
INSIDER

## Property Manager Insider Blog Formatting Guidelines

Please follow the below guidelines to develop and contribute a guest blog post:

- Post must follow formatting on the next page
- Post must be a minimum of 500 words
- Must include 1 800x600 image
- Must provide 1 2000x1333 image for featured image
- Must provide an SEO title for the article
- Must provide a 240 character meta description
- Post must be original, unique, and pass Copyscape
- Post must include 1 outbound link to neutral content or resources
- Post may include a maximum of 3 backlinks to contributor websites
  - 1 naturalized backlink
  - 1 image backlink (contributor to provide image)
  - 1 contributor bio backlink
    - Must provide contributor bio
- Property Manager Insider reserves the right to add appropriate internal backlinks
- Content must be relevant to property management industry
  - 7 Great Energy Projects for Property Management Companies
  - Benefits of ABC Service for Apartment Complexes
  - Top XYZ Products for Commercial Office Buildings



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## Blog Title (default <h1>)

### <h2>Section 1 Content Header</h2>

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#### <h3>Section 1 Follow Up Point 1</h3>

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#### <h3>Section 1 Follow Up Point 2</h3>

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### <h2>Section 2 Content Header</h2>

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#### <h3>Section 2 Follow Up Point 1</h3>

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#### <h3>Section 2 Follow Up Point 2</h3>

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