



MyPostcard

**GUEST POST
GUIDELINES
2021**

Fancy writing a guest post?

Here's what you need to know...

What is MyPostcard?

MyPostcard is the app that lets you send friends worldwide postcards personalized with your own photos.

Our motto: Sharing is caring! Make memories and share them with friends all over the world. All that without lifting (more than) a finger... We print and deliver them.

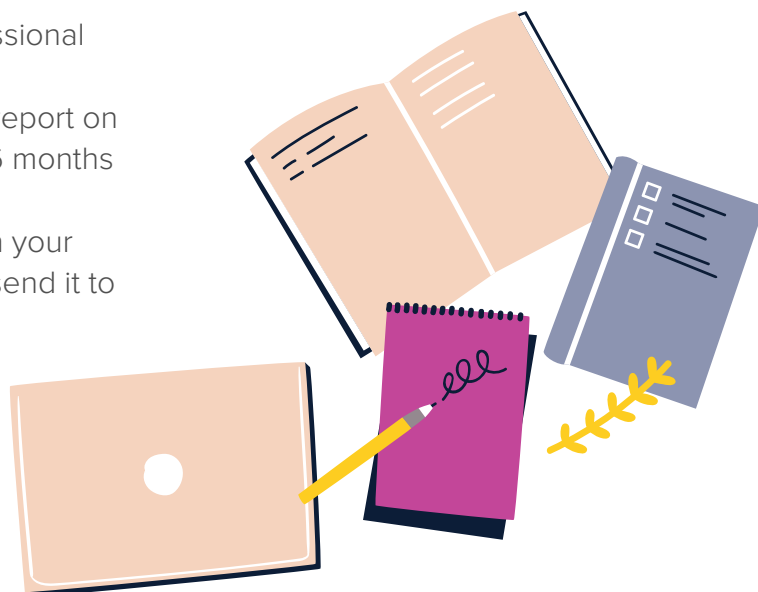
What's our blog about?

We're big fans of travel and, while we do consider sending a postcard home the staple of any good vacation, we know there's more to life than that - such as living the memories that'll actually decorate your postcard for example! 😊 Which is why **lifestyle, creativity, the big occasions and positivity** are also big passions of ours.

Ask us about the hands down [coolest places in the world](#), [the best mommy lifestyle bloggers](#), tips to celebrating a [long-distance birthday](#) - or if you're feeling daring, our photographer's [guide to sexy posing](#)...

What do you get out of guest posting for us?

- You'll reach a new, expansive audience. Here are our stats:
 - Moz Domain Authority score: 56
 - Monthly users: 44K
- You'll be promoted on at least two of our social media channels
- We're a bilingual blog - so, assuming the topic is relevant for the respective audience, your work will be proofread and translated into either English or German by a native speaker (AKA double the audience, double the exposure!) - for free!
- Free SEO optimization by our professional team (if SEO-relevant)
- You'll receive a free basic analytics report on your article's performance within 3-6 months upon request.
- Respect. If we change ANYTHING in your article before it's uploaded, we will send it to



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What you need to know

- A profile snippet, including a photo, short description and a link to your homepage. You may also include an additional link in the article to a specific page on your site for additional information (where relevant and useful for the reader).
- Financial or credit perks on a case to case basis.

Here's what we need from you (pretty please)

- You should deliver at least four of **your own photos** plus a header photo.
- You should include a title, at least five subtitles, four (plus) relevant links, your keyword and ideally a meta text.
- **Enthusiasm.** If you don't believe in your content enough to promote it, why should we?
- 800 words or more.

What would our partnership look like?

Aside from lots of charming emails from one of our team members, here's what you can expect:

1. You propose a few topics close to your heart which fit into the content directions of [our blog](#). These should be areas in which you are the expert, tackled from an original angle. They should be personal and use your experiences as content.
2. After agreeing a title, we discuss and agree perks.
3. You write and deliver the article (following any respective guidelines provided). **Note: MyPostcard reserves the right to refuse the article (and any remuneration) should it be unsuitable.**
4. We proofread the article and send back any changes for approval. **Note: We may add internal links where relevant or remove irrelevant external links.**
5. The final article is translated and the publication date is communicated.
6. Promotion of the article from both sides.
7. Report following publication 3-6 months later.
8. New guest post..? (Series possible if the topic is large or it makes logical sense)

HELPFUL GUIDELINES

Search Engine Optimization (SEO) - if wanted!

- We will provide you with 3-5 relevant keywords and you may decide which one fits.
- Include keyword in the headline (ideally at the front).

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What you need to know

- Include the keyword at natural intervals and at least once per hundred words
- We will SEO optimize everything else where necessary.
- Write a summary with max. 160 characters (meta description) including the keyword
- We write for humans not Google, so don't overstress SEO. :)

Style and content

We think your style is awesome! That's kinda the point. But here's a couple of things we'd like you to consider while writing for us.

- Sentences: Max. four per paragraph. We find blocks hard to read!
- Please avoid treating alcohol and drugs lightly.
- Please don't use swear words.
- Please do not mention any of our competitors (e.g. TouchNote, Funky Pigeon, MoonPig).
- Spammy / irrelevant links hurt our reputation and ranking and will be removed.

Our communication rules (just to be sure! 😊)

- We don't tolerate intolerance: Everybody is equally important and deserving of respect. MyPostcard stands behind the LGBTQ community, for gender equality, racial equality and for disability equality. It's important for us that this comes through on our blog.
- When it comes to these topics, we discuss only where relevant, constructive and positive, and treat all opinions with respect.
- Always refer to the person e.g. not 'the mentally disabled' but 'people with mental disabilities' - and this only where it is relevant to the topic.
- Basically, we just want respectful and open-minded content.



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What you need to know

The legal bit

- Plagiarism - even of yourself - is (obviously) not okay. We only publish unique and original content and will not be able to accept any repurposed content.
- Equally, content given to MyPostcard may not be reused in the future. (Although you are of course more than welcome to link to it!)

Which brings us to rights...

- The rights to guest articles published by MyPostcard belong to MyPostcard. This includes content, ideas and photos (unless agreed otherwise in writing).
- Credit for the guest article and photos belong to the author/s alone - this will be clearly stated and the author will be linked to.

Other things

- We love memes but if you don't personally own the copywrite we cannot publish them.
- Photos must be your own. If you wish to retain rights to the photo, you must provide the appropriate credits and your permission as well as your wish in writing to retain the rights.

Sounds right for you? Get in contact here: blog@mypostcard.com

Want to Find Out More?

Get in Touch!

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**THANK
YOU!**