



PARTNERS

Fresh Relevance guest blog post guidelines

Close partnerships, powered by best-of-breed technology

Content guidelines

The Fresh Relevance blog is a hub for eCommerce professionals and marketers to learn how to boost their conversion rates and improve the customer experience through personalization, optimization and more. We strive to inspire our readers with **unique insights, practical tips and the latest trends.**

General guidelines

- Our readers are eCommerce professionals and marketers
- Our suggested blog post length is 1000 – 1100 words
- Please use American English (e.g. personalization, organization, customization)
- Keep language simple and avoid excessive use of jargon
- Use relevant examples (e.g. from your clients) and stats with links to the original source where appropriate
- Break up copy with relevant subheadings
- Please write original copy that hasn't been published anywhere else
- Please send the author's name along with your company logo (approx. 400x400px)

Article examples



8 product recommendation examples for every stage of the customer journey

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6 ways to optimize your Shopify Store conversion rate

guest blog post by Swanky Agency

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Contact

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