

WORLD OF VEGAN

- GUEST ARTICLE GUIDELINES -



WORLD OF VEGAN.COM

WRITING FOR WOV

WHO WE ARE

World of Vegan was founded by Michelle Cehn in 2015 to help make vegan living easy, accessible to all, delicious, and fun.

Since then, our website has evolved into a go-to resource for vegan recipes, vegan lifestyle tips, vegan product reviews, and more.



OUR AUDIENCE

Broadly, our audience is interested in pursuing a vegan lifestyle and diet. More specifically, our audience is interested in:

- How to become vegan
- Easy vegan comfort food recipes
- Navigating a vegan lifestyle: how-to guides, grocery shopping tips, informational articles, etc.

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IDEAL CONTENT

We're currently looking for content in the following areas:

- Easy vegan comfort food recipes (using mainstream ingredients)
- Vegan living guides
- How-to articles
- Informational articles
- Other topics will be considered case-by-case.

REQUIREMENTS

Giving World of Vegan readers comprehensive, informative content is our top priority.

Therefore, we ask that each submission meet the following requirements:

- 1,000 words or longer
- Search engine-optimized for 1 or 2 keywords
- Contain at least 1 link to a related World of Vegan article, video, or podcast
- Contain external links only to reputable and accurate websites
- A high-resolution cover image (preferred, not required)
- Several high-res images to be used in the article (preferred, not required)
- No promotional or affiliate links



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AUTHOR RECOGNITION

Along with your article, please submit the following:

- 100-word author bio
- A headshot photo
- Your social media links
- Up to 2 links back to your website or content you've written
- The SEO keyword(s) your article is targeting

REPUBLISHING

All content must be unique. By submitting an article to WOV, you agree that it has not been published elsewhere and will not be republished elsewhere in the future.

The only exception is recipes, which may be published elsewhere as long as the supplemental copy is unique.

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SUBMISSIONS

Please e-mail your completed articles to Michelle at michelle@worldofvegan.com.

We'll get back to you within 7 business days to tell you if your article has been accepted, what edits we need you to make, and when your article can be published.

THANK YOU

Thank you in advance for your submission! If you have any questions, don't hesitate to ask.

We're excited to see what new recipes and advice you have to share with the World of Vegan community!

