

Internet Grammar and Writing Guide Checklist

SEO

Do on-page SEO before publishing any content.

Title

Always create search-optimized titles using descriptive keywords, ideally speaking to the target audience as well as to the benefits readers will get by clicking through.

Body

Keep word count per topic relatively high—between 1200 and 2700 words. Repeat target keyword with 3-5% density, including meta title and description mentions.

Hyperlinks

Use inline hyperlinks with appropriate anchor text unless it's absolutely critical to call attention to an URL. Use keyword-rich anchor text to link to other BrightEdge content if it's not too awkward. Use "[What Is Smart Content?](#)" rather than "[This article](#) talks about what smart content is."

Using these words? Use the following spelling, capitalization, and punctuation.

- Internet
- Web
- World Wide Web
- website
- email (not e-mail)
- hashtag or hashtags
- Google
- AdWords (not Adwords or other variation)
- pay-per-click (note hyphens)
- Microsoft adCenter (not MSN, Adcenter or other variation)
- Yahoo! Or Yahoo (just be consistent in the article)
- Artificial Intelligence or AI
- PDFs (not PDF's)
- SEOs (not SEO's)
- URLs (not URL's)
- webpage
- e-commerce

Grammar Guidelines

Component	Guideline	Example
Headlines	Title case	What Is Smart Content?
Subheadings <h2>	Sentence case (first word capitalized only), but no period at the end. Ending with other punctuation is Ok.	How does smart content help marketers?
Numbers	<p>Spell out 1-10; use digits for 11+.</p> <p>Always spell numbers at the beginning of a sentence.</p> <p>Ok to use numbers in headlines for impact.</p>	<p>Nine Examples of Smart Content</p> <p>9 Reasons You Should Use Digits In Headlines</p> <p>According to 53 people surveyed...</p>
Percentages	<p>Use the percent sign or spell out "percent!"</p> <p>Whatever you choose, pair the sign with the digit and the word with the spelled out number.</p>	<p>20%</p> <p>Twenty percent</p>
Periods	Only use one space after a period or punctuation marks excluding em dashes.	Use only one space after a period. The second space rule was for manual typewriters and is decades out of date.
Commas	<p>Use the Oxford comma in a series of 3 or more. It clarifies whether the last 2 items are 2 items or 1 item in a pair.</p> <p>Put the comma (or any final punctuation mark) inside the double quote mark or the single quote mark.</p> <p>Put the comma before "such as" or "like" and not after.</p> <p>No comma before "so" when followed by that. Use a comma before "so" when the following phrase is an independent clause (has a subject and verb).</p> <p>Do not use a comma before because.</p> <p>Do not use a comma before "but" or "and" unless the following phrase is an independent clause.</p> <p>Do not use a comma after "but," "and," or similar when it starts a sentence unless it is to set off a clause.</p>	<p>BrightEdge helps Global, Enterprise, and Corporate customers.</p> <p>He said, "That's enough!"</p> <p>Identify places to go this summer, such as Spain, Turkey, and Morocco.</p> <p>Use these guidelines so that our work looks unified.</p> <p>We like to drink pinot noir because it is lighter than other red wines.</p> <p>We were going to the concert but didn't make it on time.</p> <p>But there is nothing wrong with that.</p>

Apostrophes	Do not use for numbers and words with a plural s at the end. Do not use "s" after an apostrophe for words that end in or x.	The 1990s, Dos and Don'ts, 100,000s
Hyphens and dashes	Use a hyphen for compound words. Use sparingly in place of parentheses or parenthetical commas or as emphasis on short phrases.	Fact-based, top-ten songs, 2-year-old article. Use an em dash—one that indicates a break in a sentence like this. Either use the em dash character or type two hyphens—and leave no space on either side.
Abbreviations	Spell out the first time with the abbreviation in parentheses. After that use the abbreviation.	Pay-per-click (PPC) advertising has merit. When you run a PPC campaign always use targeted landing pages.
Capitals	BrightEdge product features are capitalized; check the site and product pages for exact caps and internal spacing. Capitalize Marketing, Sales, and other divisions. Capitalize key concepts or topics we are defining in the marketing. Capitalize the first word in a bullet line but not subsequent words.	StoryBuilder, Data Cube, Insights Marketing, Sales, Finance Smart Content, Artificial Intelligence
Capitals on abbreviations	Always capitalize corporate title and topic acronyms.	CEO, COO, CMO, CTO, SEO, ABM, etc.
Capitals on the brand	Always capitalize the B and first e in BrightEdge.	BrightEdge
Lots of short points	Use bullets.	<ul style="list-style-type: none"> • Title tags • Meta descriptions • Body text • Anchor text
Steps or list with more than 7 items	Use a numbered list.	<ol style="list-style-type: none"> 1. Title tags 2. Meta descriptions 3. Body text 4. Anchor text 5. Backlinks 6. Page load speed 7. Mobile

Lists of longer points	Start paragraphs with bold subtitles as the first sentences of the paragraphs.	
Lists of items	Do not use periods at the end.	<ul style="list-style-type: none"> • Meta descriptions • Body text • Anchor text
Search queries	Put queries in brackets to make it obvious.	[health care reform]

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results, such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,500+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.