

# General Writing Guidelines

## 1. Vary Sentence Length

A long sentence has 10 or more words like this one. A short sentence has less, like this. Do not place three long sentences next to each other. Don't place three short sentences next to each other either. Vary your sentence length. Choosing sentences of different lengths will create rhythm and flow into your writing.

Notice how the paragraph flowed.

## 2. Generalizations, Exaggerations, and Adverbs

- Don't be general. Don't talk about "everyone" or "everywhere".
- Avoid exaggerations. Drop words like "unprecedented", "absolute", and "always".
- Avoid adverbs. It's safer to avoid words ending in "-ly" when possible. These words weaken your writing. Choose a stronger verb or re-write the sentence so that it's stronger.

## 3. Repeating Words

Don't overuse your words. If you find yourself repeating the same word or phrase over and over, consider changing them. The English language has plenty of words for you to choose from. Don't over-do it though. You don't want to use words people have never heard of in order to spice up your writing. More on this in the "Readability" section.

## 4. Introductory Words, Phrases, and Clauses

Avoid them. Here are some examples:

- Introductory Words  
Additionally, I think I should get a raise.
- Introductory Phrases  
The lightning flashing brightly, the kids ran to their parent's room
- Introductory Clauses  
Because the baby kept crying, we gave her what she wanted.

## 5. More on Adverbs

I'm serious. Avoid them like the plague. Here are some examples:

- I really like
- It's very fast
- Additionally,
- Specifically
- Basically,

## 6. Avoid Compound Predicates

Compound predicates have two (or more) actions for the same subject. Limit your sentences to one verb per sentence but no more than two. Here are some examples:

- The kids played at the park before eating and leaving with their mom.
- I ended up driving to the bank, but I left my wallet at home so I had to come back later. See how those sentences were unclear? There was too much going on in them. Keep one or (at most) 2 verbs in your sentences.

## 7. **Readability**

Most Americans read at an 8<sup>th</sup> grade level. It may be sad but it is also a reality. You want to write to a general audience. Don't use long and complicated words. Use short words with less than 8 syllables. You can use Hemmingway App to determine the readability of your piece. It is a website that you can paste your text into and it will tell you what reading level your content is at. It will also tell you how complicated your sentences are and provide an adverb count.

## 8. **Eliminate Fluff (see more under density below)**

You want strong writing. Don't water it down with unnecessary words. Keep it to the point at all times.

# Technical Guidelines

## 1. **Crisp Content**

Your text needs to be strong and be concise. You want to ensure readability but you don't want to fluff up your writing with words that you don't need. Keep your writing strong, engaging, and fluff-free.

## 2. **Key Phrases**

Include key phrases within the first 200 characters of any subheading.

## 3. **Keyword Density**

Imagine a web page consists of 100 words (for argument's sake). Now, imagine that the keyword "organic tahini" appears 2 times on that web page. That means that the keyword appears 2% of the time. That percentage is the keyword density. That's a basic definition and to learn more, you can do a quick internet search.

A part of search engine optimization is keyword density. It determines if a web page is relevant to a keyword or phrase.

We require a 2% keyword density, similar to this imaginary 100-word webpage.

You can Google a formula for finding keyword density.

## 4. **Text Heading**

Create a unique heading. Choose one that is readable but don't make it a sentence. Do not put a period at the end and use headings that don't need commas. Headings should give the reader a good idea of what will be talked about.

## 5. **Subheadings**

These can also be a sentence and they can include key words. Avoid repeating the same key words in the subheadings. A subheading divides the content into parts and it must be clear to the reader. Choose content-relevant subheadings. They are more specific than text headings. They indicate specific information that is relevant to the text heading content but it also needs to be separate. This is your chance to draw your reader's attention to key points.

# Tasks

Website is designed to sell customized essays, term papers and research papers. Essay-writing is our passion and expertise. We are currently providing services in the US.

Keep in mind the above guidelines when writing content. Our customers rely on us to create high quality content. It's important that our writers follow our guidelines in order to uphold our standards.

You can make the content reading and engaging. It does not have to be formal but it does have to stick to the guidelines. You want to keep your readers attention. If you are using too many complicated words, you will lose your readers. You want your text to be as readable as it can be. You don't want your text to be too dense. Remember to keep the reading level at 8<sup>th</sup> grade or below. You can look online for more about making your content more readable.

Each task has a theme. This should be within the text.  
Each piece must have headings and subheadings.

Here's an example of an acceptable format:

Heading 1  
    Sub 1  
    Sub 2  
    Sub3  
Heading 2  
Heading 3  
Heading 4  
    Sub 1  
    Sub 2

## Example Task

**Task Theme:** dissertation writing

**Potential Words to Include in the Title:**

(Choose ones that are appropriate)

“dissertation”

“how to write”

“writing your dissertation”

“steps”

“college”

“best”

**Keyword for Text:** dissertation writing

**Potential 3- Word Phrases to Include in the Content:**

(Choose appropriate ones)

- writing a dissertation
- the writing process
- style of writing
- writing your dissertation
- of the writing
- of writing a
- you can do
- a graduate student
- you can read
- if you can
- days a week
- the students in
- try to avoid
- good books and
- the process and
- the process of
- work well for
- amount of time
- you want to
- the most important
- it is important
- want to see

**Potential 2- Word Phrases to Include in the Content:**

(Choose appropriate ones)

- for writing
- dissertation writing
- writing is
- writing the
- your writing
- writing time
- make writing
- in writing
- are writing
- writing in
- writing and
- on writing
- can be
- research and
- our dissertations