

Tab 2: Editorial Guidelines Template

Category	Specification	Example	Status
Tone of Voice	Professional but approachable	"Here's how to optimize..." not "You must optimize..	Active
Word Count Range	1500-3000 words	Long-form for authority	Active
Heading Structure	H1 (title), H2 (main sections), H3 (subsections)	Only one H1 per page	Active
SEO Requirements	Target keyword in title, meta description, first 100 v	"AI SEO tools" in title and intro	Active
Internal Linking	Minimum 3 internal links per post	Link to related guides and tools	Active
External Linking	2-3 authoritative external sources	Link to Google, Moz, industry studies	Active
Image Requirements	Featured image + 2-3 supporting images	Alt text with target keywords	Active
Call-to-Action	Every post needs clear CTA	"Download our SEO checklist"	Active
Fact-Checking	All statistics must be sourced and current	Within 12 months for data	Active
Formatting Style	Use bullet points, numbered lists, bold text	Break up long paragraphs	Active