Guidelines for submissions

Target audience

Keep in mind WIDER*Angle*'s three target audiences:

- Policymakers and practitioners

- Development organizations

- Researchers (also beyond economics)

Ask yourself the following questions for each: who is my audience? where are they located?
what do they already know/believe about the topic that I'm writing about?

Make copy easily scannable

Users tend to scan copy using visual cues to determine what they want to read.

- Break text up using descriptive headings

- Use lists, images, and short paragraphs to break up copy

- Include visual cues such as emphasis and links

Headlines

- Capture visitors with a clear headline

- Use informative headings

- Headings should be 8 words or less and fit on a single line

- Include important keywords

- Avoid the use of adjectives and prepositional phrases beginning with 'in, into, at, to, on, onto, of'

- Use subheadings

Be concise

Reading on screen is 25% slower than on paper, a low word count is vital for effective copy (ideally 700–900 words).

- Put the most important information first "bite, snack, meal" format
- Look for areas where you are saying something that is not crucial information and remove it
- Communicate one central theme or idea per page
- Make sure your point is arguable (preferably tied to a current event)
- Cut out unnecessary words

Be clear

Keep wording and naming conventions simple.

- Avoid internal naming conventions and be consistent with names
- Remove confusing terms or phrases
- Keep everything simple
- Use short sentences, split longer sentences into two if they can stand on their own

Include keywords for search

Include keywords/phrases that will help position yourself in the Google search rankings.

- Write primarily for humans *not* search engines
- Research keywords/key phrases most often used in other blogs about this topic and sprinkle your copy with these
- Focus on headings and links

Links

Never make a page a dead end, provide users somewhere to go for more or related information.

- Link internally to keep users engaged with the WIDER site

- Linking to external sites can encourage reciprocation which has a beneficial effect on Google rankings

- Links can also serve the function of making content easier to scan, and highlighting key information

- Use hyperlinks references in parentheses rather than footnotes