

Business West Member Blog Submission Guidelines

Please read and adhere to our guidelines when submitting a blog to ensure your post is successfully approved and published by the editorial team.

What makes a successful Business West blog?

The purpose of the [Members' Blog](#) on Business West is to enable the sharing of valuable expertise and knowledge with a large business community across the region through original, high-quality content that aims to educate, inspire and inform.

Successful submissions are detailed, insightful articles that help businesses learn something new, solve a problem, understand a trend or identify an opportunity. The strongest-performing blogs typically:

- Share expert knowledge and practical business advice
- Explore current business challenges, trends or opportunities
- Offer thought leadership and industry insight
- Provide actionable takeaways for business leaders
- Share lessons learned, experiences or case studies

Our audience responds best to content that prioritises value for the reader rather than promotion of products or services. While contributor expertise and business credentials are important, blogs should focus on helping businesses rather than selling to them.

Publishing a blog can help raise your profile within the regional business community, demonstrate your expertise and increase visibility for your organisation.

Editorial review and promotion

All submissions are reviewed by the Business West editorial team before publication.

Approved blogs will be published on the Business West website. In addition, particularly strong, timely or widely relevant articles may receive additional promotion at the editors' discretion, including:

- Featuring on the Business West homepage (most recent member blogs)

- Inclusion within relevant email newsletters

While additional promotion cannot be guaranteed, blogs that provide broad business value, strong thought leadership and timely insight are more likely to be selected for wider distribution.

Submission requirements

Submissions must:

- Be well-written and between 400 and 2,000+ words
- Be 100% original and exclusive to Business West
- Not be republished on other websites after publication (although links to the article may be shared freely)
- Provide detailed, valuable content with practical or actionable advice
- Include links to any statistics, research or external sources referenced
- Ensure all reference links are relevant and non-promotional
- Include a one or two sentence author biography and headshot (please update your member profile within your online member account)
- Be relevant and valuable to a business audience
- Use a clear, descriptive title and incorporate relevant keywords to improve search visibility
- Be structured with clear headings and concise paragraphs to aid readability

What we won't approve

The following content is unlikely to be approved:

- Content that has already been published elsewhere
- Blogs created primarily for SEO or link-building purposes
- Thin, generic or low-value content
- Overtly promotional or advertorial content
- Articles focused solely on selling products or services

- Plagiarised content
- Misleading, inaccurate or unsubstantiated claims
- Defamatory, abusive, offensive or excessively negative content

Our blog is not a sales channel. Content should demonstrate expertise and provide value to readers rather than act as an advertisement.

Featured images

Please use a high-quality image that best represents your blog topic and business. Examples of credible stock photo libraries include Shutterstock and iStock.

Images must:

- Be in a **4:3 aspect ratio**
- Be a minimum of **800 x 600 pixels**
- Be landscape orientation
- Be supplied in **JPEG** or **PNG** format
- Be of good quality and relevant to the article content
- Be optimised for web use to ensure fast loading times

Featured images: what we won't approve

- Images downloaded from Google without permission or licensing
- Images that have been repeatedly used by the same author across multiple blog submissions
- Images that are not representative of the blog content or business
- Poor-quality, pixelated or distorted images
- Images that are excessively small or large
- Images that may cause offence or be considered inappropriate

Business West editorial rights

Business West Editors reserve the right to reject contributions at their discretion.

Editors also reserve the right to:

- Edit, adapt, update and republish contributions where appropriate
- Add relevant calls-to-action or links to Business West content and services
- Amend formatting, headings and metadata to improve readability and search performance
- Remove contributed content from the website at their discretion

How to submit your blog content

Log in to your Business West membership account to access your dashboard. For full blog posting instructions, [click here](#).

Content ownership

By contributing content to websites and microsites owned by Business West, you grant Business West a licence to publish, edit and promote that content.

Business West retains the right to decline, edit or remove content where appropriate and in accordance with these guidelines.

About the editing process

All submissions will be reviewed by the Business West editorial team and may not be published if they do not meet the requirements outlined above.

Particular attention will be given to originality, relevance, quality and value to our business audience.

Our blog is not a sales channel, therefore sales-focused and advertorial content will not be accepted.

Content sharing guidelines

If you'd like to share content published on the Business West website, we welcome and encourage this.



You may:

- Share links to any Business West content
- Share Business West content across your social media channels (be sure to tag @BusinessWest to notify us so we can interact with your content!)
- Republish images or videos created by Business West, subject to our attribution policy
- Reference or quote up to 50 words of Business West content, subject to our attribution policy

Content attribution policy

When sharing or referencing Business West content, please:

- Attribute Business West as the original source
- Link to the original Business West webpage or article
- For blog content, link directly to the specific article being referenced

Thank you for helping us share valuable knowledge, expertise and insight with the wider Business West business community.