

WEB ADVANTAGE

ARTICLE AND PRESS RELEASE SUBMISSION GUIDELINES

ARTICLE SUBMISSION GUIDELINES

FindLaw.com accepts legal specific articles from lawyers, law firms and legal professions that are focused on current legal events, changes in the law or legal issues that affect everyday people and business professionals. Legal articles should be written for the consumer audience online, that is, the content should be concise and to the point allowing users to scan the content quickly and easily avoiding legal jargon whenever possible. FindLaw's editors reserve the right to reject any article that does not meet the following submission guidelines.

Headline – Headlines should entice the reader to click to read more. A well-written headline should be short, clear and engaging. No more than 140 characters that succinctly explains the article.

Length of Content – Articles should be between 250 and 1,000 words in length. 750 words is optimal for a full-length article, however, shorter articles are allowed.

Voice – Articles should be written in the third person.

Tone – Articles should not be advertisements, sell products or services or be “spammy”. Valuable, event driven, information is what we are looking to publish.

Quotes – Quotes are allowed but should not be excessive. One quote is usually enough.

Unbiased – The article should not be opinionated and should reflect a neutral “matter of fact” approach.

Proper English – Spell check and grammar check are important tools to use on your articles. Make sure your punctuation, capitalization and sentence structures are consistent and correct.

Formatting – Plain text works best for display purposes. Formatted content will be removed by our content publishing tools. Any HTML code or tags will not display correctly and will not be accepted.

Links – Links to relevant content are allowed. FindLaw recommends 1 link per 100 words (3 max), using contextual anchor text.

By Line – A single By Line is allowed and includes the name of the firm and a link to their website or firm profile.

Sources & Accuracy – Articles should contain only accurate and factual information. Incorrect information and facts will result in rejection or removal. Everything in the article should be 100% factual and correct. All sources should be properly cited.

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Headline – Headlines should entice the reader to click to read more. A well-written headline should be short, clear and engaging. No more than 140 characters that succinctly explains the press release.

Length of Content – Press releases should be between 250 and 500 words in length.

Voice – Press releases should be written in the third person.

Tone – Press releases should not be advertisements, sell products or services or be “spammy”. Valuable, event driven, information is what we are looking to publish.

Quotes – Quotes are allowed but should not be excessive. One quote is usually enough.

Unbiased – The press release should not be opinionated and should reflect a neutral “matter of fact” approach to reporting an event.

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Formatting – Plain text works best for display purposes. Formatted content will be removed by our content publishing tools. Any HTML code or tags will not display correctly and will not be accepted.

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By Line – A single By Line is allowed and includes the name of the firm and a link to their website or firm profile.

Accuracy – Press releases should contain only accurate and factual information. Incorrect information and facts will result in rejection or removal. Everything in the press release should be 100% factual and correct.

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