



ForexPeaceArmy.com

Article Marketing Guidelines

KEY COMPONENTS OF ARTICLE MARKETING SUCCESS

Forex Peace Army provides the following:

- + Domain age and authority
- + Search Engine and User friendly publishing system
- + HTTPS secure connection
- + Latest hardware and software for faster page load
- + Schema.org structured data
- + AMP accelerated mobile pages for all articles
- + Optional social promotion

Expected from you:

- ! Unique, professional, and engaging content following best practices below.



ForexPeaceArmy.com

UNBIASED FOREX BROKER EXPERTS



ARTICLE TYPES AND TOPICS

Forex Peace Army is looking for **general interest** and not company specific articles of two types:

- + **Informational**, where people are trying to get the answer to their questions
- + **Investigational**, where they are trying to learn their options and choose the ones that better suite their needs

We can help you out with the choice of the topic for your article.

LINKING TO YOUR SERVICE

1. **Within article body** we give you an opportunity to put up to 3 links to your resource:
 - Prepared by section at the beginning of the article.
Example: *Written by John Doe, analyst of [ZYX forex service](#)*
 - You can put another 1-2 contextual, image, or branded links in the text of the article, but such links must be relevant
 2. **Author Profile** includes 97x97 avatar and arbitrary text about the author and/or service. You are welcome to add another link to your service within the profile.
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GOOD ARTICLE CHECKLIST

1. **Unique content.** Know your writer.

- From our experience, complex, lengthy, obscure sentences and words may indicate that the author is not familiar with the subject or is trying to pad the word count.
- Content spinners often select unusual or inappropriate synonyms, which greatly reduce the usefulness of the text. Most of the time, this sort of content turns out to be less helpful to users and also tends to be ranked lower by search engines.
- Finally, tools like [grammarly.com](https://www.grammarly.com), [copyscape.com](https://www.copyscape.com) help to check for plagiarized content, which is not permitted.

2. **Word count.**

2000 words minimum, 2300+ words recommended.

3. **Content structure.**

- Please structure content with **sub-headings**. Sub-headings provide an organized framework for content, separate copy into manageable sections and help to transition from one section to another.
- Break up your content into **small paragraphs**. Each paragraph should focus on a single idea or concept. Recommended average paragraph length is about 42 words (3-5 sentences).
- Other favored by Google structural elements are **lists**.

4. **External citation** of facts, statistics, studies, the point of view of experts and general supporting information is extremely important.

5. Use of **relevant images** is strongly recommended. Please provide our editors with the source of all included images even images in the public domain. Although our editors are going to do their best checking included images – you as content creator is legally liable for unauthorized images use.

6. **Ease of reading and understanding** is a part of Google ranking algorithm now. Please:

- use concise sentences
- choose short words whenever possible
- avoid complicated language



NOTES

Unless otherwise agreed on in advance:

1. Our editors may add one or more links to relevant items inside the ForexPeaceArmy.com website.
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2. Marketing articles and the external links in them will remain on display for a minimum of 6 months. If the externally linked pages go down before 6 months are up, the FPA reserves the right to remove the links early.

In the event the FPA finds plagiarized content in any submitted article or becomes aware of plagiarism after the fact, see our Copyright violation Policy below.

3. After 6 months, the FPA may delete the article or modify the article in any way it sees fit (including the possibility of removing the original external links and adding different links)."



COPYRIGHT VIOLATION POLICY

In the event an article with a significant amount of duplicate text is submitted, the article will be rejected. In the event this copyright violation is found later, the article will be removed. In either case, the following terms will apply to any new articles submitted after a violation is found:

- 1.** The name of the author of the first article will be submitted to the FPA. No articles from this author will be considered for future publication.
- 2.** The FPA will given a selfie with an ID from the author of any new article submitted by your company. The FPA will also be given a copy of the ID of the person submitting the new article and a copy of the ID of the owner/CEO/president of the company the article is for. Each individual should also provide a signed statement stating that:
 - A.** All parts of the new article, including illustrations are 100% original, excluding short quotes citing the original source and illustrations identified in the article as being in the public domain.
 - B.** That all 3 individually and collectively indemnify the FPA against any copyright claims associated with the new article.
 - C.** Agreement to items 3, 4, and 5 below.



- 3.** Any new article submissions will require a much more extensive copyright check than is usually performed. This may take up to 10 business days. A separate non-refundable fee of \$100 will be required for the FPA to check any new article and also for any subsequent articles.
- 3a.** If no sign of copyright violation is found in the new article and if the article is of adequate quality, the article can then be published upon payment of the previously agreed fee.
- 3b.** If the article has suspicious overlaps that do not appear to be enough proof to declare it to be plagiarism, the FPA may decline to publish it. The FPA may also decline the article if its quality is too low. Both of these decisions are solely at the discretion of the FPA's editors.
- 4.** If the second article is found to contain any stolen material as determined by the FPA, it will not be published. Instead, samples of both plagiarized articles will be featured in an FPA article about how unethical companies use stolen material to try to help their SEO. The company providing the article and the company it is provided on behalf of will be featured on the FPA article on the subject.
- 5.** If someone later approaches the FPA with evidence the any article from the same company contains any spun/stolen material or images, all ID information covered in requirement 2 will be turned over to that person, the article will be removed, and the FPA will replace it with an article as detailed in item 4. If the FPA is faced with any legal action over the originality of the second article, the documents mentioned in item 2 will be entered into evidence and all legal costs and penalties will be covered by the people named in item 2.



AI GENERATED CONTENT POLICY

Revision of 03.21.2024

Read carefully. Your AI generated article may be at risk.

1. Current Google Search Central guidance on AI generated content recognizes some legitimate use of AI. However, the independent studies show that higher share of AI content correlates with the lower search engine rankings.

We strongly encourage to submit human written articles - this will help you to achieve your goals and avoid the risks.

2. Each submitted article gets checked for AI Generated content and internally tagged for deletion after 180 days. This is important to keep FPA human.
3. We constantly monitor Google Search Central policy changes. Should the guidance on AI generated content changes unfavorably and/or penalties get introduced - your AI written article will be deleted immediately and no refund issued.