

## Request Form: 2-article series

Open the "[2-article series](#)" order to view the selected word-length.

### Use this form to commission your 2-article series:

- We require guidance for all requests and expect detailed instructions from your request.
- Outlines, examples, points to cover, and resources to cite are just a few things you should include.
- If there's anything specific you want to see included in the 2-article series, make sure to include it in your request details below.

### Your Series Title

e.g. A two-part series covering the UK Energy Information Administration's 2020 Annual Energy Outlook Conference

e.g. Two blog articles evaluating the benefits and drawbacks of live chat customer service for your website

### Series Description

Provide a useful Series Description in order to receive 2 articles that meet your expectations.

Don't forget to include the following:

- Links to relevant research, similar articles, or information
- Key Takeaways
- Details about the reader
- Formatting preferences
- Tone of voice
- A call-to-action

### Upload PDFs or documents (optional)

Upload any relevant documentation here

## SEO Requirements

### Focus Keyword(s)

Add any keywords that should be included in your articles here.

If you are targeting multiple keywords, please add your primary keyword first, and separate additional keywords with commas.

We will naturally incorporate keywords into your articles and use the primary keyword in the titles unless you instruct us otherwise. If your primary keyword is a phrase we may shorten it within the titles.

### Internal Links (Recommended)

[Field view](#)

	URL	Anchor text
1		
2		
3		
4		
5		

Would you like writers to include a link to another page on your site? (Tip: **we recommend including at least one internal link** to guide readers to further content and increase engagement!)

Use the fields above to provide the URL(s) and anchor text for up to 3 internal links per article.

The anchor text should be a descriptive word or phrase to tell readers where the link will take them.

### Include External Links?

Yes (Recommended) ▼

We recommend instructing us to include relevant, reputable sources from other websites in your articles. These external links add credibility to your content (for readers and search engines alike).

**Searcher intent** (optional)

Readers are searching for articles that explain the benefits of installing a chatbot on their website

What are searchers trying to accomplish when they perform the search engine search that you hope your articles will rank for? Providing this context helps ensure that your article solves the searcher intent.

**Other SEO notes** (optional)

Do you have further SEO instructions? No problem! Use this field for any other SEO guidelines including:

- Preferred keyword usage
- Acceptable sites to link to
- Unacceptable sites to link to
- Context for your internal link
- Date ranges for articles to link to

Review