Guest writing for Signable

If you're pretty great at writing and would like to share your expertise with our audience, then we'd love to hear from you!

But (and there's always a but), before writing your article, you need to send us two or three post ideas. Including a brief synopsis of each (these can be quick bullet points) so we can ensure your content stays relevant for our readers.

What type of post ideas do we like? Here's what we want to see:

- We're a tech company, so we want our post to be related to either:
  - Tech for business - Specifically **new tech/software**
  - **Tech news** - so something that's making waves in the tech/software industry that's relevant. E.g. Progressive Web Apps.
  - ESignauture-based topics are obviously ok, but try not to cover basic themes like 'why you should use eSignatures' or 'What to look for in eSignature providers' - **we want your unique insight.**
  - Themes around the solutions we give our customers. Think security for businesses, data protection, paperless processes, digital innovation for traditional processes, etc...
  - We help customers in lots of different sectors (take a look at some of them here). We're happy to have sector-specific posts, however, these posts **must tie in with the two previous points**

What else?
- We want posts to **address a problem** and **offer a solution**
- The post should include links to external articles, studies, research, reports or surveys. Including links helps keep posts educational and credible
- **Leave out the salesy, self-promotion in the post**. We encourage you to talk about your business experience, but only if relevant and to strengthen the posts' content
- Include an introduction and a conclusion. But don't call the conclusion a "conclusion" or "takeaways" - it's not a school essay!

Technicalities
- Make sure that your article contains at least **700 words**
- We will give you a **keyword** to write around - please ensure that you're including it **at least 4 times** in your article (a stop word or two in the middle of a longer-tail keyword is fine to make the sentence legible).

Read this to explain what 'stop words' are ok to use.

E.g. 'Make electronic signature' can be changed to 'Make an electronic signature'.

- Include an authentic 'author bio' with one sentence about your work and one-sentence around you and your hobbies/personality. You're allowed **ONE link**, in this bio.

That's it! Happy pitching!