



Official Guest Writer Guidelines

Summary Edition

For sponsored guest posts, link insertions,
and paid editorial collaborations on closerlives.com.

We explore more than maps; we journey through mindsets.

Version: 2026 Summary | Updated: 26 Feb 2026 | Contact: contactus@closerlives.com | Website: closerlives.com

» Quick Start

If you only read one page, read this one. It prevents 90% of back-and-forth and makes approvals fast. What we publish: practical, experience-led travel and lifestyle content with clear reader value.

What we don't publish: thin SEO content, spun or AI-padded writing, gambling/CBD/adult content, or anything that risks reader trust.

» Fast approval checklist:

- Pitch aligns with Closer Lives categories (Travel, Lifestyle, Social Media, Poetry, Grey Hair).
- Original writing only, not published elsewhere.
- All paid links disclosed and marked `rel="sponsored"` (required).
- Maximum 2 paid links per article. Extra links are removed or changed to non-promotional references.
- Deliverables and budget are clear up front. Payment is required prior to publication once accepted.
- You provide at least one credible source link for factual claims (statistics, regulations, medical or legal statements).
- Images are licensed/owned, or you confirm permission to use them.

» **Typical workflow:** [Submit form](#) → we confirm fit + pricing → you submit draft/files → editorial review → invoice + payment → publish + deliverables.

This PDF is a skimmable reference. The website page is the living version. If anything conflicts, the website version takes priority. View our full [Guest Writer Guidelines here](#).



1. Scope and Definitions

These guidelines apply to all paid collaborations and guest contributions on Closer Lives, including sponsored articles, sponsored pages, and link insertions.

» **Sponsored content (article):**

A blog post published under our blog, written by you (or by us as an add-on) and paid for by the brand/agency.

» **Sponsored content (page):**

A standalone landing page, often more commercial, with clear disclosure and controlled messaging.

» **Link insertion:**

Placing a paid link into an existing post (subject to editorial fit and disclosure).

» **Editorial control:**

We retain the right to edit, reject, or remove content/links to protect readers and site integrity.

We are a travel and lifestyle brand built on trust. If a placement creates confusion, feels misleading, or reads like an advert, we will decline it.

2. Pricing, Packages, and What's Included

We use transparent, minimum pricing to keep decisions simple and consistent. Exact pricing may vary based on topic complexity, brand category, required research, and turnaround.

» **Minimum rates (USD):**

- *Guest post (client-provided draft):* from \$100.
- *Link insertion:* from \$75 per link (subject to review and fit).
- *We-write option:* available on request (quote provided after reviewing the brief).
- *Add-ons:* Extra rounds of revisions, expedited turnaround, custom imagery, or multi-channel promotion can be quoted as needed.
- *Future-proof note:* pricing is reviewed periodically. The quote we provide in writing at the approval stage is the price that applies to that campaign.

» **What's included in a standard sponsored article:**

- *Light editorial review:* for clarity, structure, and reader value.
- *Basic on-page SEO:* headings, internal-link opportunities (where relevant), and readability improvements.
- Disclosure placement (where required) and compliant link attributes.
- Publication on closerlives.com with standard formatting.
- *Not included unless agreed:* guaranteed rankings, dofollow links, guaranteed traffic/conversions, or exclusive category ownership.

3. Editorial Standards (Non-Negotiables)

We publish content people can actually use. Your submission must be accurate, specific, and written for humans first.

» **Quality requirements:**

- Original writing only. No plagiarism. No republishing from other sites.
- Clear structure with scannable headings and short paragraphs.
- Concrete recommendations over vague statements (give examples, steps, or local specifics).
- No keyword stuffing, unnatural anchor text, or templated "SEO filler."
- Factual claims must be supportable. If you cite numbers, link to a credible source.

» **Voice and tone:**

- Helpful, confident, and practical. No hype, no exaggerated claims, no medical/legal guarantees.
- Avoid "sales-page" language. If a brand is mentioned, it must be contextual and useful.

» **Formatting rules:**

- Use descriptive H2/H3 headings.
- Bullets are welcome, but keep them meaningful. Don't list for the sake of listing.
- Use proper nouns, correct locations, and correct spellings (especially for destinations).

If content is clearly AI-generated, spun, or generic, we will decline it without revision requests.

4. Link Policy, Disclosure, and Compliance

We are strict on link integrity. This protects our readers and keeps the site compliant with search and advertising guidelines.

» Paid links:

- All paid links must be marked `rel="sponsored"` (required).
- Maximum 2 paid links per article (combined across sponsored placements and insertions).
- Exact-match commercial anchors may be edited to fit context and avoid over-optimization.
- We may refuse links that are irrelevant, low-quality, or risky, even if they are paid.

» Unpaid outbound links:

- Must be relevant, credible, and add value.
- We may apply `rel="nofollow"` or `rel="noopener noreferrer"` when appropriate.
- Affiliate links must be disclosed clearly when used.

» Disclosure placement:

- Sponsored articles include a clear disclosure near the top of the post.
- Link insertions include an appropriate disclosure and link attributes.
- We do not publish “hidden” paid placements.

If content is clearly AI-generated, spun, or generic, we will decline it without revision requests.



4. Link Policy, Disclosure, and Compliance (continued)

» Compliance expectations:

- No false claims, fake endorsements, or “as seen on” statements without proof.
- No health, finance, or legal advice presented as guaranteed outcomes.
- You are responsible for ensuring you have rights to provide any assets (images, charts, brand marks).

5. Submission Process and Timelines

We keep this simple. The faster you provide complete information, the faster we can publish.

» **Step 1—Submit a request:**

- Use our form to submit your campaign type, goals, target URL(s), and budget.
- If your request is incomplete, we may ask for clarification before quoting.

» **Step 2—We confirm fit and quote:**

- We'll confirm whether the pitch fits our editorial focus.
- We'll provide pricing, required disclosures, and any conditions (e.g., link limits, edits).

» **Step 3—Draft submission:**

- You send the full draft (Google Doc or DOCX preferred) after approval.
- If you have a creative brief, brand guidelines, or mandatory messaging, include it at this stage.
- Include images as separate files (not embedded only).

» **Step 4—Editorial review:**

- We check for structure, clarity, factual integrity, and compliance.
- We may request revisions if the content is close but needs tightening.
- We may decline if the content doesn't meet standards.

5. Submission Process and Timelines (continued)

» Step 5—Payment and publication:

- Once the final draft is approved, we invoice.
- Payment is required prior to publication.
- We publish and deliver any agreed promotional deliverables.
- Typical turnaround: depends on workload and revisions.
- Expedited requests can be quoted.

6. Content Requirements (What to Include)

Your content must stand alone as a useful resource. If it reads like a brochure, it won't be accepted.

» **Minimum structure (recommended):**

- A clear opening that states who the post is for and what problem it solves.
- Practical subheadings that answer real questions.
- Actionable tips, examples, or steps.
- A short wrap-up that reinforces the key takeaway without repeating the whole post.
- *Word count guidance:* We care about usefulness, not fluff. We'll quote based on scope, not length.

» **Topic fit examples:**

- *Travel:* itineraries, logistics, safety, transport, connectivity, destination deep dives.
- *Lifestyle:* remote work routines, tools, habits, alternative living, creativity, and travel life.
- *Social media:* creator growth, platform safety, account recovery, content strategy.
- *Grey hair:* confident, experience-led lifestyle content (no shame-based framing).

» **What gets rejected quickly:**

- "Top 10" lists with no detail or original insights, or overly broad topics with generic advice that could apply anywhere.
- Keyword-driven posts that don't match user intent.
- Unsupported statistics, medical claims, or legal guidance.

7. Images, Media, and Optional Metadata

Strong visuals help, but only if you have the rights to use them.

» Images:

- Only submit images you own or have explicit permission to use.
- Provide image credits/attribution if required by the license.
- Avoid watermarked images or scraped web images.
- If you don't have images, we may use our own or source licensed images where appropriate (optional add-on).

» File guidance:

- Upload images as separate files (JPG/PNG/WebP).
- If you provide a featured image, use a clean, high-resolution version.
- Name files clearly (e.g., "brand-product-photo-1.jpg").

» Optional SEO metadata (if you have it):

- Meta title (max ~70 characters).
- Meta description (max ~160 characters).
- Suggested URL slug (short, readable).
- OG title and OG description (social sharing).

If you leave metadata blank, we can create it in-house to match our style and SEO conventions.

8. Author Bio (Optional)

You may provide a short author bio (approx. 50–100 words) to appear at the end of your article.

If none is provided, we will include a short guest post disclosure.

» **Bio rules:**

- Keep it factual and relevant (role, expertise, and why you're credible on this topic).
- Two links maximum in the bio (may be marked nofollow/sponsored depending on context). You may link one to your website or blog and one to social media.
- No exaggerated credentials or unverifiable claims.



9. Editorial Control, Rights, and Removal

Closer Lives retains full editorial control over what we publish and how it appears on the site.

» Editorial Scope:

- We may edit for clarity, length, formatting, tone, and compliance.
- We may adjust anchors, remove links, or add disclosures as needed.
- We may reject or remove content that later becomes misleading, non-compliant, or harmful to our readers.
- We do not guarantee permanent placement if a link destination changes, becomes spammy, or is later found to violate policy.

» Ownership and licensing:

- By submitting content, you confirm you have the rights to publish it and to grant us permission to display it.
- We may keep published content live indefinitely unless otherwise agreed in writing.
- Republishing the same article elsewhere after publication on Closer Lives is not permitted without written consent.

10. Payment Terms and Communication

We operate professionally. Clear terms protect both sides and prevent misunderstandings.

» Payment terms:

- Payment is requested upon acceptance of the final draft and is required prior to publication.
- Campaigns are not confirmed until payment is received (unless agreed otherwise in writing).
- Refunds are not provided once content has been published and deliverables have been supplied.
- All communication is conducted via the email address provided in your submission. Please keep it monitored.

» Professional conduct:

- Harassment, pressure tactics, or repeated resubmissions after a final rejection will be ignored.
- We do not negotiate on dofollow paid links. This is non-negotiable.
- We reserve the right to decline any request for any reason.

Submission Requirement

All collaborations must begin with the completion of our [official submission form](#).

Incomplete or informal requests may not be reviewed.

Thanks for respecting our readers. If your pitch fits, we move fast.

Email: contactus@closerlives.com • Website: closerlives.com