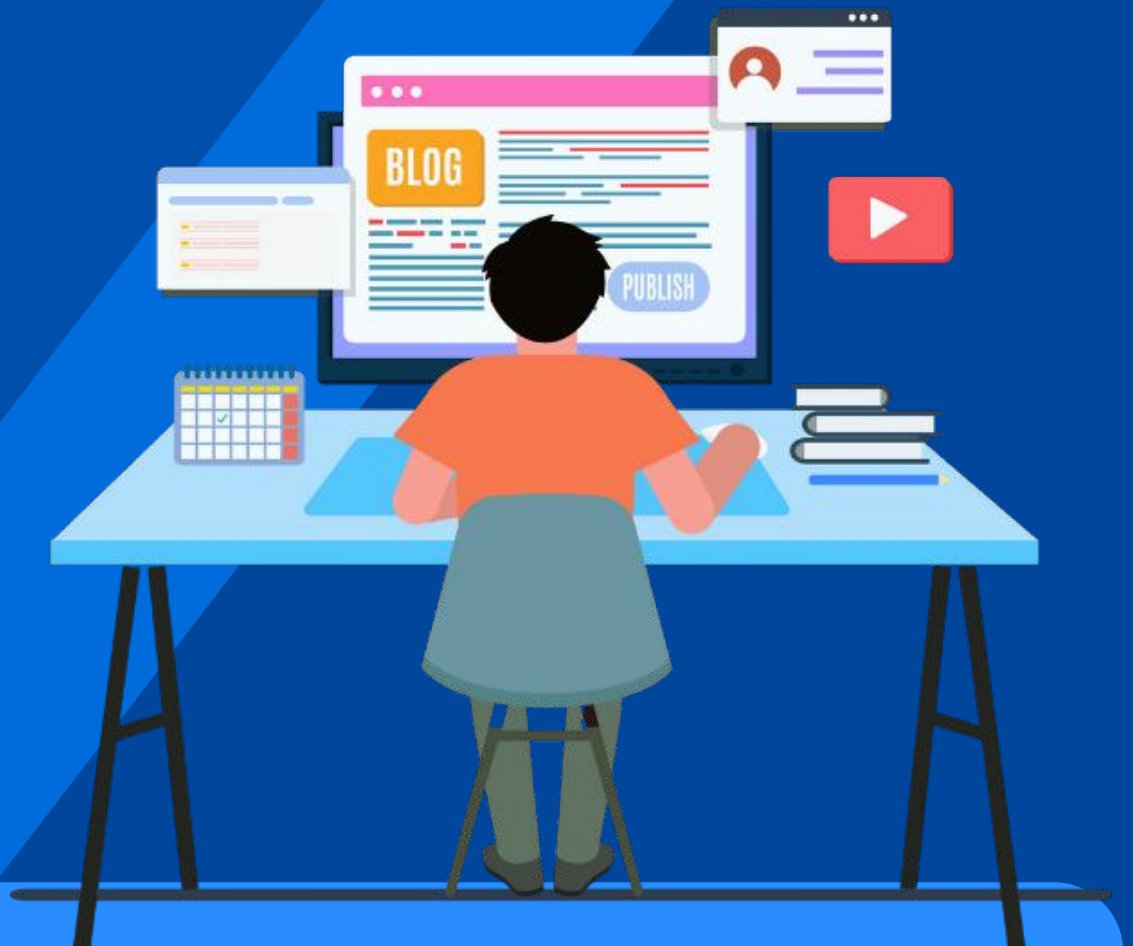# ANALYTIX LABS

GUEST POST GUIDELINES

We write on data science, AI, ML, deep learning, robotics, and AI Gaming. We are a data science institute, meaning our target audience is students and learning professionals. We have guidelines for our guest writers and editors to ensure that our content continues to enable our readers.

ABOUT ANALYTIXLABS

AnalytixLabs is a premium Data Science and Analytics Institute in India. It has been at the frontline since 2011, transforming careers for over thousand data aspirants.

AnalytixLabs is now an official partner of Electronics & ICT Academy, IIT Guwahati, offering dual certification for all our signature courses.

As a brand, we write and publish everything around data science, analytics, AI, machine learning, and deep learning. Our official blog is designed to keep our readers informed and updated of all new trends, learning resources, and guides to a lucrative career path.

GUEST POSTING GUIDELINES

Thank you for you interest in writing for us.

Do you have interest in the fascinating ways that data work and how various industries are adopting data-driven approaches? Do you have an experience in working with data-driven companies or have been ardently acquiring new data skills that you want to share with a large pool of readers including data professionals, undergraduates, and experienced elites? Great! We'd love to hear from you.

We are excited to have new contributors joining hands with us to cover more and more in-depth topics around techniques and tools, and market possibilities in the data domain.

To keep things simple, here is a guide of what you will see in this -

1. Our Guest Posting Principles
2. Types of Content We Post
3. What is the Process to Submit Guest Post
4. What we do not post

PLEASE NOTE

We value all of your pitches. However, due to the volume of requests we receive, we are unfortunately unable to respond to all submissions. If your submission is aligned with what we're looking for, and we have availability in our editorial calendar, you'll hear from us.

OUR GUEST POST PRINCIPLES

01. We do not guarantee publishing of articles after they are submitted. Our editorial team reviews all pitches and selects based on several factors. We do not guarantee publishing even if your article aligns with all our guidelines due to volume of requests we get.

02. All guest posts must meet our quality standards. We will evaluate and offer suggestions for improvements only if the first draft meets our quality standards. Otherwise, we have the right to reject the first version without further ado.

03. All articles published on AnalytixLabs are sole property of the brand. You are allowed to repost only on your official blog (if you are representing a brand) with mention and link to our page. You are not allowed to post it anywhere until it is live on our blog.

04. All final decisions are taken by our core content team. The evaluation pointers also include to see if your article will require heavy editing or revamping or not. The content team has the full right to reject your article after several retakes if it does not align with our blogs.

05. We have the right to remove any unnecessary links or brand mentions without any explanations. The content team reserves the right to post your author bio in our social channels, include call-to-action buttons within the content as deemed fit.

TYPES OF TOPICS WE ACCEPT

Domain-specific articles: We write around data science, machine learning, artificial intelligence, deep learning, and programming languages. Our articles are in-depth guides and informative in nature. We aim to educate our readers about the various facets of these subject matters, techniques, algorithms, and practical implementations across various industries.

We recommend you to create topics around the following categories:

- **How-To**: This includes articles on building careers across multiple job roles like data scientist, AI engineer, consultants, etc. It also includes articles on resume writing guides for specific job roles, and interview guides.

- **Subject-matter expert**: This includes in-depth knowledge articles on specific subjects like AI or ML or DL and going in-depth in explaining data models, processes, stages, algorithms, codes, etc.

- **Industry reports/analysis**: This includes writing on industry updates like job scenario in India for specific job roles, salary structures, and also dig into the what, why and how.

- **Listicle articles**: This includes talking about top trending tools in the data domain or specific genre, top companies hiring, top job roles in demand, and more on the similar lines. We recommend backing these articles with relevant data from credible sources instead of just a long list of items.

- **Comparative study**: This includes articles that help readers understand core differences and similarities in two or more subject matters with in-depth analysis of the what, why, and how.

- **Industry-specific applications & Practical guides**: This includes articles that talk about specific industry implementing data analytics or ML or DL to solve specific business problems. It also includes practical guides like how to build a data model in Python or how to create an application for a specific industry using ML models.

PLEASE TAKE A LOOK AT THE TOPICS WE HAVE ALREADY COVERED IN OUR BLOG SO THAT YOU DON'T END UP REPEATING THEM.
INCASE YOU WANT TO ADDRESS AN ALREADY WRITTEN TOPIC, MAKE SURE YOU EXPLAIN HOW YOU WILL ADDRESS IT DIFFERENTLY FROM WHAT IS ALREADY DONE.

HOW TO SUBMIT YOUR GUEST POST

STEP 01

Send us two-three topics to us via collabcreators@analytixlabs.co.in with a short summary of what you will cover in the topic.

Note: Please don't send us a written article directly for review. We will immediately reject any such requests/emails.

STEP 02

Please wait for a week before following up with us. We receive a large pool of emails and we check everything manually. So, we may not be able to respond to your email instantly.

While you wait on us, we recommend you subscribe to our blog and also follow us on LinkedIn. :)

STEP 03

We may request for more details or an elaborate outline to make a decision. If we like your idea, you will hear from us with a written guide on how to write, what to write, and formatting guidelines.

We recommend discussing any promotional link exchanges at this stage. Post approval, we will not consider any such requests.

STEP 04

You start writing your article. Typically, we expect to see the first draft in 14 days' timeline. Should you require more or get stuck for any reason, we recommend you let us know over email. If we don't hear back from you within 14 days, we may not entertain your article later on.

ONCE YOUR ARTICLE IN APPROVED, WE WILL PROVIDE DESIGNS FOR THE SAME. YOU MAY ONLY ADD DESIGN IDEAS OR SAMPLES IN THE DRAFT. POST-APPROVAL, WE WILL LET YOU KNOW THE DATE OF PUBLISHING AS PER OUR CALENDAR SLOTS.

TOPICS WE DON'T ACCEPT

- **Anything we have already covered in our blog. Please do a site research before sending out topics.**

- **Anything that looks like a proper link building scheme with no alignment to our content, brand, or intent.**

- **Anything that is too promotional for your brand.**

- **Anything is out of domain, off-topic, and inaccurate.**

- **Anything that is very critical and negative in approach. We do not use our blog to pull down other brands.**

ARTICLE FORMATTING TIPS

We follow a fixed formatting set-up that we expect to see in all submitted drafts. Please follow the below guidelines before writing your article. Any article that does not adhere to these guidelines will be immediately rejected without any prior explanation.

- Make sure your article is properly formatted on Google Docs, with H2, H3, H4, H5, and bullets. We will reject any article that is not formatted.
- Keep paragraphs short, maximum of 2-3 sentences.
- All words in the title should start with Capitals like this: This Is Our Heading.
- Always have an introduction and a conclusion for your article in about 100-150 words, with the main keyword in the introduction.
- When adding images from other publications, make sure to add source link with the image. Please do not use any image without prior permission or credit.
- We design graphics internally for our blogs. However, we'd encourage you to add sample images and sources so we can recreate them. If you are creating any image for context purposes, we will publish it but with our copyright.
- We understand the link-building process and know you may want to add partner links. Ensure they are contextual.
- Once your article is confirmed to go live, AnalytixLabs will own the content and have the right to edit it per the brand's requirements while publishing.
- Please add 2-3 links to our existing blogs as deemed fit.

Other guidelines include:

- All articles should be a minimum of 2000 words. Maximum length: 5000 words.
- Please mention a **primary Keyword** for your blog, the current search volume, and KD when submitting your pitch.
- We encourage do-follow links, but they should be contextual.
- We love use cases. Ensure your article is backed with relevant use cases, videos, and examples. Please read our blogs to understand how we format our articles and how use cases are used.
- Run your post through Grammarly for spell check and plagiarism.

WHERE TO SUBMIT?

Submit your pitches to
collabcreators@analytixlabs.co.in

If we like your article and it aligns with our content strategy, we will let you know that your article will be published.

Feel free to submit your next pitch after 2 months incase your first pitch is rejected.

ANALYTIX LABS

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