

## Our audience

### Our readers

- HR Managers
- HR Directors
- Chief Talent Managers
- Change managers
- Chief Happiness Officers
- Assistant HR managers

## Selecting your topic

Your selected topic has to fall under one or more of these categories: Company culture, Employee engagement, Employee recognition, Employee Turnover & Retention, HR Infographics, HR Trends, Internal communication, Talent Management, Workplace happiness. Please note that articles promoting a company/ product/ service require an [advertising agreement](#).

**Pro Tip:** If you're undecided, you can ask us for a topic/working title.

## SEO guidelines

The article should be between 600-1200 words, preferably keyword-optimized for a suitable short-tail or long-tail keyword. We ask that all content submitted to Hppy be original, with the possibility of it being re-used after a minimum of 2 months, with a [rel-canonical link](#) in the head of the re-published article.

Images are not mandatory. If you want to provide an image for the article, we require a valid license to go with it, that we can hold onto in case of any copyright issue; We can also search for an image with a Creative Commons 0.0 license ourselves or provide a licensed one.

**Pro Tip:** We recommend that you organize your content into sections to make it easier to read and skim.

## What they're interested in:

Our audience enjoys varied workplace-related topics, but their main focus is employee engagement, employee turnover, workplace happiness, talent management and HR trends.

## Writing guidelines

The article has to be well-researched and it has to bring a fresh perspective to the subject it deals with, not reiterate cliché ideas. Proficient English is a must. The article can contain a relevant backlink for your blog/profile. We also ask that you reference, quote and link to the sources you've used to illustrate your ideas.

**Pro Tip:** Our readers enjoy practical advice and actionable ideas that they can use in their work.

## Submission of article

You can send the final draft of your article for approval at [mkt@gethppy.com](mailto:mkt@gethppy.com). The submission deadline can be agreed upon, depending on our availability for publishing space and your time needs.

Author profiles will be created for [regular contributors](#) or paid submissions. All other guest posts will be published under a Guest Author profile.

We reserve the right not to publish the article if we feel it doesn't meet the quality of the existing content on the platform or if the English level is not proficient. We also reserve the right to re-use the published content in future content offers or resources, where we will mention you as the author in the sources & references section.