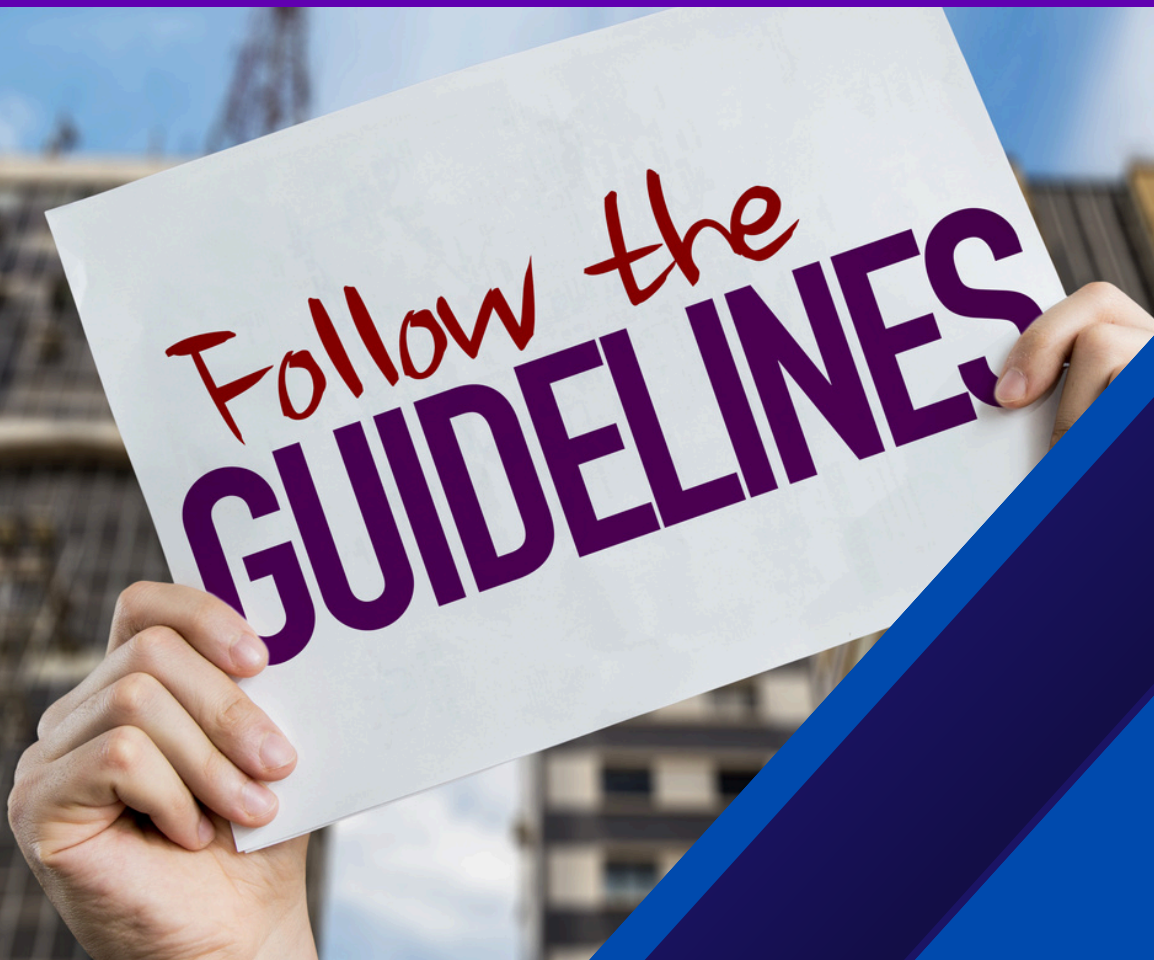


# Editorial Guidelines

These guidelines aim to maintain the integrity, quality, and consistency of content published on our website, magazine, and other digital channels.

Adherence to these standards is mandatory for all contributors.



# ABOUT THE LEGAL DIGITAL MARKETING INSTITUTE

The Legal Digital Marketing Institute (LDMI) is an educational provider whose objective is to promote best practices, provide education and professional certifications in the fields of digital marketing, sales and communications aimed at providers of legal services. This will be achieved through world-class training programs, continuing professional development and professional designations with a global reach.

## ABOUT THE LDMI ID

The LDMI ID serves as a unique identification code assigned by the Institute to applicants, members and certified professionals with the objective of identify them across the different Institute' products and services. An LDMI ID is required in the following scenarios:

- When applying for any of the Institute's routes to certification
- When participating in official training courses, webinars and/or any official event sponsored by the Institute
- When applying for recertification
- When applying for membership
- When taking an official training course through the eLearning portal.
- When taking a certification exam as a route to certification

You will be required to provide your LDMI ID as part of any application to participate in any Institute's event including webinars, courses and workshops.

Before you apply for any certification route, membership or to participate in any LDMI event you must request an LDMI ID. You can request it by contacting [support@legaldminstitute.org](mailto:support@legaldminstitute.org).

# EDITORIAL GUIDELINES

To ensure the highest quality and consistency in our published content, we have established the following editorial guidelines. All contributors must adhere to these standards to maintain the integrity and value of our website.

- All articles must be original and not published elsewhere. Plagiarism in any form is unacceptable.
- Proper attribution must be given for any quotes, data, or images used within the article.
- Articles should be relevant to our audience and align with the topics and themes of the Institute.
- Topics must be thoroughly researched and provide valuable, actionable insights to our readers.
- Ensure all information is accurate and up-to-date.
- Verify facts and figures through credible sources and cite these sources appropriately.
- Use clear and concise headings and subheadings to organize content.
- Ensure headings are formatted in a hierarchical structure (H1 for titles, H2 for main sections, H3 for subsections, etc.).
- Keep paragraphs short and focused. Ideally, 3-5 sentences per paragraph.
- Use bullet points or numbered lists where appropriate to enhance readability.
- Start with a compelling introduction that outlines the article's main points and grabs the reader's attention.
- End with a strong conclusion that summarizes the key takeaways.
- Maintain a professional, informative, and engaging tone throughout the article.
- Avoid overly casual language, jargon, or technical terms that may confuse readers.
- Use an active voice to make the content more direct and dynamic.
- Address the reader directly where appropriate to create a connection.
- Articles must be free of grammatical, spelling, and punctuation errors.
- Use American English spelling and grammar conventions unless otherwise specified.
- Identify and incorporate relevant keywords naturally within the content.
- Avoid keyword stuffing; ensure keywords fit seamlessly into the article.
- Use high-quality images and graphics that enhance the content.
- Ensure all images are properly credited and have the necessary permissions for use.
- Submit articles in Word or Google Docs format.
- Include the author's bio (50-100 words) and a headshot.
- All articles will be reviewed by our editorial team for adherence to these guidelines.
- Feedback will be provided, and revisions may be requested.
- Ensure all content complies with legal standards, including copyright, defamation, and data protection laws.
- Avoid any content that could be considered discriminatory, offensive, or harmful.

# Submit your article

Contact us // [support@legaldminstitute.org](mailto:support@legaldminstitute.org)

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