

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete	Score
Content and Creativity	Content is comprehensive, insightful and reflects the topic. Focus around a specific topic. Topic is supported by personal experience or related research. Specific viewpoints are argued with facts or good quality information, content has SEOs Points 20	Content is somewhat comprehensive. Topic isn't quite clear. Topic is somewhat supported by personal experience or research, content has SEOs Points 15	Content is lacking comprehension. Topic isn't clear. Topic isn't supported by personal experience or research, content is missing SEOs Points 10	Content is missing comprehension. Topic isn't clear. Topic has no support, content is missing SEOs Points 0	/20
Presentation	Post is written in a manner that is appealing to read and appropriate for intended audience. Points 20	Post is written in a manner that is somewhat appealing to read and appropriate for intended audience. Points 15	Post is hard to follow. The intended audience isn't clear for who the post is for. Points 5	The post is missing a presentation that is appealing. It is not clear for who this post is intended for. Points 0	/20
Text Layout and Multimedia	Video is embedded supporting position of post. Graphics make sense and are applicable to the subject. Appropriate Header Tags Points 20	Intermediate quality video is embedded supporting position of post. Graphics make some sense and are applicable to the subject, Appropriate Header Tags lacking Points 15	Graphics make somewhat sense and are applicable to subject. Missing appropriate Header Tags Points 10	Media doesn't support position. Graphics aren't applicable. No Header Tags Points 0	/20
Quality of Write-up	Post has very few if any grammar mistakes or spelling. Points 15	Post has some grammar and spelling mistakes Points 10	>25% of the post has grammar or spelling mistakes. Points 5	>50% of the post has spelling or grammar mistakes. Points 0	/15
Graphics / Photos	Post must include 3-4 high quality original photos, photos make sense and are applicable to subject Points 25	Post must include 3-4 photos intermediate quality, photos make sense and are applicable to subject Points 15	Post only has 1-2 intermediate quality photos, photos must make sense and are applicable to subject Points 5	Photos are missing or of low quality, photos are not applicable to subject Points 0	/25

/100

- Compelling content is key. We recommend tips, techniques, in the kitchen and stories
- Include a compelling title and attention grabbing opening paragraph

- Be very specific if providing a tip or product review
- Provide 3-4 high quality original photos
- Use headers to break up the sections of your post
- Use lists if needed for key points in the post
- Content should be between 1,000 and 3,000 words
- Citations required where needed

We will get in touch with you via email to let you know that your post has been approved. Additionally we will credit your payout account with up to \$100 so you get paid upon our next pay cycle. We will also let you know when we plan on running your post so you don't miss it.