# **BOLD CONTENT QUALITY GUIDELINES**

# Defining Our Standards for Quality

Quality can be a hard concept to define, so we’ve outlined what we’ll be looking for in each piece of content we create before publishing.

Be the Authority

We are authorities and experts within the resume space, and each piece of content we create needs to re-enforce this. Although we should always properly cite any sources in our content, wherever possible we’ll want to be the source, and back it up with data or research. Refrain from negative openings or writing. No duh and question statements.

* **Poor example:** “According to experts, it’s important to include a cover letter to be considered for a position”
* Fair example: “We recommend including a cover letter for any positions you seriously want to be considered for.”
* **Good example:** “In 2018, we surveyed 200 recruiting managers, and 80% of them responded that they’re less likely to consider an applicant without a cover letter.”

Source Citation Guidelines

When we don’t have proprietary data (or it doesn’t make sense to be the expert) Including expert sources in our content can improve how trustworthy we seem, both to users and to bots.

* **Don’t quote competitors, including:**
  + Zety.com
  + ResumeGenius.com
  + Indeed.com
  + NovoResume.com
  + Monster.com
  + Resume.io
  + Jobscan.co
* **Cite credible industry thought leaders** 
  + Industry associations
  + Research groups
  + Federal and state government (workforce, unemployment reports)
* **Frequency**   
  When it comes to frequency of sourcing, there’s no hard and fast rule or limit, but our goal is to be an authority, adding our voice to the conversation while sourcing experts along the way. What we want to avoid is being a “hub” that links to other experts, regurgitating their opinions without adding our voice to the conversation.
* **User Journey**  
  Where possible, we want to avoid interrupting the flow of the user while on the page, so we will default to explaining the source material within our content, instead of requiring the user to click off-site.
* **Linking**  
  Our preferred approach is to add superscripts within the content, that anchor-link to a sources section at the bottom of the page, which lists sources in full. This helps to avoid interrupting the user flow. There may be instances where this doesn’t make sense, use your best judgement. Quote sources such as Forbes, New York Times, Wall Street Journal mentioning the title of the article and date published. Quote and like to research studies, white papers.

Write Content to be Read, not Ranked

During our research, we use keywords as a way to better understand the questions and needs of users, but when *writing* content, we want to focus exclusively on the user. No keywords, no word count, just an honest attempt at fully addressing a question or need. In the poor and fair examples below, notice how we force all of the keywords together or repeat them unnecessarily.

*(Keyword Example: “Free Microsoft Template Downloads”)*

* **Poor example:** “We have Free Microsoft Template Downloads available for you to download and use in Microsoft Office.”
* **Fair example:** “If you’re looking for free Microsoft Template Downloads, check out our library below.”
* **Good Example:** “Here are a handful of free templates that we specifically designed to work within Microsoft Word. With these, you can easily edit and customize your resume.”

## Add Value in Each Sentence

People don’t read how-to pages for entertainment. They need experts to provide knowledge and value that they don’t already have. So let’s avoid fluffy content that states the obvious, or speaks vaguely about a concept, and help educate and assist our readers with each sentence we write.

* **Poor example:** “It’s important to have a strong opening summary in order to stand out to recruiters.”
* **Fair example:** “Crafting a summary that focuses on action based statements instead of “I” statements can help recruiters see the value you bring to the table.”
* **Good Example:** “In order to stand out to recruiters, remove any “I” statements (which can subconsciously come across as self-centered) and focus instead on action-based accomplishments (which can help recruiters envision you accomplishing similar tasks in the role).”

## Provide Context and the “Why” Whenever Possible

One of the best ways to make content more thorough, authoritative, and helpful is to ask the question “why” 5 times (like a 5-year-old would). This will help you provide the reader with not only the high-level answer, but the context around why it’s the answer, or why it matters.

**Poor example:** “The functional resume focuses on skills relevant to the position which is handy.”

**Fair example:** “The functional resume is handy for people with a strong skill set, but an inconsistent work history.”

**Good example:** “The functional resume ensures that your skills are front and center when recruiters get your application. This emphasis can be helpful if you have an inconsistent work history but you feel confident that you’re qualified for the job.”

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## Make Our Services Easily Accessible (but Not Overbearing)

We’re a business, in marketing, and we’re going to want to make money. But within our content, let’s aim to strike a balance between making it easy for people to take the next step in the journey, instead of making our CTAs the point of the page.

*(Section Example: “How to Write a Resume”)*

* **Poor Example:** “Just use our perfect resume builder to get the job of your dreams in three easy steps!”
* **Fair Example:** “Click here to use our resume builder, and save yourself some time!”
* **Good Example:** “When you’re building out your skills section, make sure to focus on the exact phrasing that you see on the job description. If you use our resume builder, you can also get recommended skills based on your job title!”

## Don’t Make Readers Think/Work Unnecessarily

We are in the business of making people’s lives easier through resume templates and builders. We want to mirror that effort in our content, by doing the leg-work whenever possible for users. The reader shouldn’t have to reference another document or do additional research in order to gain the full value of our content.

**Poor example:** “Use the type of language used in the retail sector on your resume to appeal to recruiters and hiring managers"

**Fair example:** “The retail sector uses language focused on customer service and sales skills, so make sure to include that language throughout your resume.”

**Good example:** “When applying to a job in the retail sector, you’ll want to use words that demonstrate customer service and sales capabilities. Here’s a list of the most common words seen across our database of resumes in the retail sector: cashiering, de-escalation, product knowledge, and selling”

## Illustrate Complex Topics

We talk about some pretty complex stuff; careers, recruiting, ATS systems, and more. Whenever possible, let’s break down complex topics into examples, tables, visuals, and other forms of digestible content.

**Technical details:**

* Content should always be unique, both in wording, as well as in purpose.
  + We don’t reword the same things ten times for ten different pages.
  + The best way to avoid this is to make the section specific to the main topic of the page. For example, a “How to Write a Resume” section would become “How to write a Doctor’s Resume” on the Doctor Resumes Templates page.

## Table of Contents (TOC)

1. **Create a TOC when necessary** - This is the guide for the reader. Only include the most valuable content. Remove sections that don't belong in the TOC, such as "How It Works."
2. **Does the TOC make sense** - Does each TOC make sense to someone coming in to the page cold. Is the page ordered correctly in terms of the most valuable content at the top.
3. **TOC and H2s should match**
4. **Make the TOCs creative/compelling -**  They must be clear, answer search intent and encourage the reader to click on it. There is a balance here - sometimes plain and to the point is best. We also need to consistent on sections you will find on all pages such as FAQs headers, and other important standing sections

Finally, consider - **Would the page pass the "send to a friend" test** - Would you send the page to a friend or relative interested in the topic or would you send them to a competitor page? If the answer is the latter - edit the content accordingly.