

ZAP HUB Guest Blog Submission Guide

For Industry Experts, Service Providers, and Real Estate Collaborators

Welcome — we're excited to feature your expertise!

This guide is for professionals who have been invited to contribute to ZAP HUB's blog. Whether you're an electrician, conveyancer, home stager, real estate trainer, or any trusted provider in the property ecosystem — your voice matters.

Our goal? To build a library of high-impact, practical, and credible articles that educate, empower, and build trust with our readers.

What Makes a Great ZAP HUB Blog?

We're not looking for sales pitches. We're looking for **smart, useful, and honest** content that:

- Positions you as a trusted expert
- Educating the public or real estate industry
- Offers actionable insights or advice
- Reflects professional ethics and industry standards

You can write from experience, share tips, address common client questions, or offer commentary on industry trends.

What Your Blog Must Include

1. A Clear, Professional Title

- Make it interesting but specific.
Examples:
- "5 Electrical Mistakes That Could Delay Your Property Sale"
- "Why Pre-Inspections Are Becoming a Seller's Best Tool"
- "What Buyers Need to Know About Sectional Title Levies"

2. A Brief Introduction

Set up the problem or question you're addressing.
State *why* it matters and *who* it affects.

3. Key Sections Using Subheadings

Use clear headings to organize your content. Suggested flow:

- The Problem or Question
- Why It Happens (or What's Commonly Misunderstood)
- What Clients Should Know or Do
- Final Tip / Takeaway

4. Professional, Accessible Tone

We want the article to sound like you — but polished. Avoid jargon where possible. You're writing for real people (sellers, agents, buyers, landlords), not just your industry peers.

5. A Useful Takeaway

Wrap up with one or two sentences that leave the reader with a clear message.

Optional Enhancements

- **Bullet points** to break down steps or tips
- **Stats or facts** to build trust (if accurate and cited)
- **Case studies** (anonymous) or real-life examples
- **Images or graphics** you own the rights to use

Please Avoid

- Purely promotional or sales-heavy content
- Long personal bios or company history
- Copy-pasting content from your website or AI tools without refinement
- Overly technical language without explanation

About the Author (You!)

- At the end of your article, please include:
- Your full name
- Your role and company
- Social Media handles
- A website or email address readers can use to get in touch
- Company Logo
- Optional: A professional headshot (encouraged)

How to Submit

Please send your article in **Word or Google Docs** format to:

- marketing@zaphub.co.za

Subject: **Blog Submission – [Your Name or Business Name]**

We'll confirm receipt and follow up with edits or approval.

Our Review & Publishing Process

Once received, our editorial team will:

- Review for clarity, accuracy, and alignment with our values
- Make light edits where necessary
- Confirm any factual or compliance questions
- Approve a publication date and notify you when it goes live

Why This Matters

By contributing to the **ZAP HUB** blog, you're building your reputation with an engaged, real-estate-focused audience. Your article may be shared across our newsletter, social media, and platform highlights.

We're creating a community of ethical, smart, and trusted service providers — and we're proud to feature you!