



Quick Editorial Guidelines for GALA

- The goal of GALA is to provide expertise on global-language-industry business trends, technologies, and best practices.
- The audience includes language service providers, translation buyers, universities, as well as translation tech companies and consultants.
- To see current blog posts, articles, white papers, and recordings on the site, go to the [Knowledge Center](#) on the GALA site.

Please remember...

- Although we accept legacy content, in our editorial calendar we give priority to original content (i.e. that hasn't been published anywhere else).
- Recommended length for blog posts: 700 words max.
- Recommended length for articles: 1500 words max.
- A white paper can be between 2000-5000 words.
- Use subheadings to make the text scannable.
- Use US spelling.
- Images:
 - Make sure your company holds the copyright for images or that images are royalty free.
 - 600 x 316 pixels is a recommended minimum size, and for best results use an image least 1200 x 630 pixels in size.
 - Supported formats: PNG, JPEG, GIF.
- If possible, in a separate email (content@gala-global.org) please provide us with:
 - The content-related keywords
 - The SEO title (60-65 chars) and
 - The SEO meta description (160 chars).

To submit an idea for a blog post or an article...

- Before you write your full post or article, feel free to run first the title and a quick outline by us. You can e-mail us at content@gala-global.org

To submit a blog post or an article...

- **If you're a GALA member**, you can submit the content through your own user profile.
 - Simply log in at www.gala-global.org. Then, click on the round icon – usually with your photo or your first initial – at the top-right of the webpage and choose “Submit Content” from the menu. Choose Article or Blog Post, then walk through the different steps.
- **If you're not a member**, please send your article or blog post to content@gala-global.org