

Winekeller guest posts guidelines

If you are a wine travel blogger/writer or have a specific expertise/experience in wine and travel, then we would love for you to consider contributing a blog/article to winekeller.com.

Maybe you are looking to expand your writing portfolio or you recognise common synergies, where we would both benefit to collaborate.

If you have a travel or wine tourism idea you'd like to write about - or - wine tips/insights, we'd love to hear from you.

Important Note: *This opportunity is for wine travel writers only. If you are an SEO service, for-profit, business or affiliate site, please contact us to discuss sponsored content.*

What we look for in a guest post

At Winekeller we focus on providing inspirational as well as useful information about visiting the world's best wine regions and wineries and planning a wine tour. We focus on all related wine tourism aspects and experiences, not just the wine and visiting wineries. You can find our definition of a 'wine tourist' [here](#), which will help you to plan relevant content.

We are especially interested in guest posts about wine regions and wine tourism destinations we have not covered yet to add to our [Wine travel blog](#). We like to include popular and top-rated destinations as well as underrated wine regions. We make a point of promoting wineries and wine producers who demonstrate a sustainable approach to farming and winemaking.

Our [wine tips and insights web page](#) includes useful information to help wine lovers enjoy and appreciate wine even more, so please let us know if you feel you can contribute relevant content here.

We expect all guest posts to be:

- **100% unique and never published before.** We do not accept content that has previously been published on another site
- **Consistent with our aims, values and voice and relevant to our readers.** We don't accept posts or pitch ideas that are not in line with our aims, values and

tone of voice. Our emphasis is on wine enthusiasts and wine lovers - not necessarily wine experts - people who are looking for authentic and immersive wine travel and wine tourism experiences

- **Inspirational, authentic and informative.** Your post should be full of useful information, which you have experienced yourself, not just researched on the Internet
- **Well written.** All content needs to be well written and thoroughly edited.

Guest post guidelines

If we accept your pitch, these are the guidelines we will ask you to follow. Please note that we will make edits that we deem necessary before publishing your post on our site. We also reserve the right to refuse any guest post due to poor grammar or writing.

- **At least 1,000 words.** At the bare minimum, your post must be 1,000 words. Our posts typically reach 2,000 words, in order to provide incredible value to our readers. We expect yours to do the same
- **Include photos to illustrate your post.** You will notice that our posts always include a lot of photos to illustrate the content and to inspire. Please include photos that are the appropriate size for digital - we would recommend at least 180kb. If you don't have your own photos, we will accept photos with proper attribution/credit
- **No links in the content.** Links to your homepage and any other relevant content/social media should be in the author bio section
- **A short bio about yourself.** Include a short bio with some context about who you are. If you'd like, please also send us a headshot to include in the author section.

We reserve the right to adjust the title, headings and/or content slightly to include well-researched and high-performing SEO keywords.

Send us your pitch!

If you have an idea then we want to hear it!

[Email us](#) with your pitch, we look forward to hearing from you!

We recommend that you read a few of our most recent posts to get an idea of the format and tone of our content.