



HOW TO WRITE A CV

<http://www.howtowriteacv.guru>

Advertising rates, statistics and policies

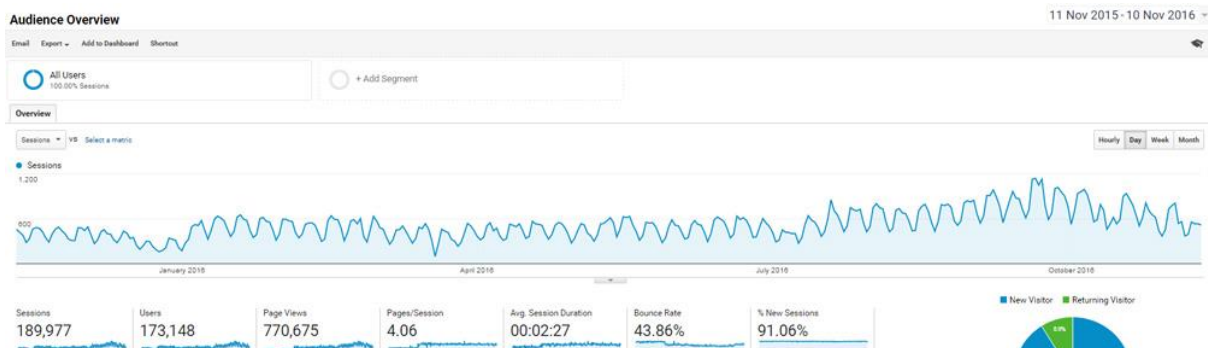
Overview

Howtowriteacv.guru is a website established in April 2014* that helps jobseekers to gain employment. We offer a wide range of free Word CV templates and guides to different aspects of the job hunting process.

**Originally launched in 2011 under the name 'Example CV'.*

Statistics

Since its launch in 2014, Howtowriteacv.guru has had almost 1.5 million page views from 466,809 unique visitors. Over the past year, howtowriteacv.guru has received 189,977 visits from 173,148 unique users. Our traffic is growing and in October 2016 we had 21,174 visits from 19,509 unique users. Our top pages are our free templates pages.



Advertising

With the exception of banner advertising, all advertising must be paid for **in advance** via Paypal: team@howtowriteacv.guru (Angel Digital Marketing) – we will *not* review your material until you have made a payment.

We have four options for advertising on the website:

1. If you have a **resource** that is relevant to an existing piece of content, we will consider adding the resource to that content, if we believe it is suitable.
 - Our fee for the time involved in reviewing your resource and adding it to our site (if accepted) is £35.
2. If you would like to provide an **original article** that is *relevant to the website* and meets our guidelines, we will add it to our guides or careers advice section.

- The article must be relevant and useful to our visitors.
 - The article must be completely original – not just a rehash of existing content available elsewhere on the web.
 - The article must be high quality, meeting Google’s content guidelines.
 - We ask for a minimum of 700 words – longer is preferred.
 - The article may contain a reasonable number of relevant, useful resource links.
 - The article may contain an introduction to the author explaining the author’s expertise on the subject with a link if required, but we do not allow standard ‘bio’ links at the bottom.
 - ‘Resource’ or other links that are irrelevant to the site/article will not be permitted.
 - Our fee for the time involved in reviewing your resource and adding it to our site (if accepted) is £50.
 - If, following a very brief review, we do not accept the article, we will give you the option of making changes.
3. You can provide **an original CV template** for our collection together with text for the template page.
- Each of our CV templates is presented on a CV template page which has some information about the template. This might include general advice or customisation tips, for example.
 - You will need to provide both an original high quality CV template and at least 300 original, well-written words of useful text for your CV template page, split into the relevant sections that we use on all of our CV templates pages.
 - You may include an author link within the template itself to your website.
 - You may include up to 2 *relevant* resource links within the text created for the CV template page but no generic bio links are permitted.
 - Our fee for the time involved in reviewing your resource and adding it to our site (if accepted) is £50.
 - If, following a very brief review, we do not accept your CV template or text, we will give you the option of making changes.
4. You can provide a **banner advertisement** for positioning on your choice of page.
- Banner advertising opportunities are extremely limited – please contact us first to agree the position and to check that we will accept your advert.
 - Banner adverts do not have to be relevant to the site but we will refuse any advert that we do not believe is appropriate for our visitor profile.
 - All banner links must be nofollow.
 - Our fee for banner adverts is £25/month.

Please note:

- With the exception of banner advertisements, the fees quoted are for our time – we do not under any circumstances accept payment for links.
- We reserve the right to refuse to work with any particular advertiser or to refuse to post any particular resource, article or CV template.
- Any content or links created successfully will remain on our site indefinitely, with the exception of banner advertisements which will remain in place for the agreed period of time.
- If you have any questions about this rate card, please contact team@howtowriteacv.guru