



Content requirements

Blog articles

Content guidelines & regulations

To keep our blog structured and valuable, we follow clear rules and a well-defined vision.

- **Blog:** A blog is an article that shares information, opinions or insights on a specific topic. It aims to inform, inspire or present a point of view to the reader.
- **Advertorial:** Similar to a blog, but primarily intended to promote a product, service or brand.
- The topic of the blog or advertorial must always be relevant to both the reader and the platform.

Document overview

1 Text content delivery

What written content do we need from you?

2 Media delivery

What images and/or videos do we need from you?

3 Additional rules

Copyrights, liability, deadlines and more.

4 Language and translations

Everything you need to know about language and translations.

The screenshot shows a web browser displaying a blog article on Trucks.nl. The article title is "Making road transport more sustainable: E-trucks or hydrogen trucks?". The author is Niek Prinsjes, Marketplaces Manager - Data Analyst at TrucksNL B.V. The article discusses the transition of the transport sector towards electric and hydrogen trucks, highlighting their advantages and the impact on the used truck trade. The page includes a navigation menu, a search bar, and social media sharing options.

1 Text requirements

What do we need from you in terms of written content?

Text

Text length:	500 – 2000 words
Introductie:	50 – 80 words
Formatting:	Clear headings and paragraphs
Unique content:	The text must be written specifically for TrucksNL

SEO Optional

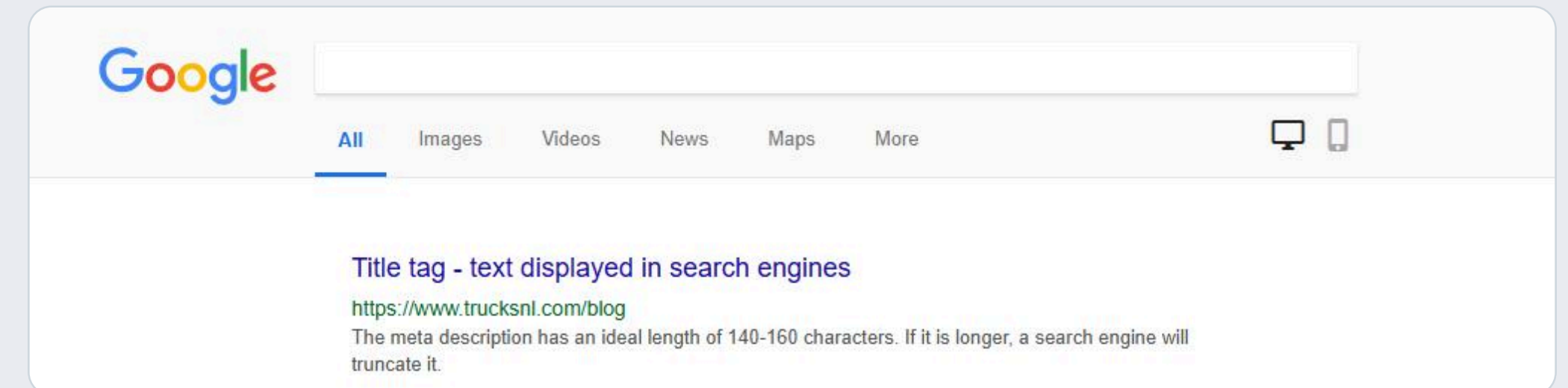
Title tag:	Max. 70 characters
Meta description:	Max. 150 characters

Author information

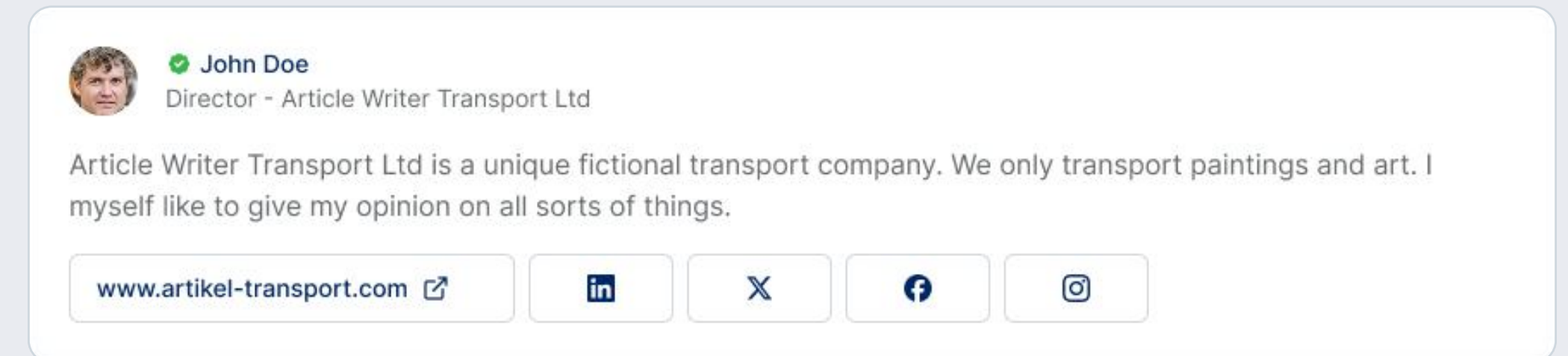
First and last name:	
Job title:	
Short bio:	100 – 250 characters
Company name:	

Social links Optional

Facebook, Instagram, Twitter/X, LinkedIn (It is permitted to use company or author's social links)



Example: SEO title and Meta tag



Example: Author information and Social links

2 Media requirements

What images and/or videos do we need from you?

Media

Featured image:	1920×1080 pixels
Social image:	1200×630 pixels Optional
Gallery:	1920×1080 pixels (3 to max. 12 images) Optional
Photo of author / company logo:	128×128 pixels
YouTube video:	Only the URL, no video files Optional

Technical

Alt and title texts for images, links and videos can be included in the submitted text document.

Social Optional

Clients may, if desired, provide their own Open Graph (OG) data for social media:

OG image:	1200×630 pixels
OG title:	50 - 80 characters
OG description:	150 - 300 characters

If this data is not provided, the editorial team of TrucksNL will add the OG image, title and description themselves. TrucksNL may add its own branding or logo to the OG image, always with respect for the message, the client and the author of the article.



Example: Feature image or gallery image at 1920×1080 pixels



Example: Social image or OG image at 1200×630 pixels



Example: Post on Facebook. The OG image, title, and description are displayed here.



Examples: Author photo or company logo at 128×128 pixels

3 Other rules

Copyright, liability, deadlines and more.

Deadlines & publication

- The publication date is always determined in consultation with TrucksNL.
- All required content (texts, images, and additional information) must be provided **at least 21 days** before the agreed publication date.
- If information is incomplete or missing, this may lead to a delay in publication.
- Once all content and media have been approved by TrucksNL, the article will be published **within 21 days**, unless otherwise agreed in writing.
- The client will always receive a preview of the article beforehand.
- After approval of the preview, the article will be published within one working day, unless otherwise agreed.
- Both immediate and scheduled publication are possible, depending on the agreements made.

Links & tracking

- **Blogs:** max. 1 follow link in the content.
- **Advertorials:** max. 2 follow links in the content.
- UTM tags (Included in advertorials, for blogs only upon agreement)
- Other tracking pixels are not allowed.

Publication duration

Articles are published online for a standard **period of 12 months**. After that, one of the following may occur:

- the article may be taken offline by TrucksNL;
- the publication can be extended for a fee;
- the editorial team may decide to keep it online free of charge if the content is still relevant.

Editorial & quality

- All articles are reviewed by the editorial team.
- The editorial team may make minor edits to improve readability.
- Major changes will always be discussed with the author.
- Blog articles that are too commercial will be rejected. In such cases, a sales representative will contact you to discuss options for an advertorial.
- **Advertorials will always be marked or labeled to ensure they are clearly identifiable as commercial content.**

Content accuracy

- If certain terms or wording should not be altered, this must be clearly indicated in advance.
- If alt or title texts are missing, TrucksNL will add them.
- All facts, figures and statistics must be accurate and substantiated. Citing sources is mandatory.

Use of AI

The author confirms that the article was written by a human. AI tools may be used as inspiration or writing assistance, but the final content must be created and verified by the author. If it becomes clear, or there is strong reason to suspect, that this is not the case, TrucksNL reserves the right to reject or remove the article. The author must then submit a revised version. AI-generated images may be permitted in certain cases.

Copyright & liability

- The client guarantees that all submitted text, images, and media are copyright-free or that proper permission has been obtained.
- TrucksNL is granted the right to publish, edit (if necessary), and reuse the material in marketing communications.
- TrucksNL cannot be held liable for the content of submitted articles. The responsibility for factual accuracy and relevance lies entirely with the author or client.

4 Language and translations

What you need to know about language and translations

Translation process

- Articles are published in the language in which **they are submitted**.
- Translations are optional and available at an additional cost.
- Flemish is considered a separate language (not Dutch).

Translation procedure

- TrucksNL uses **DeepL** in combination with a **proprietary glossary** for industry-specific terms.
- Translation quality may vary per language (English translations are usually more accurate than Spanish, for example).
- We update our glossary regularly.
- TrucksNL is not responsible for translation errors, but we do assist with corrections if reported by the client.

Important for multilingual submissions

- If an article is submitted in multiple languages, the English and Dutch versions must always be submitted first.
- These versions will be reviewed for quality and relevance.
- Only after approval should the additional translations be provided. This helps prevent unnecessary translation costs.