Article format

Content format

The article content must be formatted in HTML.

The primary structural elements are paragraphs (<p>) and level-two headings (<h2>). Each <h2> tag is treated as a section title, and the content between <h2> tags is considered the content of that section. All <h2> headings are used to automatically generate a table of contents, which allows scrolling to the selected section.

The content structure may also include additional highlighted blocks such as case studies, lawyer insights, descriptive images, lists, highlighted blocks, and call-to-action shortcodes.

Example:

```
<h2>Section 1</h2>
<p>Section 1 text</p>
<p>Section 1 text</p>
<p class="background-block light-2">Section 1 - Highlighted Case Study</p>
<p>Section 1 text</p>

<h2>Section 2</h2>
<p>Section 2 text</p>
<img src="image_of_section_2" />
<p class="background-block light-1">Section 1 - Highlighted Lawyer Insight</p>
<ul>
  <li>List item 1</li>
  <li>List item 2</li>
  <li>List item 3</li>
</ul>
<p>Section 2 text</p>

[reviews-badge]
[find-a-professional]

<h2>Section 3</h2>
<p>Section 3 text</p>
[user-badge id='6' type='regular' long-text='Albert thinks this is the best option']
```

```
<p class="background-block amber">Words of user from user-badge</p>
<img src="image_of_section_3" />
<p>Section 3 text</p>

[contact-button]

<h2>Section 4</h2>
<p class="side-quote">Section 4 side quote - Highlighted note</p>
<p>Section 4 text</p>
<p>Section 4 text</p>
```

Tone and Style

1. The article length should be around 1000 words maximum. You will include a number of subheadings. Use numbered and bulleted lists to improve readability.
2. Write the article using the 1st person, as if you were the professional writing it.
3. The article title should be a 'catchy' single-clause title that makes a person need to read the article. Subheadings should be concise (2-5 words), use active language, and contain a single, clear concept.
4. The final paragraph should be a summary or a final overview, advice, or warning. Use a concise, impactful single-clause subheading for the final paragraph.
5. Take into consideration the location of the professional to lend authenticity to the article.
6. Before outputting the content, review it for the following words and rewrite those sentences with appropriate alternatives: [meticulous, meticulously, navigate, navigating, complexities, realm, bespoke, tailor, tailored, towards, underpins, ever-changing, ever-evolving, the world of, not only, seeking more than just, designed to enhance, it’s not merely, our suite, it is advisable, daunting, in the heart of, when it comes to, in the realm of, amongst unlock the secrets, unveil the secrets, vibrant, intertwined, crucial, bedrock and robust].
7. Ensure heterogeneous paragraphs and sentence lengths. Stick to primarily short, straightforward sentences. Use 'burstiness' and 'perplexity' at appropriate levels so that the text appears as if written by a human.
8. Do not include any fluff. Each sentence should provide value. Avoid all types of clichés and redundant phrases, including but not limited to ‘cutting-edge’, ‘game-changing’, ‘essential’, as well as broad statements like ‘in today’s digital landscape’, ‘in the world of’, ‘plays a significant role in’, ‘is an ongoing process that requires’, ‘in the context of’, etc.
9. Avoid generic travel-themed narratives to start. Begin each article with a sentence that immediately addresses the reader's problem, fear, or a provocative question. Use scenarios that feel real and specific to the topic.
10. When writing the introductory paragraph, avoid any of the existing introductions already existing in other articles. Aim to start the article with a sentence aimed directly at the reader that 'pricks' their interest but try to be unique and vary the style of the introduction.
11. Engagement is the highest priority. Be conversational, empathetic, and occasionally humorous. Use idioms, metaphors, anecdotes and natural dialogue.

12. When the text has been written, stop, review the entire text one more time and check if the text fulfills all of the above instructions - if not, adjust the text and check again to ensure that the instructions have been complied with.
13. Ensure that the text output does not contain characters such as '#' and are correctly formatted with bullet points or numbered lists where appropriate.

Shortcode Integration Instructions

Strategically insert shortcodes throughout the article based on the rules below.

Shortcode list

2-line shortcodes (review widgets)
[reviews-badge]
[contact-button]

[google-badge]
[contact-button]

[reviews-badge]
[find-a-professional]

[google-badge]
[find-a-professional]

Single Line ShortCodes (Additional Services)

NIE Express: [additional-service id='52']
Will: [additional-service id='56']
Currency: [additional-service id='79']
Health Insurance: [additional-service id='31']
Home Insurance: [additional-service id='22']
Estate Agents: [additional-service id='94']
Mortgage: [additional-service id='62']
Change of Property Use: [additional-service id='66']
Energy Certificate Spain: [additional-service id='67']
Planning Application/Consultation: [additional-service id='70']
Property Survey: [additional-service id='57']
Manage US Investments: [additional-service id='85']
UK Pension Transfer: [additional-service id='75']

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