TIPS

Do

- Do follow the PSP rule: Problem → Solution → Proof.

- Do place the reader first.
  ○ We are a community-based company, and everything we do must answer one question “What benefit does this provide to our users?” Our content must provide added value and create a connection between the reader and Binance.

- Do write content based on facts with links to resources within Binance.com
  ○ The most crucial factor for any crypto exchange is trust. We need to ensure that our materials contain only facts and verifiable information.

- Do use simple and understandable language.
  ○ Most of our users are not native English speakers; please avoid using complex or technical jargon unless targeting a specific audience.

Don’t

- Don’t overcomplicate things.
  ○ Go for shorter easy-to-understand sentences. Avoid heavily formal or technical or marketing jargon. Keep the content concise and to the point.

- Don’t mention competitor projects in a negative light or attack them.
  ○ We always avoid conflict and don’t belittle our competitors. Our primary target audience is nocoiners, the general public without crypto holdings or exchange accounts.

- Don’t use vulgar language or attack anyone, including individuals, businesses and tokens.
  ○ Binance is welcoming, inclusive, and global. We are all building the ecosystem together; there is no reason to attack anyone. Always write respectfully about all crypto projects and tokens as Binance is a neutral platform and infrastructure layer that supports many of these projects.

- Don’t lead traffic away from Binance.com domains
The goal of our content is to attract new traffic and drive conversions. Avoid linking external resources within your content. Always check the copyrights for all links and assets used in your content.