- **quality** - Quality level of the order, allowed values (1,2,3,4)
- **type** - ("crowd", "team", "direct")
- **team_id** - ID of the team you want to place an order to
- **writer_id** - ID of the writer you want to place an order to
- **title** - Title for the order, this can be anything you want
- **description** - Instructions you want to give to the worker, this can be anything you want
- **extra-substitute** - this is used to add additional info to the orders. If you want to substitute the column in the description, you can specify it using the key in capitals with braces {SUBSTITUTE}. A few more examples are:
  - extra-colour as column name, {COLOUR} as substitution
  - extra-size as the column name, {SIZE} would as substitution
  - If your instructions say "please create a city page for {CITY}" it will substitute in the city in the correlating column titled "extra-city
  - You can include as many extra-substitute options as you want. However, the more you add the longer it will take to process
- **order_identity_id** - an identifier from your spreadsheet to our system. This can be anything but should be unique to every order placed
- **processing_time** - How long you want the worker to have the order. This value is in days so 2 would be 2 days for the worker to write the first draft
- **processing_time_set_hour** - set this to 1 to have the processing_time value be in hours instead of days
- **min_word_count** - minimum word count the worker must write
- **max_word_count** - maximum word count the worker can write
- **website_url** - URL where the writer can look to get ideas of what you are looking for. This correlates to the "example URL" on the order form
- **publish_url** - URL in which the content will be published to
- **keywords** - a list of keywords you would like to include separated by a comma
- **voice_style** - what style you would like, select one and insert the text for that as seen here: 1st-person, 2nd-person, 3rd-person, writer-decide
- **voice_tone** - voice tone for orders, you can use as many as you would like separated by a comma. The options are: fun, informative, light-hearted, professional, serious, witty
- **purpose_of_content** - purpose of the content you want the writer create, you can have as many as you want. Note that you must use the exact text provided here for it to get entered. The options are: entertain, inform, promote, sell
- **call_to_action** - call to action for the content, you can have as many as you want. Note that you must use the exact text provided here for it to get entered: buy, find-out-more, sign-up
- order_label -