



## GUEST BLOG POST REQUIREMENTS

- While writing your article you should follow the requirements below. Articles which don't follow the guidelines below will NOT be published. It is your responsibility to edit the article and make it compliant as per the requirements below or as directed by our editor.
- Keep it simple and actionable
- We publish content focused on practical implementation as hands-on experience enhances the learners knowledge.
- Wherever possible include relevant code, data-sets and snapshots to make it easy for the learner to understand the concepts better.
- Use examples and anecdotes to clarify your points. Practical examples are always a plus point.

### Keep it comprehensive

- We cover every topic in depth and make sure that the resource is comprehensive enough for people to learn from.
- We publish posts that range from 1500 to 4,000 words. But make sure you are NOT filling the article with a barrage of redundant words.
- Our content is top-notch and is a standard in the tech education industry. We expect the same from you. We follow



a simple writing style that appeals to the general audience.

When in doubt keep it simple

Make it easy to read

- Use short sentences and simple words. Use short paragraphs with 4 to 5 sentences. This improves the readability.
- Use sub headings when you are referring to a sub topic.
- Use all relevant formatting options like bold, italic, underline, quotes, numbered and ordered list.
- Write percentages and numbers as digits.
- Use one space after all punctuation.
- Use the Oxford comma format.
- Capitalize first and last words in headings. All other words are capitalised in a heading except articles (an, a, the, etc.), coordinating conjunctions (for, and, or, but, etc.), and prepositions that contain three or fewer letters (in, one, at, etc.)

### **Use Explanatory Images**

- A featured image should be least 650 pixels wide and 400 pixels tall. Make sure that the featured image appears correctly before submitting your post.
- Use center alignment for photos within the blog post unless they are aligned with text.



- Set the display size for all images to “large.” Upload at least one image per blog post and place it within the first approximately 150 words.
- All images must have alt tags and title attributes. Use brief photo description.
- Do not use charts, graphs, or illustrations from other websites unless our editorial staff has approved it.
- We do not accept any images that have a brand, a logo, or external links displayed on them.

### **Author Bio/Profile Biographical Information**

- This will be attached to every post that is published on Training Basket. This should be a short and sweet “tweet” type bio of who you are and why you’re important in under 200 characters.
- Twitter profile - Will be displayed along with your bio.
- LinkedIn profile - This helps readers see your expertise, background, credentials and connect with you professionally.
- Your other social media accounts, such as Facebook, Instagram, Medium, YouTube Y
- our personal website or company name along with URL. Photograph - A 200 x 200 profile photograph



## **Guest Post Submission Process**

### **Step 1**

Go through the contributor page thoroughly and submit at least 3 blog topic ideas using the form given. Make note of the topics we cover on our blog and plan your topics accordingly. Also, the article you plan on writing should not be already covered on our blog. Please use the search function on our blog or Google to make a check for the same.

### **Step 2**

Once we feel that your topic is something our blog readers would be interested in we will notify you. Please share at least 3 topics so that we could pick one which is the most apt for our audience.

### **Step 3**

Only after your topic is approved you can submit your article in the form of a Google doc by replying to the email.



#### Step 4

Our content editor will get back to you with recommendations to improve the article to suit our audience and guidelines. Content submitted which doesn't align with our guidelines will be rejected without forethought. If we reject publishing your article you are free to submit it elsewhere.

#### Step 5

Once you incorporate the changes as suggested by our content editor we will schedule your blog post as per our editorial calendar and inform you once it is published.

Thanks