Content

Content writing and images must be original and plagiarism free. Various tools will be used to detect such issues.

It also cannot be used by yourself, or anyone else anywhere else (online or otherwise). Once the article is submitted, it is owned by 12071711 Canada Inc.

Writing Style

Articles should be written in the second person point of view (using you & your pronouns).

Simple sentence structure should be used (avoid commas).

Each paragraph should be a maximum of 2 to 3 sentences.

Payments

Payments will be made through Payoneer. Please ensure you can use this in your country of residence.

After submitting an article, you will create a payment request with an attached invoice in Payoneer in order to be paid.

https://blog.payoneer.com/how-to/get-paid/free-invoice-builder/

Images

General advice: **MAKE IMAGES LOOK GOOD!**

Screen Resolution

Set your **screen resolution to 1920 x 1080** for all screenshots. No 4k as the images are too big!

Image Dimensions

Try to keep images under **900 x 600** px (width x height).

Design your examples with this in mind.

Smaller images are easier to see on mobile devices and will have a smaller file size and help the website load faster.

Screen Capture Software

Image screenshots should be generated and annotated using TechSmith's Snagit.

You can download the trial version for your first article here:

https://www.techsmith.com/download/snagit/

Thereafter, I will provide a license code for use.

Windows Only

All screen shots on a desktop must be taken with a **Windows device** as the snag files produced by Snagit on a Mac are not compatible with Windows.

Annotations

Annotate screen shots when needed to make clear what the corresponding text is about.

For this, the above annotations will likely serve well.

- Rectangle shape
- Numbered circle or pointer
- Straight or curved arrows

All should be a **#FF0000** colour with **no drop shadow**.

Use a **size**, **thickness** and/or **width** that suits the image size. Usually something in the **3 to 5 point** range will look good.

Use a blur annotation to hide any sensitive information like an email address etc.

See the example blog posts for examples of these in use.

File Types

Save each image as both **snagx** and **png** file types.

The **png** file will be used in the blog post as the image and the **snagx** file is kept as backup and can be used if the image needs to be edited further.

The snagx file keeps the annotations as editable objects.

Image Size

Guidelines for images.

- Capture the image so that it looks "complete".
- Should be as small as possible while still providing full context.
- Try to keep images under **900 px width** and **600 px height**.

Image Positioning

Images should be placed **above any text that references them** and left aligned in WordPress. WordPress left aligns images by default when you upload them.

Message me and tell me what your favourite dessert is, so I know you've read this document.

GIF's

GIF's can be a great way to demonstrate something in a blog, but they are very large files usually.

Only use a GIF when a static image just can't convey the thing you need to show.

Keep the dimensions as small as possible and the length as short as possible for any GIF's.

Example Blog Posts

Here are a couple example blog posts in the required style. Please scan through them for image and style reference.

- https://www.powertechtips.com/outlook-online-tips/
- https://www.powertechtips.com/power-automate-tips/
- https://www.powertechtips.com/automatically-forward-outlook-emails/
- https://www.howtoexcel.org/tutorials/leading-zeros/

Microsoft Word

For your initial sample writing assignment and the first few paid articles, you will need to use Microsoft Word.

Use **heading** styles, **bold** font, **ordered** and **unordered lists** when needed,

Screenshot images should be included inside the Word document. No need to include snag files with the sample tip writing assignment.

No Google docs, only Microsoft Word documents.

WordPress

All the websites use WordPress as the content management system.

After you've passed the initial writing sample / application process and have completed your first paid article, you will be given an author account on the site that will allow you to create, view and edit your own posts.

You will be able to login here:

- https://www.oksheets.com/mysuperloginpage
- https://www.powertechtips.com/mysuperloginpage
- https://www.howtoexcel.org/mysuperloginpage

Posts should be saved as drafts and then marked as pending review when they are ready to be reviewed and published.

Watch this video for a quick intro to writing a post in WordPress:

https://youtu.be/mKM1GUmEhWo

Blocks

WordPress posts are made of blocks that contain the headings, images, lists, code, and paragraphs of the post.
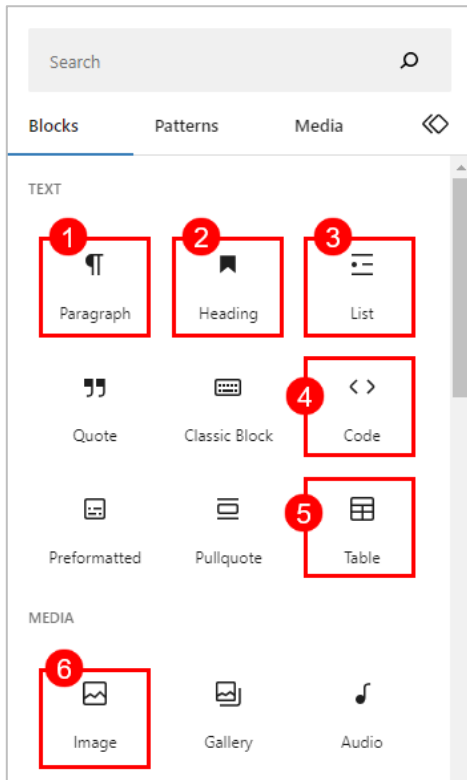
These blocks should be used.

1. **Paragraph** is used for all text used in the post. Pressing Enter will create a new paragraph block in the WordPress editor. Important text like a menu name or button text should be highlighted with **bold font**.
2. All posts should be organized with relevant heading titles. The main title of the post is **H1** by default and therefore any headings within a post should be **H2** and any subheadings within an **H2** heading should be **H3**. Rarely would **H4** (a sub-subheading) be needed.
3. Numbered **Lists** should be used to organize long lists of instructions. Unordered **Lists** can be used when the order does not matter.
4. Code and Formula examples should be placed inside the **Code** block.
5. Tables can be used with 2 to 4 columns.
6. **Images** should be placed inside the image block.

Inline Formats

Within a paragraph, you can use some of the inline formatting.

1. Use **bold** font when referencing function names, buttons, tabs, important items in the steps, etc.
2. Use the **inline code** format when referencing part of a formula or code inside the paragraph.
3. Use the **keyboard input** format for any keyboard shortcuts. Separate the format for each key in the shortcut.

Avoid other formats.