
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 PowerTechTips.

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

Images

[Screen Resolution](#)

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

[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.

[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 **#F7AC08** colour with **no drop shadow**.

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

@gmail.com

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 **snag** and **png** file types.

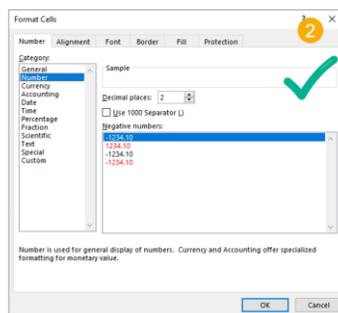
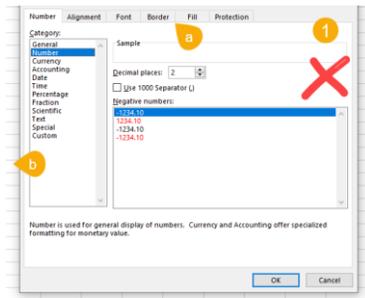
The **png** file will be used in the blog post as the image and the **snag** file is kept as backup and can be used if the image needs to be edited further.

Image Size

Guidelines for images.

- Capture the image so that it looks “complete”.
- Should be as small as possible while still providing full context.

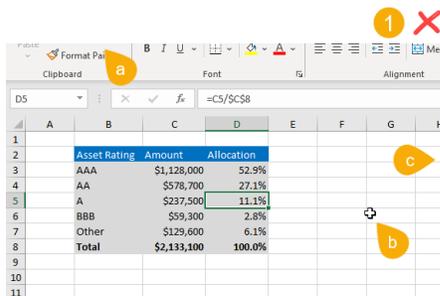
Examples



1. Not Acceptable

- Image has been cropped and the menu shown is incomplete.
- Image contains unnecessary background which is not needed for context.

2. Acceptable Image contains the full menu and nothing else.



| | Asset Rating | Amount | Allocation |
|--------------|--------------------|---------------|------------|
| AAA | \$1,128,000 | 52.9% | |
| AA | \$578,700 | 27.1% | |
| A | \$237,500 | 11.1% | |
| BBB | \$59,300 | 2.8% | |
| Other | \$129,600 | 6.1% | |
| Total | \$2,133,100 | 100.0% | |

In this example the blog post might mention some sample data in Excel. In this case the only context needed is the data.

1. Not Acceptable

- Part of the Excel ribbon has been captured and makes the image look incomplete.
- Floating cursor should be removed as it doesn't add any information to the screen shot.
- Image has been cropped on part of the cells making it look incomplete.

2. Acceptable

- a. Only the data and formula bar is show.
- b. Single full cell border is around the data, no empty space, which helps make it look complete.

Image Positioning

Images should be placed above any text that references them and centre aligned in WordPress.

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, 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

PowerTechTips uses WordPress as the content management system.

After you've passed the initial writing sample / application process, 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.powertechtips.com/wp-admin>

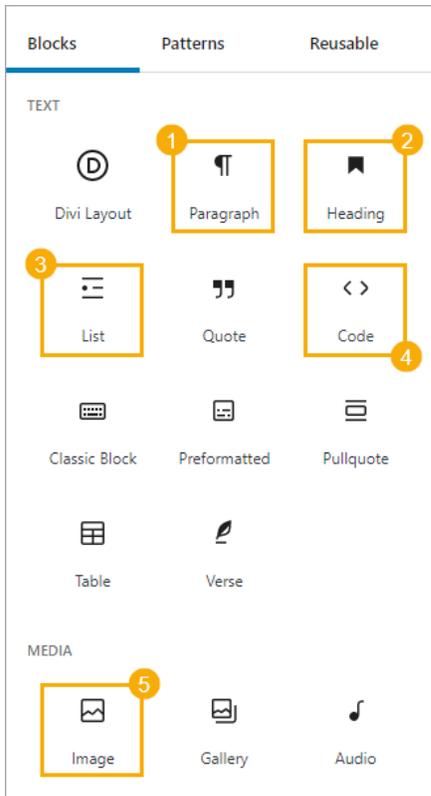
Posts should be saved as drafts and then marked as pending review when they are ready to be reviewed and published.

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, 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 or Formula examples should be placed inside the **Code** block.
5. **Images** should be placed inside the image block and aligned center.