

The articles published on our website all share one goal: provide our users with practical knowledge that can be replicated in their programming and delivery processes. With that in mind, here are some guidelines for your article.

Be cohesive. Articles must be written in proper English with adherence to grammatical correctness. Avoid wordy sentences and iron out any typos and punctuation before publishing.

Be concise. Although there is no word or character limit, make sure to keep your articles straight to the point and reduce flair to absolute minimum.

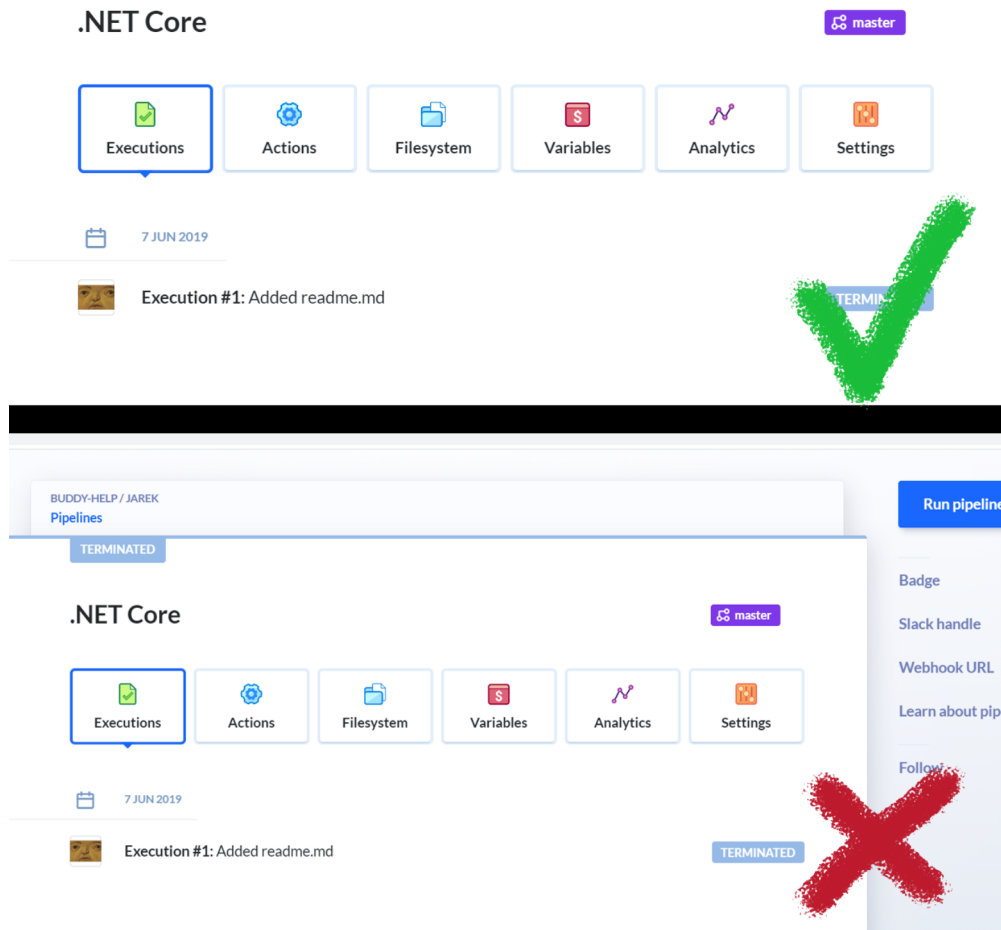
Be original. It's okay to get inspired by works of others, but please do check your article for possible plagiarisms. Pieces with 15% of plagiarized content or more will not be published. This rule also applies to attached media: all screenshots and videos must be original and attached as separate files – links to media on third-party websites will not be accepted.

Article layout. When writing an article, always think about the reading experience. Make sure to contain introductory and summarizing paragraphs, and include prerequisites for the tutorial early on. The ideal article layout would look like this:

- **Introduction** – why the user should read the article and what they will learn
- **Prerequisites** – all the resources (software, tools, etc.) needed for the article
- **Main body** – make sure to use proper H2 and H3 sub-headings. Keep the navigation between paragraphs logical and coherent
- **Summary** – conclusions, additional resources, next steps

Use bullet points, code blocks or info boxes to deliver your message in an organized and aesthetic manner. If you are looking for an inspiration, you can check our already published guides here: buddy.works/guides

Don't just explain, show. Spice up your article with visual aids like screenshots or video clips. Make sure that the provided materials are legible and of proper quality. Attached screenshots should also include alt-text and be aesthetically pleasing. Here's an example:



Formatting. All articles should be delivered in the Markdown format and divided using proper sub-headings.

Title and meta description. Provide an engaging title (67 chars max). Attach a meta description containing relevant keywords (160 chars max).

Author information. If you are publishing for the first time, make sure to send your picture (1:1 aspect ratio), a short bio, and links to your social media profiles.

Series of articles. If you are writing a series of articles, make sure to link them between each other, so the reader can follow the full series.