

SitePoint Authoring Style Guide 2006

The SitePoint network aims to provide its audience with quality content that is relevant and factual. We have established this style guide to help our authors produce fresh and interesting content that fulfils our users' needs, while branding yourself as expert in your field.

About SitePoint

SitePoint is pre-eminent publisher of enjoyable, informative, and exciting Web development and design content. Our network receives over 10 million pageviews every month, attracting web professionals from around the globe, and is among the 250 most popular sites on the Web (May 2006).

SitePoint users are passionate about technology; many of them develop web sites for a living either in a freelance or contractual capacity, or as web professionals employed in industry. This audience:

- demands practical information, clearly explained
- wants to be able to implement your teachings on their web sites immediately
- seeks current, timely information
- expects to be addressed in a friendly tone
- wants to be respected, not “spoken down to”

Part 1 of this guide outlines what is required of content submissions to the site.

Part 2 of the document provides important information about the terms governing the acceptance and publication of your article.

Part 3 outlines house styles and formatting standards for the submission of such elements as images, links, code snippets and so on.

Part 1: Submission Requirements

Voluntary submissions to SitePoint.com must:

- be at least 1000 words in length
- avoid rehashing content that has already been covered on the site
- be submitted in Microsoft Word or plain text format—our CMS allows text only, so HTML submissions are not advisable
- avoid the use of HTML tags to indicate the formatting of text
- exemplify a reasonable amount of skill with communication in the English language
- be the original work of the author, and give full credit for any passages quoted from other sources
- not contain link/s or reference/s to the authors own business(es), unless the article is a case study
- be submitted to submit@sitepoint.com along with an author bio of no more than 35 words (including link/s to your site/s) and an author headshot

Submitting to SitePoint

Once we receive your submission, SitePoint will review it and get back to you within 7 days. If we haven't contacted you within 7 days, you can assume that we are not interested in the article. If you decide within that 7 day timeframe that you no longer wish to publish your article with SitePoint, simply email submit@sitepoint.com to let us know.

Part 2: Acceptance, Publication and Rights

If your article is accepted for publication on the site, we'll pay you for it. Articles that are accepted for publication will attract a minimum remuneration of US\$50, which will be paid via PayPal. If the article is of a standard that allows us to publish it as a feature article on the site, you'll be remunerated up to US\$100.

In exchange for payment, we request that you give SitePoint unlimited, exclusive rights to the article. SitePoint requires complete exclusivity over the article for 90 days from its date of publication, after which time you may publish the article on your own site. Any other reproductions of the article, in any form, in part or whole, must be approved by SitePoint in writing before the reproduction is published.

Upon the acceptance of your article, we'll send you an agreement that specifies these terms, which you must sign and return to us before we are able to publish your work.

SitePoint is unable to publish content over which it does not hold unlimited, exclusive rights.

Part 3: SitePoint House Styles

Links

- Include links as appropriate. If you refer to another person's work, a book, an online resource, or any topic on which the reader might want more information, include an appropriate link.
- Don't encode links into a Word document. Instead, simply paste the URL immediately before the text from which you'd like it linked.
- Do not include links to your own sites, or the sites of your clients (unless you're writing a case study) in your article – articles that include these will be returned unread.
- Do not include affiliate links in your article – articles that include these will be returned unread.

Code

- Leave a line break between the text preceding a code block, and the code itself.
- Lines of code must be no longer than 75 characters (including spaces).
- Ideally, format code in a different font and identify items within article text that should be formatted as code.

Images

- Images associated with your article should be submitted as separate .png files.
- Images should be no larger than 500 pixels wide. If you submit images that are larger than 500 pixels in width, they will be returned to you for resizing.

Downloadable Files

- You are encouraged to include files for download by readers of your article. Files should exemplify the technique you have described, and should be fully functional, enabling ease of re-use by readers.
- Downloadable files must be submitted in a separate .zip archive. Include in the archive all the data that is required to make the example fully functional.

Consistent Spellings

The following is a list of words that are commonly used in SitePoint articles, and which have several possible variations of spelling and/or capitalization. This list reflects the spellings we require in SitePoint articles:

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|----------------|---------------------------------|
| • ecommerce | • SitePoint |
| • email | • sitepoint.com |
| • epubliſhing | • the Web |
| • ezine | • web ſite, web page, webmaſter |
| • the Internet | • username |
| • ſite | |