

Guidelines for Writing a Content Article (Blog \ Tutorial)

1. Title:

- The title should **not** be more than 70 characters.

2. Introduction:

- The introduction should be the entryway to the topic where the summary of the entire topic is to be written.

3. Body:

- The entire text should be **no less than 600 words**, and must be original (**do not copy-paste** from other pages).
- When writing a tutorial the text should be in list view.
- The text should have proper font for headlines and sub-headlines i.e. sub-headlines should not be bigger than main headlines.
- The text should include good, high-quality relevant images like pin diagrams, circuit diagrams, etc.
- The text should have proper paragraphs. Do not write the entire text in a single paragraph.
- Try to avoid abbreviations unless they are commonly used and/or they are well defined.
- The language should be simple and expressive, which a 12 year old kid can understand along with being grammatically and technically correct.
- The text should be in-sync with the product page on robu.in.
- The text should have enough white space to give a relief to the reader.

4. Proofreading:

- Proofread the text written for spelling mistakes, grammar, or any other correction/s.

5. Add hyperlinks:

- Add hyperlinks from credible sources, references.
- For all the components, modules, kits or other accessories that are relevant to the topic being written that are available on robu.in.

6. Adding Media:

- The images that are to be added in the text should be **symmetrical** throughout (number of images and the size is insignificant, however try to use the same size of images throughout the article).
- If possible embed **your own YouTube videos** in the article that is relevant to the topic.
- GIFs can also added to make the article more engaging.