

Writing a blog involves several steps. Besides using engaging language and storytelling techniques to keep readers interested, here is a general guide to help you get started:

## 1. Topic selection

Try to write blogs covering *your expertise and experiences* at TO THE NEW. You can also write about any other topic that falls under our services and capabilities

## 2. Title of the blog

The title should be relevant, concise (under 60 characters), and contain relevant keywords. Ex:

- How to Set up Adobe Commerce on Cloud: A Step-by-Step Guide
- 7 Essential Steps for Setting up Adobe Commerce on Cloud
- What Are the Key Considerations When Setting up Adobe Commerce on Cloud?
- The Ultimate Guide to Setting up Adobe Commerce on Cloud
- Setting up Adobe Commerce on Cloud vs. Other E-commerce Platforms
- 5 Tips for a Smooth Setup of Adobe Commerce on Cloud
- Trends in Setting up Adobe Commerce on Cloud: What's New in 2024?
- Best Practices for Setting up Adobe Commerce on Cloud

## 3. Content structure

- a. Use subheadings (H2, H3, H4..), bullet points, and paragraphs to break up the text and make it easier to read.

### Example

<b>Prerequisites:</b>
1. Site-to-Site VPN connection should be established between the DC and AWS environment, and tunnels should be up.
2. Source IPs should be allowed at Static routes in VPN, Route tables associated with VPC, and WAF if WAF is used.
3. VPC Endpoint is created to access and invoke API service
<b>Conclusion</b>
This blog demonstrates how to connect AWS API Gateway from a Non-AWS env like On-Premise/DC or Azure using VPC endpoints on a private network with all the security measures at different layers. The benefits of using the API Gateway on a private network are that it reduces the attack surface and decreases the network latency.

- b. Start with a proper introduction and end with a conclusion that binds the whole blog nicely.
- c. Incorporate proper CTAs (Call-to-Action) to maximize traction and hyperlink to our website/relevant links.

### Examples of CTAs

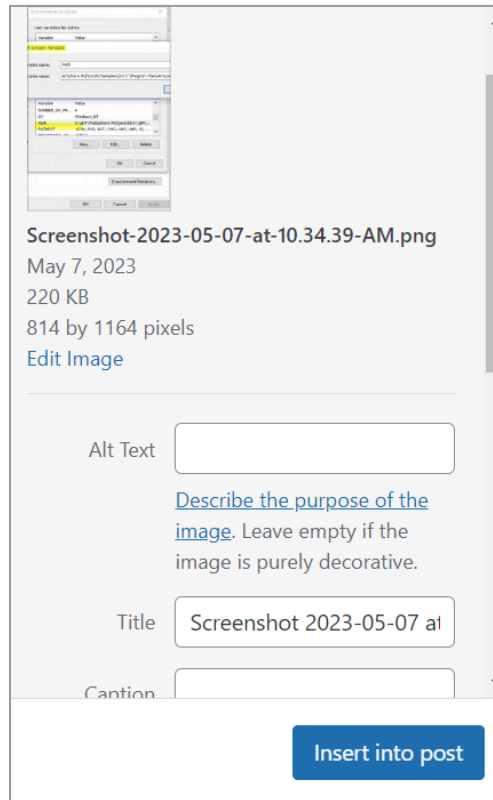
Primary CTA	Secondary CTA
<ul style="list-style-type: none"><li>• Don't just read about technology – experience it</li></ul>	<ul style="list-style-type: none"><li>• Follow us on social media for more updates</li></ul>

<p>firsthand. Schedule a call with us today!</p> <ul style="list-style-type: none"> <li>Looking for in-depth analysis and expert opinions? Check out our other resources now.</li> </ul>	<ul style="list-style-type: none"> <li>Check out our other blog posts for more insights</li> <li>If you still have any questions, leave a comment and join the discussion</li> </ul>
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#### 4. Add Visuals

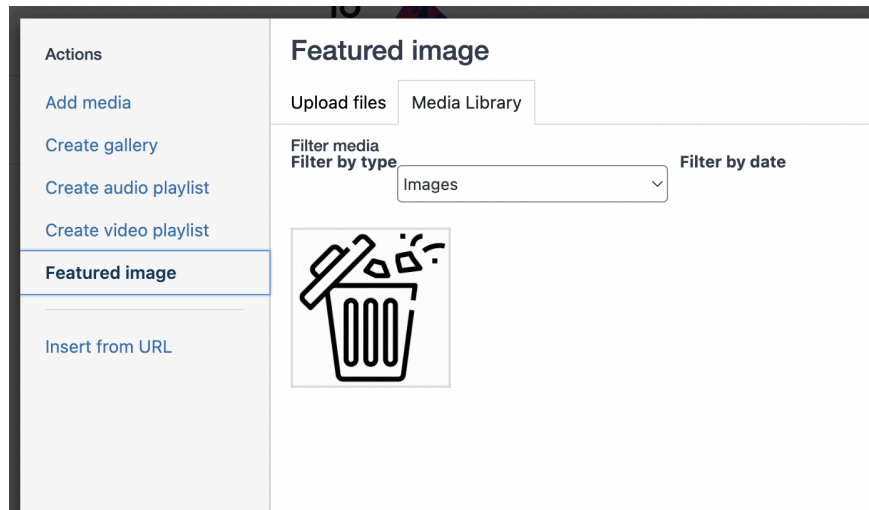
Incorporate relevant visuals such as images, infographics, or videos to enhance your blog post and make it more visually appealing.

While uploading the images, include Alt tags (your target keyword with relevant description).



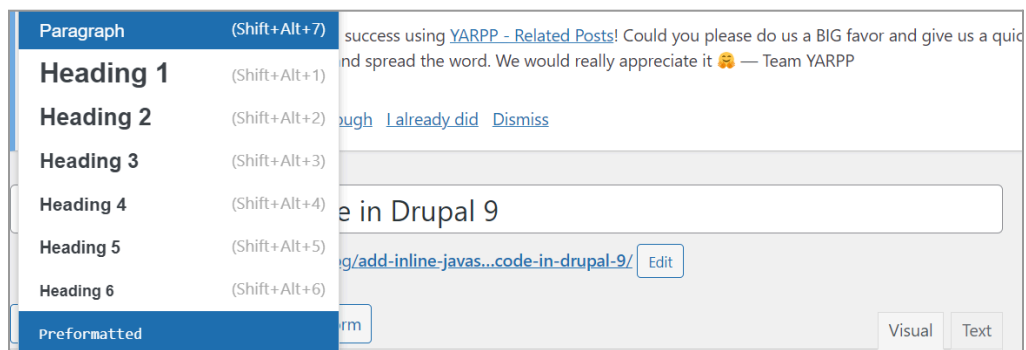
The image shows a WordPress media library interface. At the top, there is a thumbnail of a screenshot. Below it, the filename "Screenshot-2023-05-07-at-10.34.39-AM.png" is displayed, along with the date "May 7, 2023", the size "220 KB", and the dimensions "814 by 1164 pixels". There is a link "Edit Image". Below this, there are input fields for "Alt Text" and "Title". The "Alt Text" field has a placeholder text: "Describe the purpose of the image. Leave empty if the image is purely decorative." The "Title" field contains the text "Screenshot 2023-05-07 at". At the bottom right, there is a blue button labeled "Insert into post".

Also, try adding a relevant **Feature Image** whenever possible.



## 5. How to add codes?

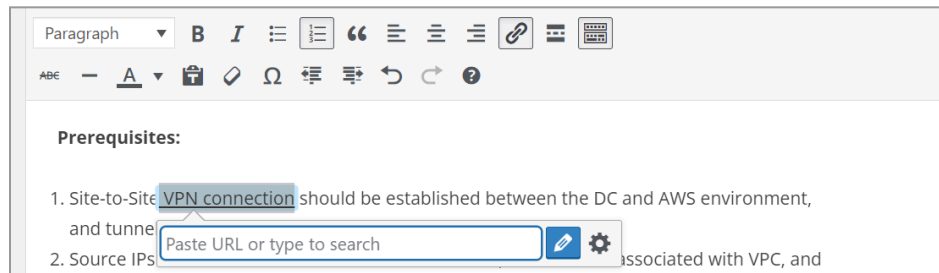
Add codes to your blog by using the “*Preformatted*” text format.



Before	After
<pre>&lt;div class="wrapper"&gt; &lt;div class="one"&gt;One&lt;/div&gt; &lt;div class="two"&gt;Two&lt;/div&gt; &lt;div class="three"&gt;Three&lt;/div&gt; &lt;div class="four"&gt;Four&lt;/div&gt; &lt;div class="five"&gt;Five&lt;/div&gt; &lt;div class="six"&gt;Six&lt;/div&gt; &lt;/div&gt;</pre>	<pre>&lt;div class="wrapper"&gt;   &lt;div class="one"&gt;One&lt;/div&gt;   &lt;div class="two"&gt;Two&lt;/div&gt;   &lt;div class="three"&gt;Three&lt;/div&gt;   &lt;div class="four"&gt;Four&lt;/div&gt;   &lt;div class="five"&gt;Five&lt;/div&gt;   &lt;div class="six"&gt;Six&lt;/div&gt; &lt;/div&gt;</pre>

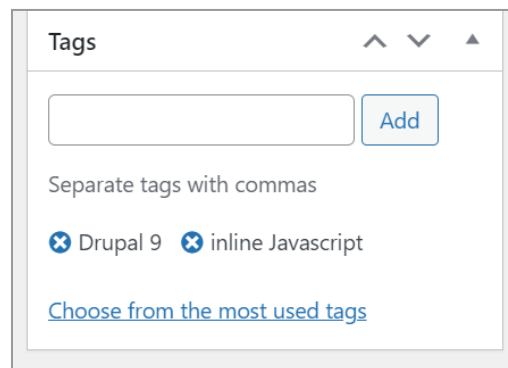
## 6. Hyperlinking

Include internal and external links to support your content and improve your blog's credibility



## 7. Tagging

Add as many relevant tags as you like, separating them with commas.



## 8. Original content

Do not copy content from other websites. Always share original content. You can check for plagiarism using this tool: <https://smallseotools.com/plagiarism-checker/>

## 9. Proofread

Review your blog carefully, checking for grammar and spelling errors, clarity, and coherence