

plesk

Submission Guide

Welcome to the
Plesk Contributor Program



**Built for creative contribution
and technical know-how**

Before getting started with the submission process, read through this whole guide to understand the process. Familiarize yourself with the topics of interest for our audience, and the monthly areas of interest that we are prioritizing.

[Visit Landing Page](#)

Style Guidelines

What are we looking for?

At Plesk we need technical, engaging blog content for developers and web admins primarily. In English, we need original articles that provide technical guidelines, tips and insights into the web hosting and server industry, and web building expertise.

What topics do we welcome?

The ideal Plesk post contains one or more of the following topics:

- WordPress knowledge and tips
- Plugin/ Extension/ Add-on breakdown or guide
- Web hosting and server management tips and tricks
- Cloud services
- Web admin or Sysadmin advice
- Marketing insights for software resellers
- And more! We welcome your ideas.

The overall aim of the blog is to provide valuable, useful and actionable information for:

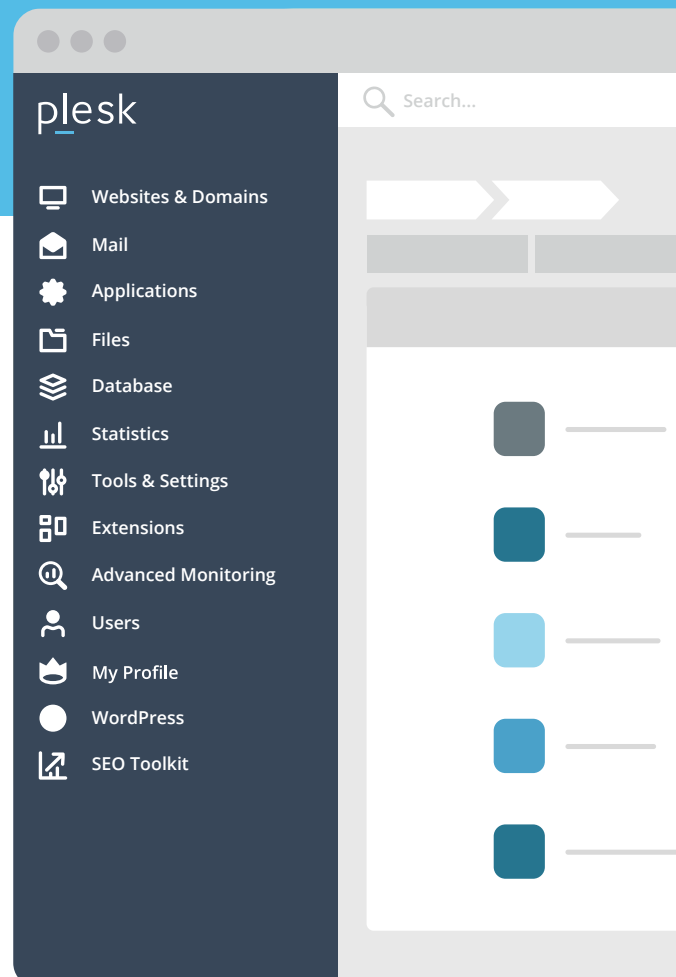
Admins

Agencies

Developers

Web Hosters

If your topic fits into this category, we'd like to hear about it!



What is the Plesky writing style?

Unless you request attribution*, you will be writing under our brand mascot, Elvis Plesky. This means that we expect the writing style to match his. So what is the brand voice of Elvis?

- Trustworthy and knowledgeable in the tech world
- Fun and friendly, with a sense of humor
- Welcoming, as the centre of a community
- Helpful and encouraging
- A little geeky, when it comes to WebOps and DevOps



Trustworthy, fun, welcoming, knowledgeable, helpful, geeky

These style guidelines should also be followed to match the Plesk voice:

- US American English
- Simple, short sentences with an active and positive voice
- Contractions ('don't') and colloquialisms ('fab') are encouraged
- Choose shorter words and conversational phrases
- Articles between 600 - 2000 words

What NOT to do

There are several content and style choices that will lead to rejection from the Contributor Program. Here is the list of unacceptable elements:

- > Irrelevant content matter
- > Bad grammar, spelling and/or language usage
- > Inappropriate or offensive language
- > Rambling text with little value
- > Inaccurate technical information
- > Plagiarism: all submitted content must be completely original
- > Incomplete explanations - you may be asked to resubmit

Submitting an Blog Proposal

The first step for authors is to fill in the Submission Form on the [Plesk Content Program landing Page](#).

There we will require the following information:

About You

Name

Email

What is your writing experience?

Tell us about what you have written in the past, and share any of your published articles.

What is your area of technical expertise?

Our audience are tech-heads, so tell us where your knowledge base lies, i.e. WordPress, Marketing, coding, Google tools, etc.

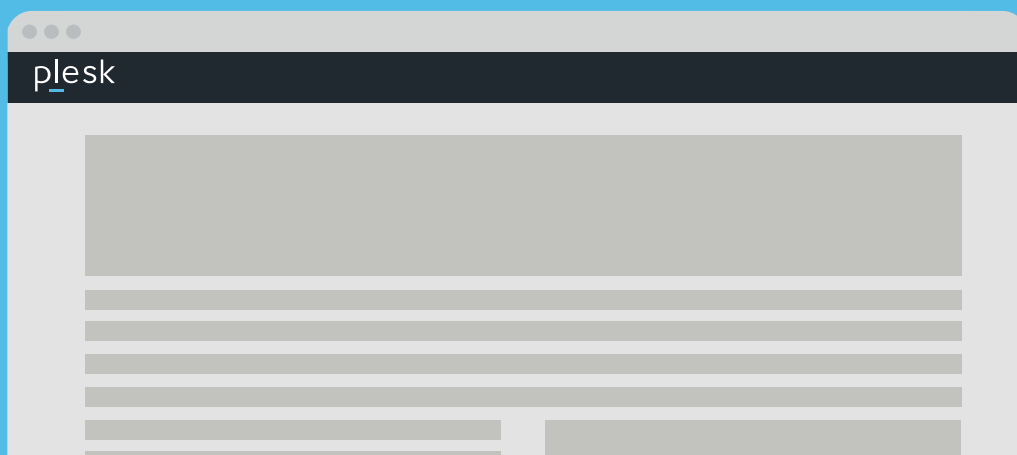
Your Contribution

Blog Title

Write a pitch or abstract for your blog idea (150-250 words)

Once you submit your abstract, you will receive a confirmation email. Successful submissions will get a personalized response within the following 3 weeks.

If you want to submit content in another format (i.e. video, infographic etc.), submit the form providing a brief explanation of format in the 'pitch' section.



How it Works After Submission

Once you submit your abstract via the online form on the Contributor Program landing page, you will receive a confirmation email. Within the following three weeks, we will review your proposal. If your submission fits our criteria, we will send you a personal email outlining the next steps.

- 1 Send content submission form
- 2 Receive confirmation email
- 3 Receive personal email within three weeks if your submission fits Plesk criteria. Email will contain:
 - » This style guide, to help you in writing the full article
 - » The Contributor Contract, containing details of timeline expectations, exclusivity, attribution* and pricing.
 - » You, the contributor, must sign and send back the contract before starting to write your piece
- 4 Within the given time frame (usually 2-4 weeks) after receiving the signed contract, we will expect the complete, original article sent via email in the format of your choice (PDF, Word, Google Docs, etc.). No blog visuals are required, unless previously discussed.
- 5 The article will be reviewed by our content experts, and there are three possible outcomes:
 - » Your article requires some minor edits, and we send it back to you, just once. The second iteration must then meet our requirements as requested.
 - » Your article does not meet the requirements, and is rejected. In this case you will receive an email informing you of the same.
 - » Your article is accepted, and we will confirm a final price and process the payment.
- 6 Payments: All payments are made via PayPal on the 15th and 30th of each month.
 - » Pricing: For a standard blog post published under the Plesk brand, we pay between 150-300€, according to length, quality of writing and relevance to the audience. We allow posts with author attribution*, for which we offer a standard payment of 50€.
- 7 Accepted articles will be published on the Plesk blog within 2 months of final submission. You will receive an email with a link when the blog is live.
- 8 If your blog receives above-average engagement and success, we will contact you again to offer continued collaboration with increased remuneration.

*What is Author Attribution?

Some of our authors work freelance and are happy to publish their work under the Plesk brand. Others are seeking visibility on the web, and therefore request Attribution for their contribution to the Plesk blog.

In the case of Attribution, we accept the article (with reduced remuneration) and publish it alongside the name, short bio, and photo of the author.

For any further doubts about the process of contributing articles or content to Plesk, send us an email at content@plesk.com

Please bear in mind that we do not accept submission via email as they must be processed via the online form.

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