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.

#### <u>Example</u>

Prerequisites:
1. Site-to-Site VPN connection should be established between the DC and AWS environment, and tunnels should be up.
<ol> <li>Source IPs should be allowed at Static routes in VPN, Route tables associated with VPC, and WAF if WAF is used.</li> </ol>
3. VPC Endpoint is created to access and invoke API service
Conclusion
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> <li>Don't just read about</li></ul>	<ul> <li>Follow us on social media</li></ul>
technology – experience it	for more updates

	firsthand. Schedule a call with	
	us today!	
•	Looking for in-depth analysis	

- Check out our other blog posts for more insights
- Looking for in-depth analysis and expert opinions? Check out our other resources now.
   If you still have any questions, leave a comment and join the discussion

## 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).

		•
	3-05-07-at-10.34.39-AM.png	
May 7, 2023		
220 KB		
814 by 1164 pix	els	
Edit Image		
Alt Text		
	Describe the purpose of the	
	image. Leave empty if the	
	image is purely decorative.	
Title	Screenshot 2023-05-07 at	
Cantion		•
	Insert into post	

Also, try adding a relevant Feature Image whenever possible.

Actions	Featured image
Add media	Upload files Media Library
Create gallery	Filter media Filter by type Filter by date
Create audio playlist	Images
Create video playlist	~? 'c
Featured image	00.
Insert from URL	~ <u>000</u> j

# 5. How to add codes?

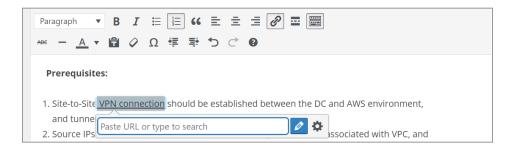
Add codes to your blog by using the "Preformatted" text format.

Paragraph	(Shift+Alt+7)	success using <u>YARPP - Related Posts</u> ! Could you please do us a BIG favor and give us a quic
Heading 1	(Shift+Alt+1)	nd spread the word. We would really appreciate it 🝔 — Team YARPP
Heading 2	(Shift+Alt+2)	ugh Lalready did Dismiss
Heading 3	(Shift+Alt+3)	
Heading 4	(Shift+Alt+4)	e in Drupal 9
Heading 5	(Shift+Alt+5)	g/add-inline-javascode-in-drupal-9/
Heading 6	(Shift+Alt+6)	
Preformatted		rmVisual Text

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

Tags 🔨 🔺
Add
Separate tags with commas
😢 Drupal 9 🛛 Sinline Javascript
<u>Choose from the most used tags</u>

#### 8. Original content

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

#### 9. Proofread

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