

Commerce Co-op Guest Author Guidelines

Given the broad expanse of topics and contributors, these guidelines have been created for Magento Association's *Commerce Co-op* in order to generate a relevant, consistent experience for our community of readers.

Please refer to these guidelines as you develop an article to submit. All submissions should be made to Juliana Ludema McPherron, *Commerce Co-op* editor, at jmcphe@magentoassociation.org.

The Basics

- Create the article in a Microsoft Word, text or HTML document.
- Provide a suggested title or headline that is catchy and is 10-15 words or less.
- Articles should be 500–1200 words. If your thoughts extend beyond 1200 words, please consider doing a series of posts on the subject.
- Content should be original and any references to other work, research or copyrighted material should be properly cited.
- The article must have a clear objective. The title and opening should be captivating, and readers should know why they should care. There should also be takeaways from every article.
- All statistics, data and quotes must be accompanied with sources, and those sources should be vetted.
 - Identify all hyperlinks within your article. Links must be useful and relevant. Irrelevant or excessive links or links that advertise will be removed at the editor's discretion. The editor will allow a maximum of one (1) link that drives back to the author's company.
 - If you have a list of resource links, please include them at the end of the submitted document.
- *Commerce Co-op* editors and the Content Committee reserve the right to revise articles for length, grammar, style and/or voice. Edits will be sent to the author prior to publication.
- The motivations of the contributor should be understood. The tone of the article should be authoritative but not overbearing.
- It should be obvious who the intended audience of the article is, and that audience should be important for *Commerce Co-op*.
- Every reference to official documentation related to Magento Open Source and Magento Commerce features should point to the Open Source edition.
 - Open Source tools, if owned by you, may only be linked at the beginning or closing of an article.
- If the word "resources" is linked to the author's company page, it will be flagged and likely changed to Magento documentation or User guide.
- If the article mentions or suggests Magento Partners, they should be easily identifiable in the [Partners directory](#).

In addition to the text for the article, authors should submit the following separately:

- A byline that includes full name, title and company as you want it to appear.
- An author headshot and one-paragraph bio. (Headshot should be the highest resolution possible.)
- An executed permission to publish agreement.



Official content topics

Commerce Co-op categories include:

- Best Practices (<https://www.magentoassociation.org/commerce-co-op/best-practices>)
- Innovation (<https://www.magentoassociation.org/commerce-co-op/innovation>)
- Case Studies (<https://www.magentoassociation.org/commerce-co-op/case-studies>)
- Our Community (<https://www.magentoassociation.org/commerce-co-op/our-community>)

About Magento Association and *Commerce Co-op*

The Magento Association (MA) is dedicated to fostering and supporting technology projects for the continued success of future generations. Its mission is to advance and empower the global Magento community and commerce ecosystem through open collaboration, education, and thought leadership. *Commerce Co-op* is the official publication of MA and serves as a source of content for e-commerce ecosystem evangelists.