

## #CatalystServerless

# Blogathon 2022

## Content guidelines

We are interested in publishing topics that our Catalyst users care about, so we're looking for blog posts that align with user interests and content strategy. Typically, these are educational, informative, and insightful blog posts that add value for our readers, teach them something new, or help them work more efficiently with Catalyst.



### Here are some of the things we look for in every post we publish:

- \* The blog should be between 800 to 1000 words.
- \* The post should be high-quality, original content. We will not publish plagiarized content or republish anything that has been published elsewhere, even if it is submitted by the original author.
- \* The post should be easy to read, and typically free of unnecessary buzzwords and jargon.
- \* The blog post must be factually correct, and you must attribute data, quotations, supporting graphics, and any other third-party content referenced in the article. The data must be up to date, properly sourced, and cited with a hyperlink.
- \* You can include one self-promotion link to your website in the attribution section. You may link to other quality resources to add value to the article, but please refrain from excessive linking.
- \* Once your blog post is published on the Zoho Catalyst blog section, we cannot allow you to republish your guest post to your own blog, LinkedIn, Medium, or any other website afterwards. Why? Well, SEO and Google ranking hate duplicate content. Instead, you can create a supporting blog post and link it to your published guest post on Zoho blogs. And of course, feel free to share links to your published blog posts or any of our content on social media. We'll love you for it!

**TIP:** The best posts are interesting to read and include hard data, actionable takeaways, fascinating insights, and a relatable point of view. They have offer enough information/ examples to let readers immediately act on the given topic.

**IMPORTANT:** Please ensure that everything you write about in the blog can be achieved using Catalyst by Zoho. Here are links to [our quick start guide](#), [tutorials](#), and [other resources](#) to help you get started.

### With your post, we expect you to share the following:

- \* Short author biography (Must provide)
- \* Supporting images, videos, and in-app screenshots, if needed (May provide)

### What we won't accept

- \* Anything that may be construed as a link-building scheme
- \* Anything that is blatantly promotional for your company or organization
- \* Anything that is offensive or inaccurate
- \* Anything that is overly critical of individuals or companies

If you are announced as one of the winners, Zoho reserves the right to edit, adapt, and update your post content as we see fit. Zoho reserves the right to add calls-to-action to Zoho content.

If you have any questions, please send an email to [blogathon@zohocatalyst.com](mailto:blogathon@zohocatalyst.com). Thank you for your participation!

## Happy Blogging!