

# Writing for the APN Blog

## Purpose

The *APN Blog* is one of the most-read blogs at AWS and reaches a wide base of customers and AWS Partners globally. Through high-quality content, we strive to highlight top AWS Partners and their offerings to customers, business decision makers, media, and internal AWS teams.



## Why write for the APN Blog?

- **Credibility:** Having your story published by AWS can influence customers globally.
- **Visibility:** The APN Blog is one of the most-read blogs at AWS. Our stories search incredibly well, and many of our posts are shared on AWS social media channels.
- **Business:** AWS Partner stories have “connect” links that generate customer leads.



## What kind of content is the best fit for the APN Blog?

- Our target audience for APN Blog posts is primarily **AWS customers**.
- Posts that showcase **technical solutions** built by AWS Partners are the most popular stories we can share; most of our readers are looking at this technical content.
- Readers value blog posts that dive deep and explore “how” you built a solution on AWS or solved a business problem for customers.
- Posts written by technical experts or SMEs perform the best because they educate readers about what’s possible on AWS.



## Content guidelines

- **Partner posts should be educational** (not sales/marketing) and provide 200-level or above thought leadership on a topic relevant to AWS customers.
- **Content should be original to the APN Blog** and not repurposed from existing blogs, whitepapers, e-books, etc.
- **AWS sponsors required for technical content:** Please work with your APN representative to identify someone from AWS who can validate the solution or use case.
- **Our best stories provide readers with some kind of walkthrough.** Readers want to learn about something they didn’t know about before.
- **Try and include a customer story.** Our most successful posts use customer stories to legitimize the technical or business expertise that AWS Partners are showcasing.
- **1,500 words is the ideal story length** with graphics, captions, links, and next steps included in the first draft.
- **6-8 weeks needed for editing:** This is from the moment the first full-length draft is submitted.

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## Learning levels

- **Foundational content (100-level and not recommended):** Simple, introductory stories that only include information about “what” is available to customers.
- **Intermediate (200-level):** Overviews of AWS services or AWS Partner solutions; often with use cases that require readers to have a working knowledge of the topic.
- **Advanced (300-level):** Educational content that explores “how” something works on AWS; often includes architecture diagrams and how-tos.
- **Expert (400-level):** Highly technical content that dives deep and includes code that readers can use. Essentially a “here’s how you can do it, too!” blog post.



## Writing for the web

- Use **short, concise sentences** that are easy to read (try to avoid run-on sentences).
- **2-3 sentences max per paragraph.**
- Use **plain language whenever possible**—don’t just copy/paste verbiage from a website or marketing document. You want the post to be accessible and easy-to-read.
- **Bulleted lists are good** for breaking up large paragraphs.
- **Include section headers and sub-headers** to help readers as they scan the page.



## Follow a clear outline for your story

- **Introduction**
  - Tell readers about the problem you are solving with this blog post.
- **Key themes of the post**
  - Include an “In this post, I will...” paragraph that focuses on customer benefits—what will readers learn from this post that they didn’t know before?
  - Introduce yourself, your company, or both to help set the right context for readers.
- **Section headers** should be short and to the point (3-7 words max).
- **Clear progression of your “story”**
  - Be sure the content flows from section to section and all of your content is clearly related to the key themes introduced at the beginning of the post.
- **Summary**
  - A true summary briefly recaps what readers have learned and reinforces key messages. Provide next steps for readers and additional resources, if applicable.