



atlantic.net

BRAND GUIDELINES

OUR STORY



Atlantic.Net is a leading IT Services company specializing in Cloud Hosting, HIPAA-Compliant Hosting, and Managed Services, to name just a few core offerings. We have a wide range of customers based in the United States, Canada, Europe, and throughout the globe.

To create an award-winning service, Atlantic.Net has spent 28 years fine-tuning our customer service and service delivery initiatives. The quality of these two elements set us apart from competition and enhance our customer's experience with our service.

Millions of Servers Deployed Worldwide

newegg.com



lenovo

VIACOM



WRITING REQUIREMENTS

PART 1

- ✓ **Your content must be original and previously unpublished.** An article is considered published even if it only appeared on your blog, LinkedIn, or some other public-facing site.
- ✓ **Articles should be at least 1200 words.**
- ✓ **Include an introduction and a conclusion.**
- ✓ **All sources must be attributed (with hyperlinks) and trustworthy.** (e.g., Wikipedia is not an ideal source). Try to reference data from the last 2 years.
- ✓ **Only links to trusted, authoritative websites are permitted.** No keyword links, affiliate links, lead-gen links, company links, client links, etc. are allowed unless specifically requested by Atlantic.Net.
- ✓ **If you excerpt material first published on a trusted source verbatim, use double quotes and hyperlink to the original source.**
- ✓ **Fact check everything before you submit it.**

WRITING GUIDELINES

1-word vs. 2-words

When something can be 1 word or 2, we choose 1 (unless otherwise recommended by Surfer SEO). For example:

- ✓ Cybersecurity NOT cyber security
- ✓ Healthcare NOT health care
- ✓ Whitepaper NOT white paper

& vs. “and”

Do not use an “&” unless you are restricted by space or character limits. This includes headlines.

“Their” vs. “his/her”

Use “their” instead of “his/her” “them” instead of “him/her,” and “they” instead of “he/she.”

“%” vs. “percent”

Use a percent sign (%); do not write out the word “percent.”

“U.S.” vs. “US”

Write “U.S.” not “US.”

WRITING GUIDELINES

Hyphenation

When using a two-word adjective, hyphenate when the adjective is placed before the noun, but not if it is placed after the noun. Example: “HIPAA-compliant hosting” vs “hosting that is HIPAA compliant.”

Title Capitalization

The formal titles should be capitalized.

am/pm vs. AM/PM or A.M./P.M. or a.m./p.m.

Use am/pm when writing time of day. Example: 8:00am – 5:00pm.

Bulleted Lists

Long-form bulleted lists (mostly used in blogs):

- ✓ Bullet items with long sentences can require punctuation, especially if they’re long and making a point like this.
- ✓ If one bullet point has a punctuation, then all should in the list for consistency.
- ✓ Some text can be bolded for emphasis.

Short-form bulleted lists:

- ✓ No punctuation

EDITORIAL REQUIREMENTS

- ✓ **Your content must be original and previously unpublished.** That means your advice or observations must be related to your area of expertise and based on first-hand experience in the industry and your role.
- ✓ **Don't over-sell** - Readers are seeking your best tactical advice and industry expertise, not a sales pitch. Although most onsite and offsite articles promote Atlantic.Net services, it is important to provide the information the person was looking for instead of a full-on sales pitch. So don't write about how your product, company, service or client is the best solution; instead, inform and educate your audience. Useful content increases your visibility and leads to new opportunities.
- ✓ **Include your own unique insights and expertise** - Avoid generic advice that readers have heard before. Look for specific, tactical, fresh angles on your favourite subject matter. For example, think "5 Unusual Ways to Test Your New Hire on Day 1" instead of "5 Top Interview Questions."
- ✓ **Avoid jargon, long quoted passages, or academic-style writing** - Readers prefer straightforward, accessible content that is easy to share and understand.
- ✓ **Include a takeaway so your audience remembers your advice** - The best way to stay top-of-mind is to offer value. Don't leave readers hanging.

VOICE AND TONE

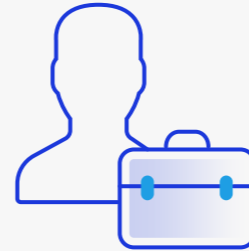
Our brand focuses on the customer journey and their experience of using our technology services.

Our writers are expected to set the tone for an authentic, knowledgeable and trusting relationship with our customers.



Friendly

The overall tone should be friendly and informative. Opt for shorter, concise sentences contained within brief paragraphs. Onsite articles should be conversational and less formal while still remaining professional and factually correct.



Professional

Facts, statistics, and references must be accurate and cited directly using a text hyperlink. Use more than a single source and attempt to get a balanced argument in the article. Technical terminology must be accurate. Try to avoid abbreviations unless absolutely necessary (e.g. use PHI for Protected Health Information if used more than once in an article).



Honest and Trustworthy

Articles should be helpful and aim to educate the reader. Cite well known and trusted resources and avoid citations from website forums and personal blogs.

SEO GUIDELINES

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Targeted Keyword or Key Phrase

Summary of Targeted Keywords (includes competitor details)

Required content for article



Contact Information



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