



We invite you to be a part of our mission that helps professionals prepare for their certification exams. Turning Point, the official webinar/article of Aryan Engineering, has a wealth of information on various professional certification topics.

## **GUIDELINES:**

### ***Topic:***

Relevance - The articles must provide insights, trends, case studies and discussions on the professional certification domains like Project Management, IT field, Oil & Gas, and Quality Management.

Introduction - Please provide a brief description of your professional qualifications and interests.

### ***Content:***

Original - Your post must be original, and not previously published online or in print. The content must be 100% unique; should not be copyrighted by any other source. You must agree not to publish it anywhere else, including your own blog or website. You may, however, post a brief "tease" or summary on your site that links to the post on Turning Point.

Headings – Must appear natural and relevant to the topic. Use interesting and catchy captions, headings, and subheadings throughout the article.

Value – Ensure the information in the article is well researched and up-to-date. The content must be informative and a valuable resource to the reader as well as our online community.

Paragraphs – If there is a lot of content, break it down into shorter paragraphs to enhance readability and user experience.

Flow & Style – The flow and style of the content should be natural and engaging throughout.

Article Length - The post should be at least 500 words and should not exceed 750 words.

### ***Editing:***

Proofing - We may copy edit your post for grammar, punctuation, spelling, etc. If we make substantial changes (unlikely), we will email the post back to you for your approval before publishing it.

Tell Us Why? - Provide a short introduction or conclusion to your post highlighting the context or the rationale behind its importance.

# Webinar or Article/Video clip



Engage - You can also post comments on the published article to increase user engagement.

## ***General:***

Communication - All communications need to be done through [info@aryanengineering.com](mailto:info@aryanengineering.com)

Format - The article must be in Word format, otherwise it will not be accepted.

Images - Make sure the attached images are clear and the resolution. In case you are sending a chart/graph, please ensure it is provided only in a .jpg / .gif / .png format. Images are to be attached separately and not inside the Word document.

Credits and Sources - Remember to include credits and sources used in your post.

## **Benefits:**

Turning Point reaches thousands of professionals across the world. If you would like to share your knowledge, we have the audience.

You may choose to write on any topic in the area of your specialization. However, we prefer articles related to the professional certification industry or courses.

We understand the effort it takes to write an article post or webinar, therefore we assign the mentor for online courses or classroom courses, who contribute to webinar/article. For more details, contact at [info@aryanengineering.com](mailto:info@aryanengineering.com)