



UBINODES

GUIDE: HOW TO WRITE

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What is this article about?

This article serves as an introduction to the three primary types of articles produced by Ubinodes, detailing the standards for crafting them effectively. Additionally, it provides recommendations for enhancing clarity to cater to online readers.

Why do you need it?

While Ubinodes functions as an international marketing network, one of its core objectives is to stay abreast of developments in the realms of I.T, Business, International Affairs, and more. To achieve this, a consistent effort is required to write and update articles, ensuring that our audience is not misinformed by outdated information.

Maintaining a steady flow of articles not only saves time by preventing the repetition of information to potential clients and candidates but also aligns with our goal of keeping content concise. Recognizing that readers often disengage from articles that do not promptly address their queries, the sections below offer guidance on creating focused and impactful content.

Abstract.

While the creation of written works is inherently subjective, embracing standardization contributes to the clarity of our articles. Establishing a consistent format allows readers to navigate seamlessly across various topics.

The categorization of articles into three distinct formats ensures the effective sharing of diverse subjects and teachings. The provided formatting and writing suggestions aim to enhance accessibility for readers.

Importantly, these guidelines are presented in a general manner, preserving space for individual creativity among our contributors. Through this balance, we strive to deliver informative and engaging content while respecting the unique voice of each creator.

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01. The Logic behind Writing Our Articles.



01. The Logic We Use In Writing Our Articles.

In the current landscape of information-seeking, the paradigm has shifted predominantly to online platforms accessed through computers and smartphones.

Ubinodes recognizes this trend and tailors its article formatting to align with this shift. Our approach is designed with a focus on the smartphone reader, considering the prevalent behavior of scanning rather than thorough reading in online contexts.

01.2 The Process We Employ.

In pursuit of this objective, we have formulated a process grounded in the following principles:

- **Articles Should Be Read at a Glance.**

Acknowledging the tendency of online readers to scan rather than read in-depth, we adopt a strategy reminiscent of deciphering jumbled words.

We strategically scatter reading clues throughout our content, ensuring comprehension even when readers opt for a cursory glance. This approach accommodates the rapid pace at which individuals consume information online.

- **Articles Are Optimized For Thumb-Scrolling.**

Given the prevalence of smartphone usage for reading, our articles are crafted with a top-to-bottom flow optimized for thumb-scrolling. This means that information is presented in a progressive depth-of-knowledge manner.

Unlike traditional academic structures (introduction, development, conclusion), we prioritize organizing content based on detail. As readers scroll downward, they encounter information at increasing levels of expertise, enabling them to stop at the point that aligns with their desired level of understanding.

01.3 Publishing Fundamentals.

- **Streamline Content:** Ensure your writing doesn't contain unnecessary filler words that does not add any value. Try to pass information with fewer words without losing the essence of the idea.

- **Title Guidelines:** Your titles should be engaging enough to capture your reader's attention at first glance. Use important keywords and reinforce it with an action word.

- **Go for Conciseness:** When writing, use less complex words and your writing should be clear and brief.

- **Mobile-Friendliness Check:** Prior to publication, review the article on a mobile device to ensure optimal readability.
- **Maintain Consistent Flow:** Sustain a cohesive flow throughout the article, allowing readers to follow the narrative seamlessly.
- **Formatting Consistency:** Compare your formatting with already-published articles on our website for uniformity and adherence to established standards.

01.4 Genres We Cover.

To enhance the efficiency of the above-mentioned process, we've classified our articles into three distinct genres:

- Guide
- Review
- Research

This classification ensures a structured approach in line with our established writing process.

01.5 Perspectives of Writing Each Genre.

Guides: This is created as a manual for users. When writing a guide, you are to write in the perspective of an operator, more like a technician carrying out a specific task.

Review: In this case you're to write in the viewpoint of a user. A review offers honest and first-hand observations and experiences you get when using an app, device, company, markets, industries, countries, etc.

Research: Positioned as an investigative piece, a research article explores the intricacies of using applications, devices, companies, markets, industries, countries, etc., from the standpoint of an expert examining underlying details.

01.6 eBooks.

The final article may take the form of an encompassing "all-under-one-roof" piece, integrating elements of a Guide, a Review, and a Research. Each section, however, is distinct within the article. During the writing process, special attention is given to ensuring that the sections are easily scan-readable and thumb-scrollable on a mobile phone. Whether it's the Guide, Review, or Research section, they are written separately, tailored to their specific characteristics.

02. Methodology to Writing Our Articles.



02. Preparation: What to do before you start writing.

Before you start writing an article, the following steps are crucial:

- **Conduct comprehensive research to establish a solid understanding of the subject**, ensuring the ability to effectively convey information to others.
- **Engage in a testing phase to acquire first-hand experience** that resonates with the reader.
- **Consider the opportunity to simultaneously develop a Review or a Research article**, preventing the waste of valuable knowledge and experience.
- **Adhere to our guidelines**, ensuring that information is formatted consistently and efficiently for optimal sharing on our platform.
- **This preparatory phase varies**, ranging from an hour of website reading to several hours of testing to identify optimal approaches.
- **Collaboration within a team may be necessary to share opinions and distribute the workload.** This can also be practical when connecting computers or devices is essential for testing purposes.

02.1 Guidelines to Follow During Content Creation.

During the content creation phase, consider the following guidelines for an effective article:

- **Define Your Audience:** Think of your target audience so you can tailor the content appropriately. This may influence points you want to address. The wording should align with the preferences and understanding of your audience.
- **Create a TL;DR Summary:** Develop a concise summary paragraph to serve as the article's "Too Long; Didn't Read" introduction, providing a quick overview of the main points.
- **Maintain Point Consistency:** Review the draft, ensuring that each point is roughly the same length. If possible, combine points to maintain a balanced and engaging structure.
- **Adhere to Layout and Formatting Guidelines:** From the outset, follow the specified guidelines for layout and formatting. This ensures efficient collaboration with others and a cohesive presentation.

02.2 The Publication Process.

When preparing for publication, adhere to the following steps to guarantee a high-quality and impactful article:

- **Cite All Sources:** Include references to all sources used in your article to maintain credibility and transparency.
- **Thorough Review:** Read through the article multiple times to identify and rectify any oversights. Ensure that no important details are missed during the editing process.
- **Seek External Proofreading:** Obtain feedback from others to gain a fresh perspective on your final work. However, avoid seeking proofreading too early to prevent fatigue and ensure a comprehensive review toward the end of your work.
- **Maintain High Quality through Peer Review:** Uphold a high standard of quality by subjecting each article to peer review. This process ensures that the information presented is both factual and relevant, enhancing the overall integrity of your content.

03. How to Write a “Guide” Article.



03. Guide: A Simplified "How-To" Approach.

This guide serves as a comprehensive "how-to" or "step-by-step" manual applicable to various topics, from IT instruction manuals to processes for prospective clients.

The key lies in imparting knowledge in the simplest manner possible, ensuring accessibility to a diverse audience regardless of age or tech experience. Notably, guides can also be employed for marketing purposes, as exemplified by this very article.

03.1 Key Attributes of this Article.

- **Technical "On the Field" Use:** Given its nature as a "step-by-step" guide, technical explanations are consolidated in end-of-article notes, allowing users (often operators) to complete tasks and later delve into detailed explanations.
- **Integral Screenshots:** Screenshots are seamlessly integrated with step-by-step actions, enhancing the user's understanding.
- **Constructive Opinions:** As viewed from an operator's perspective, the guide accommodates constructive opinions, sharing valuable tips and advice without evaluating features or pros and cons.
- It explicitly avoids evaluating features, pros and cons, or delving into technical intricacies.

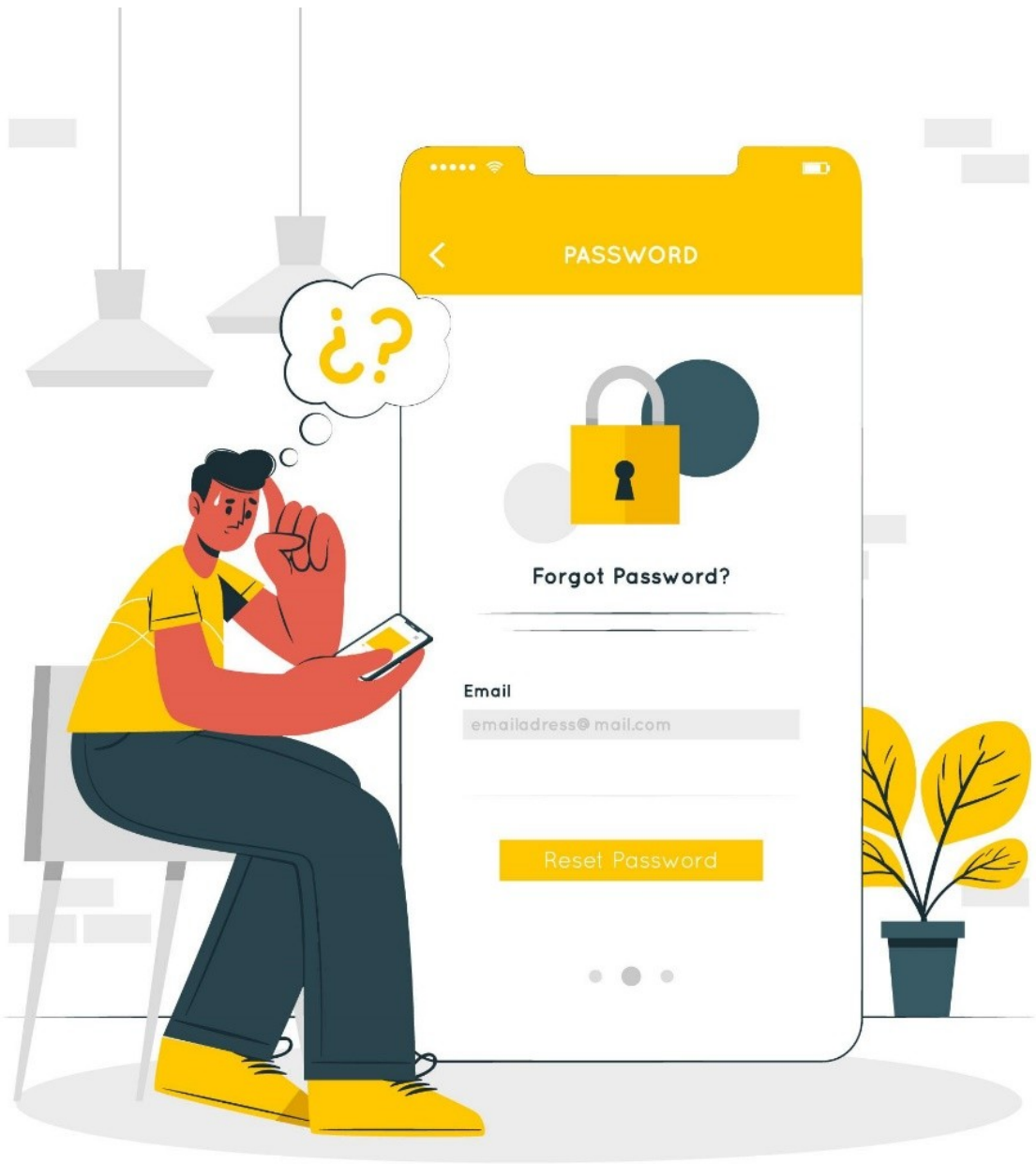
03.2 Preparation.

- **Personal Connection and Passion:** Drawing from personal experiences and passions aids in selecting a compelling guide topic and facilitates easier writing.
- **Collaboration for Detail:** Avoid solo work to ensure comprehensive coverage. Collaborate with others to perform actions on different devices, unveiling potential technical glitches and nuances.
- **Real-time Testing:** Initiate real-time testing by using the product in a live project with diverse participants over a minimum two-week period. This minimizes bias, incorporating different operating systems, team members, and organizational aspects.
- **Developer/Manufacturer Interaction:** Seek answers to specific questions by reaching out to the developer or manufacturer during the testing phase.

03.3 Creation.

- **Inclusive Steps:** Document every step, regardless of apparent simplicity, to avoid overlooking essential details.
- **Challenging Process Documentation:** Capture images during testing, focusing on challenging aspects to assist readers in overcoming potential obstacles.
- **Informative Tone:** Maintain an informative tone throughout the instruction, avoiding condescension.
- **Self-Testing or Peer Verification:** Conduct thorough testing of the guide, either personally or through peer verification, to ensure its correctness and effectiveness.

04. Review.



04. The Review: In-Depth Exploration

A comprehensive review is designed to address readers' inquiries as if they had personally experienced the application or device for a month. The purpose is to provide a thorough description covering:

- **Features:** Presented in a checklist format, with the option to include a dedicated paragraph for screen shots or photographs.
- **Positives and Negatives:** An unbiased evaluation, listing pros followed by cons, devoid of personal opinions.

Reviews can also serve marketing purposes, offering observations from the perspective of a distributor or end buyer when assessing industry suppliers, local shops, or client competition.

04.1 Distinctive Features.

- **User-Centric Raw Description:** The review offers a raw, user-centric description, avoiding personal opinions.
- **Strategic Screenshot Placement:** Screenshots or photographs providing an overview are placed in a dedicated paragraph to maintain the reading flow.
- **Observation-Based Article:** Deeper information is relegated to Notes at the end, adhering to the thumb-scrolling principle. Excessive notes indicate a potential shift to a formal research article.
- **Not a Guide or Research:** It does not provide installation instructions or delve into technical details.

04.2 Preparation.

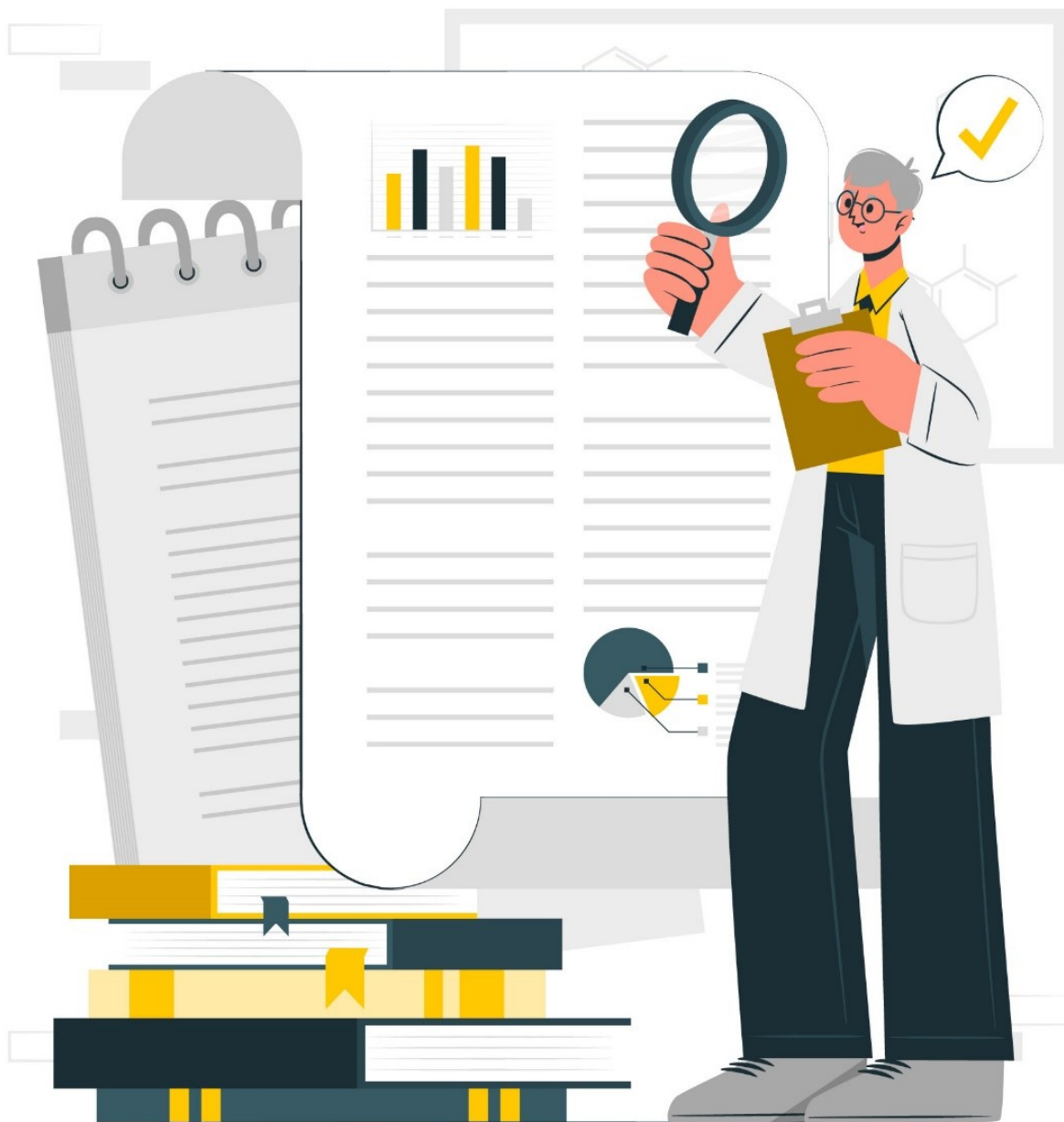
Differentiating from a guide, the review demands exploration beyond the immediate subject matter. Researching similar applications and websites is crucial to establish a comparative baseline.

04.3 Content Creation.

- **Short Paragraph Reviews:** Each product receives a concise paragraph review, encompassing all featured aspects.

- **Visual Elements:** Incorporate images of the product itself and during usage to enhance reader understanding.
- **Pros and Cons Listing:** Include a pros and cons list for each product, catering to readers who prefer a quick overview.
- **Affiliation Disclaimer:** Emphasize the lack of affiliation with the product and give credit where it's due to maintain transparency and credibility.

05. The Research.



05. The Research: Comprehensive Exploration.

While the research article demands a more intensive effort, it stands out as the most informative of the three. Unlike guides and reviews, its emphasis naturally lies in the preparation stage, which can vary in duration depending on the subject matter.

A well-executed research article serves as a comprehensive repository of information on the chosen subject, functioning as a "catch-all" document.

Research can also be leveraged for marketing purposes, such as market research. In this scenario, it adopts the perspective of an expert, delving into politics, regulations, history, and more to elucidate the inner workings of the subject.

05.1 Distinctive Features.

- **Thumb Scrolling Dominance:** Emphasizes the thumb-scrolling principle, distinguishing it from guides and reviews.
- Tiered Knowledge Structure:
- **General Knowledge (First Tier):** Sufficient for shorter articles, requiring basic understanding.
- **Advanced Knowledge (Second Tier):** Medium-length articles demand a display of topical and subject expertise.
- **Expert Knowledge (Third Tier):** Specialized articles necessitate total-subject mastery.
- **Exclusion of Guide and Review Elements:** Does not offer installation instructions or comment on features and pros and cons.

05.2 Preparation.

- **Comprehensive Topic Exploration:** Requires researching all related topics for a holistic view, going beyond mere observation.
- **Reader-Centric Approach:** Consider the target audience while maintaining clarity for uninformed readers.
- **Subject-Specific Understanding:** Familiarity with subject-specific terminology is crucial, explained in simple terms for reader comprehension.

05.3 Content Creation.

- **Information Consolidation:** Collate all researched information for a cohesive presentation.
- **Flowing Article Draft:** Craft a well-structured article that flows seamlessly, facilitating reader engagement.
- **Strategic Image Use:** Reinforce key points with images, deciding whether to place them in dedicated paragraphs (e.g., screenshots) or integrate them into the content to preserve the reading flow.

06. Standardized Layout Guidelines.



06. Standardized Layout Guidelines.

For both new and returning readers, we maintain a consistent layout across all our articles, ensuring a familiar structure for easy navigation and information retrieval.

In line with our commitment to optimizing phone-reading, we adhere to consistent formatting standards throughout our articles. By maintaining these formatting standards consistently, we prioritize an optimal reading experience, especially for mobile users.

Here are suggestions to enhance clarity and ease-of-reading.

06.1 Layout.

Font for all text except Footer: Verdana.

- Cover page. (Contains Logo and Title).
- First Page:
 - What is this article about? (Title, Align Center).
 - Why do you need it? (Title, Align Center).
 - Abstract. (Title, Align Center).
- Table of Contents. (Title, Align Center).
 - Put only H1 in the table of contents.
- Actual Content:
 - H1. (Align Left, Size 26pt).
 - H2. (Align Left, Size 18pt).
 - H3. (Align Left, Size 14pt).
 - H4. (Align Left, Size 12pt, bold).
 - Underscore. (Align Left, Size 12pt).
 - Content. (Justified, Size 12pt).
- Screenshots (Applicable for Review and Research articles). (Heading 1, Align Left).
- Notes. (Heading 1, Align Left).
- Sources. (Heading 1, Align Left).
- Footer (on all pages, except cover). (Calibri, Align Left, Size 11pt).

06.2 Style.

06.2.1 Font, Size.

Title: Bold, Size 28pt, alignment centre.

Headings: Alignment left.

- H1: Size 26pt.
- H2: Size 18pt.
- H3: Size 14pt.
- H4: Bold, Size 12pt.

Content: Size 12pt, alignment justified.

- Use Bold for hierarchy below Heading 4. Include its punctuation in bold.

06.2.2 Headings & Numerical Consistency.

06.2.2.1 Common style.

Set paragraph Style: Always apply the corresponding heading setting first before changing the font and size. That way the PDF reader will display the content of the article in the navigator.

Font: Verdana for the entire content except Footer (Calibri).

Color: Black for the entire content.

Headings: Not bold nor Italic, alignment left.

06.2.2.2 Headings.

Heading 1:

06. blabla.

- Verdana, 26pt.
- Number with two digits (so we include 0 between 1 and 9) followed by a full stop.
- Space between the full stop and the sentence.

Heading 2:

06.2 blabla.

- Verdana, 18pt.
- First number with two digit, identically to its heading 1.
- Second number with only one digit.
- No full stop at the end.
- If you reach more than 9 sub-headers, then this entire paragraph needs to be broken down so as to have a new heading 1 and stay below 9 heading 2.
- Space between the full stop and the sentence.

Heading 3:

06.2.1 blabla.

- Verdana, 14pt.
- First number with two digit, identically to its heading 1.
- Second number with only one digit.
- No full stop at the end.
- If you reach more than 9 sub-headers, then this entire paragraph needs to be broken down so as to have a new heading 2 and stay below 9 heading 3.
- Space between the full stop and the sentence.

Heading 4:

06.2.1.1 blabla.

- Verdana, bold, 12pt.
- First number with two digit, identically to its heading 1.
- Second number with only one digit.
- No full stop at the end.
- If you reach more than 9 sub-headers, then this entire paragraph needs to be broken down so as to have a new heading 3 and stay below 9 heading 4.
- Space between the full stop and the sentence.

06.2.3 Capitalizing Headers

We deviate from the academic standard by allowing the capitalizing of main words within a title, so as to improve eye-scanning. Ensure you maintain consistency in capitalizing your headers. If you start with the sentence capitalization or you capitalize each word in the header, maintain it throughout the article e.g. "01. Punctual meetings" or "01. Punctual Meetings".

06.2.4 Alignments.

Centre:

- Titles.
- Pictures.
- Block Quotes and other insertions.

Left:

- Headings.
- Footer.

Justified.

- Paragraphs.

06.2.5 Body Text.

Well-structured paragraphs present all relevant information in a clear and logical flow, eliminating non-essential details where possible.

- Style: Normal.
- Font: Verdana.
- Size: 12pt.

06.2.5.1 Punctuation.

Ensure you proofread and edit the document that all punctuations are in place and used according to academic standards.

Full stop: In line with our philosophy of writing for smartphone reading and eye-scanning of the content, we deviate from the academic standard in the way that we always put full stop the end of a Heading. Do not use colon at the end of a heading on the pretext that sub-content will follow.

06.2.5.2 Checklists.

- Can be bulleted or numbered so as to enhance readability.

- Keep them short.
- Refer to notes when necessary for additional clarification.

06.2.5.3 Hyperlinks.

- Create links using WordPress.
- Always credit outside resources.
- Links directing outside the Ubinodes website should open in a new tab. See chapter below for Wordpress tips.

06.2.6 Footer.

- Format Footer: Untick "Same content on first page" if there is a front page.
- Height: Tick "AutoFit height". And put 0,10 cm.
- Spacing: Tick "Use dynamic spacing". And put 1,90 cm.
- Style: Footer. Size 11pt.
- Font: Calibri.
- Align Left.
- High of field 1.5cm.
- Content:
 - Page x of xx. (Use insert -page number- and -page count-).
 - Last revised date. Do not change this date if it's only a cosmetic change (layout). Change it if the actual content was updated. However, in the file name, you must change the date so that when uploading the new file into the website's Media tab, it won't interfere with the old file.
 - Copyright: European Union Public License, version 1.2 (EURL-1.2).

06.3 Content.

06.3.1 Contextualizing Questions.

Today, the difficulty is not to access information over the internet but exploit it. So the first page begins by addressing two key questions for the readers. The aim is to help them decide at a glance whether this article is what they were searching for or not.

1. What is this article about?
2. Why do we need it?

06.3.2 Abstract.

A brief paragraph provides a quick summary for on-the-go readers, especially useful for longer articles.

06.3.3 Table of contents.

A section listing the main paragraphs, aiding readers in quickly grasping the article's content.

Keep it as short and to the point as possible.

Put only H1 in this content.?

06.3.4 Paragraphs.

6.3.4.1 Author's Influence.

Our articles present factual information without influencing readers' opinions, encouraging them to draw their own conclusions based on the provided data.

06.3.4.2 Screenshots.

- For Reviews and Research articles, in order to maintain reading flow, screenshots are placed in their designated section at the end of the article, before "Notes" and "Sources".
- In Guides, screenshots are integrated into relevant step-by-step paragraphs.
- In order to facilitate later revisions, first insert a table, then place images and descriptions into rows.

06.3.2 Screenshots.

For Reviews and Researches, in order to maintain reading flow, screenshots are added in this specific section, at the end of the article.

06.3.3 Notes.

Technical details are placed in notes at the end of the article to streamline paragraphs. Proper referencing, using parentheses, ensures easy access for interested readers. Example: (Note 05).

06.3.4 Sources.

Credit to external information sources is given at the end of relevant paragraphs in parentheses. Example: (Source 02).

06.4 Tags.

Add tags to articles before posting for easy retrieval.

06.5 Filename.

Adhere to our file-naming convention: "Year-Month-Day-Name-of-Article."

This format ensures organizational clarity. The date is the one any change has been made to the file so that in the "Media" tab of the website's back end, it doesn't interfere with the previous file.

Note however, that in the content of the document itself, the "last revised" date in the footer is changed only if the actual content has been updated, not if it's a cosmetic change only (layout) so that readers can know if the content is actually up to date.

If you happen to make several changes the same day, which would imply having identical filenames, then simply use the next day for each update. It is unlikely that the same article will be worked on by another Node the next days without your knowledge, so you can communicate on this topic.

7. WordPress.



07. WordPress Tips.

This section provides specific tips for optimizing your use of WordPress:

Featured Images Dimensions:

- Featured images should be 700x420. Use [Photofiltre](#) for resizing.

Twitter Announcement:

- After making a post, share a tweet on Ubinode's timeline using your Twitter account.

Excerpt Writing:

- Always write a custom excerpt. By default, WordPress may use the initial lines, which might not be descriptive enough for readers.

Dedicated Featured Image:

- Always use a dedicated featured image. WordPress may default to the first image in the article, which might not accurately represent the content on search engines.
- By adhering to these WordPress tips, you ensure a visually appealing and informative presentation of your articles, enhancing engagement and visibility.

Uploading Article on the WordPress

- When uploading articles to the Ubinodes website, adhere to our file-naming convention: "Year-Month-Day-Name-of-Article."
- Ensure the article you're about to post aligns with our naming structure.
- If this is an updated version, remove the previous one from the media folder.

08.Sources.

Adams, J. (2023) How to write an article review (with sample reviews), wikiHow. Available at: <https://www.wikihow.com/Write-an-Article-Review> (Accessed: 20 November 2023).

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Home (2023) Student Academic Success. Available at: <https://www.monash.edu/rlo-old/graduate-research-writing/write-the-thesis/writing-a-literature-review/structure> (Accessed: 20 November 2023).

World Leaders in Research-Based User Experience (no date) How people read online: New and old findings, Nielsen Norman Group. Available at: <https://www.nngroup.com/articles/how-people-read-online> (Accessed: 20 November 2023).