



Guidelines for Publication of a White Paper

In order to maintain consistency in our white papers, we have set the following guidelines for authors. We would ask that you comply with these guidelines when preparing a white paper for publication on our site.

- We require the draft in Word format
- We do not publish papers that promote a particular product or organisation. There are exceptions – for example, we have an article on reporting in Microsoft Project – however these tend to be “how to use” rather than “reasons why you should buy”
- We will convert your white paper into our standard format for publication.
- We reserve the right to edit text. The editing is done for a number of reasons. These include:
 - Inserting keywords to improve search engine ranking. For example if the text read “Project Management is a complex process. It can take considerable experience to become a PM Manager.” We might replace the second sentence with “A Project Manager needs considerable experience to manage a project.” The later sentence will assist ranking as it includes the words “Project Manager” and “manage a project”
 - We will correct any spelling or grammatical errors. This often includes splitting long sentences into two or more shorter sentences.
 - Sometimes, where English is not a first language, we can make some changes that assist readability.
- If any quotes are included, they should be acknowledged
- We request the person submitting the paper confirms in an email that it is an original work and all other material referenced is acknowledged.
- Any images used should be submitted as .gif or .jpg files. If they are not available in that format, we can work with the author to find a compatible format.
- Due to the structure of our web site, images cannot be more than 565 px in width. At that size they should be easily readable in a browser.
- The author provides a short bio (typically one paragraph) which is included at the end of the white paper.

The process is as follows.

- Draft white paper is submitted to Project Perfect
- We carry out any editing and produce a final draft.
- The draft is returned to the author for agreement



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- Any changes requested by the author are discussed with Project Perfect
- A web page is created and the web address sent to the author. At this stage, the page is not linked to anything. The only way to find the page is to key in the full address. The author has a few days to review the page and provide any feedback before we go live. This is an optional step and will depend on time availability.
- A few days later the page is linked to the home page on Project Perfect, and listed in the index of white papers.
- Details of the new page are circulated in our newsletter to subscribers. We also list the paper on our blog and provide an RSS feed to promote the new paper.

We try to publish a new white paper every three weeks. We usually have a number in the queue waiting to be published so it normally takes 4 to 8 weeks from submission to publication. We aim to respond with a revised draft approximately two or three weeks before publication.

If you have any further questions please contact Neville Turbit at turbit@projectperfect.com.au

