

**DZONE.COM**

# Contributor FAQs

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## DZone.com FAQs

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**What is DZone?**

With more than one million members, DZone.com is one of the web's largest communities and publishers of technical content for software professionals. Developers from all over the world come to DZone for the latest and best content to hone their skills and advance their careers.

**How big is the audience?**

DZone receives five million pageviews and around 1.5 million unique visitors per month. Currently, we have over 1 million registered users, and that number is climbing at more than 10,000 new members per month. Our audience is truly global, with one-third based in North America, one-third based in Europe, and one-third based in Asia. Our publications, including [Refcardz](#) and [Guides](#), have been downloaded millions of times.

**Who is in the audience?**

The DZone readership has been described as knowledgeable, educated, professional, and extremely tech-savvy. Our audience includes approximately equal numbers of developers, designers, and architects. However, business owners, executives, and industry leaders also visit DZone in significant numbers. 91% of DZone members have a college education, and 40% have a Master's degree or higher. Employees from major organizations such as NASA and IBM are among DZone's regular readers. Our readers live around the world (one-third in North America, one-third in Asia, and one-third in Europe).

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## What topics does DZone cover?

Our major topics (aka Zones) are [Agile](#), [Big Data](#), [Cloud](#), [Database](#), [DevOps](#), [Integration](#), [IoT](#), [Java](#), [Mobile](#), [Performance](#), and [Web Dev](#). They're the big content "buckets" you'll see across the DZone site header. However, our main topics are certainly not the only subjects we cover. All subjects related to software development, technology and business, and industry trends are welcome at DZone.

## What are Zones?

Zones can be described as "portals" of content on a specific theme. Currently, DZone covers 11 Zones ([Agile](#), [Big Data](#), [Cloud](#), [Database](#), [DevOps](#), [Integration](#), [IoT](#), [Java](#), [Mobile](#), [Performance](#), and [Web Dev](#)). Each Zone includes articles, links, [Guides](#), and [Refcardz](#) relevant to the Zone topic. Within a single Zone, you'll find carefully curated articles and content tailored to that particular audience segment. As a contributor, you can write content for multiple Zones or just one. Check out the list below for a brief synopsis of each Zone.

**AGILE**: Everything about the software development lifecycle, often (but not always) with an Agile flair.

**AI**: Home base for all things Machine Learning, NLP, and Cognitive Computing. Go beyond the buzz and discover practical applications of chatbots, knowledge engineering, and neural networks.

**BIG DATA**: If data quantity (volume, velocity, variety) presents a problem or an opportunity, we talk about it here.

**CLOUD**: Whenever logical trumps physical over a networked set of machines, start thinking cloud-native.

**DATABASE**: All about storing and retrieving data that persists beyond a process – SQL, noSQL, ORMs, replication, query tuning, the works.

**INTEGRATION**: All levels of abstraction in and out of single applications, from architectural patterns to services buses and message queues.

**IOT**: "When wireless is perfectly applied, the whole earth will be converted to a huge brain." – Nikola Tesla. More on hardware and embedded development here.

**JAVA**: The most widely-used programming language in the world; special focus on advanced enterprise Java development.

**MOBILE**: Native, web, hybrid, cross-platform, anything about mobile coding and a bit extra about design.

**PERFORMANCE**: Parallel algorithm design? Log analysis and APM? Cache optimization, HotSpot tuning, security, and benchmarking? Check yes to all.

**SECURITY**: The Internet is a scary place, and you'll need to learn how to defend your apps. Focused on teaching developers the basic concepts and specific tutorials of implementing application security.

**WEB DEV**: A mix of browser and server-side development. Extra focus on powerful client-side frameworks like Angular and React, plus some CSS and web design.

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## Contributing to DZone

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### How can I contribute?

There are several ways to contribute to DZone. You can post an article on a software- or tech-related topic, author an article for a [Guide](#), or write content for a [Refcard](#). If you're an MVB, our content team will curate the content from your blog to the DZone website, making it incredibly easy for you to reach our audience of developers and software professionals.

### What are the benefits of contributing?

Some of the benefits of contributing to DZone include:

- Building your reputation as a thought leader in your field
- Reaching a global audience with your content
- Sharing your knowledge with other developers
- Being part of an active “community of practice” relating to software development
- Helping others improve their code
- Getting feedback on your writing

These are just a few of the many benefits that come with being a DZone contributor. You'll also receive promotion through DZone's social media and email marketing, as well as support from the DZone content team.

### I'm not a writer. Can I still contribute?

Definitely! If writing isn't your thing, you can contribute by [sharing links](#), commenting on posts, liking and upvoting posts, and sharing your favorite DZone content on social media. You can also contact one of our editors to help translate your ideas into articles. If you know any tech writers, please feel free to refer them to the DZone contributor program by emailing [editors@dzone.com](mailto:editors@dzone.com).

### I manage a blog with multiple authors. Can my entire team contribute?

Definitely! The DZone Multi-blogger Program was created to help tech blogs with multiple contributors get their content in front of the DZone audience. While this program is especially useful for company blogs, any blog with several authors is eligible. Rather than considering only content written by you, our content coordinators will curate posts from all contributors registered to the multi-blog. Contact our content coordinators at [editors@dzone.com](mailto:editors@dzone.com) for more information.

### Who contributes to DZone?

Anyone with something to share about software and tech can be a contributor to DZone! Many of our contributors are actively involved in the creation of software, and have been for a number of years. Others are managers of the software development process, and still others are tech industry generalists. Our contributors include employees from leading companies like [GE](#), [Exaptive](#), [Hortonworks](#), and [Jetbrains](#). We also have some big names among our MVBs, such as [Trisha Gee](#), [Greg Brown](#), [Reza Rahman](#), [Erik Dietrich](#), [Martin Fowler](#), and [Derek Weeks](#).

### How much does it cost to be published on DZone?

Nothing! DZone is completely free for all members, including contributors.

### How will this impact my site traffic?

One major benefit of sharing your content on DZone is a boost in your site traffic. Many of our contributors see increases in their pageviews and site visits through referral traffic from DZone.

### What are the expectations?

Only Zone Leaders have to meet specific expectations regarding amount of content published per week, etc. Our contributors can post as frequently as they'd like. Some publish an article two or three times a month, others post

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close to daily. Our only expectation is that you share your best content on DZone!

## **What kind of support does DZone offer its contributors?**

Our content team is always available to help contributors and answer any questions they may have. We'll offer promotional support for your content by sharing it on our social media profiles and in our email marketing. In addition, we're working on adding a "writer's corner" to DZone to offer inspiration and writing tips.

## **How do I post an article?**

First, sign into DZone. Then, click on your profile picture and then click "Post an article." Then fill out all the following spaces: title, author, body, tags, photo, and original source. Once you're satisfied with your post, click on the dropdown in the upper right-hand corner of the editor, then click "Send to Moderation." It will then be submitted to our editorial team for review and feedback (if necessary). When your article is published, you'll receive an email notification.

## **How does moderation work?**

Once you click on "Send to Moderation," your article will be added to our content team's moderation queue. A member of that team will review your article for fit with our audience, relevance, and any grammar or content issues. If need be, they'll edit your article to match our standards. Once the content team is satisfied with your article, they'll schedule it for publication. The post should go live within the next 1-7 days.

## **How long does it take before an article goes live?**

It takes about 1-7 days, with 3 days as the average. The ones that take 7 days either take more time to edit than the average post, or are being published in a more popular Zone that has a lot of scheduled, pending content.

## **Can I post somebody else's article?**

You can, as long as you have their permission. When you fill out the "Author" section in the upper right-hand corner of

the article editor, you can credit authors other than yourself. If you are going to post in someone else's name, we highly advise having that person create a DZone account, so you can correctly attribute the article to said person.

## **Where can I see the articles I have contributed to DZone?**

First, login to DZone. Then click on your username in the upper right-hand corner of the screen. That'll take you to your profile page. Your articles will be listed in reverse-chronological order below your profile picture and bio information (as will your links, comments, and saved articles).

## **How will this impact my SEO?**

It won't! Many contributors worry about Google's so-called "duplicate content penalty." While that concern has gotten a lot of traction, it turns out there's not much evidence to support it. According to Google's [Andrey Lipattsev](#), Google does not treat duplicate or syndicated content as spam. The bottom line? Syndication on DZone will have minimal impact on your site's SEO.

## **Will you link my post on DZone back to my website?**

Yes. You'll be required to supply a link to your website the "Original Source" field in the lower right-hand corner of the article editor. When the article is published, it will have an attribution link at the bottom of the post.

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## Writing Topics

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### What can I write about?

Anything focused on software development is fair game. We recommend writing what you know – if you're a mobile app developer, write about iOS, native, Android, hybrid, etc. Types of content that tend to do well on DZone include tutorials, cheat sheets and resources, career and lifestyle advice, and comparisons between different types of tech.

### What can I NOT write about?

There are some types of content that just don't work for DZone. Examples include:

- Pure press releases/minor product announcements
- Advertorial content
- Ads for professional services
- Gadgets without a related developer story
- Blurbs or incomplete articles
- General tech pieces without a development story

### What kinds of content can I write?

Both long-form and short-form content are welcome on DZone.com. You can even create and post videos or share [humorous comics](#). Other types of content include cheat sheets for our Refcardz and Zone-specific articles for our Guides.

### Are there paid writing opportunities?

Yes. If you supply an article for a Refcard or Guide, you'll receive financial compensation. If you are interested in writing an article for one of these publications, send an email to [editors@dzone.com](mailto:editors@dzone.com). [Zone Leaders](#) are also compensated on a monthly basis.

### What are the main publication types at DZone.com?

Our three main categories of publications are articles, Refcardz and Guides. Multiple articles are published to our site every day. On average, we release a Refcard every week, and a Guide every month. Both Refcardz and Guides are available to DZone members for free as a downloadable PDF. Our Refcardz have received over 6.6 million downloads, and our Guides have received nearly half a million.

### What's the difference between Refcardz and Guides?

The main differences lie in length, frequency, and breadth of content. A Refcard can be described as a technical "cheat sheet" on a narrow, specific topic. Examples include [Git](#), [Kubernetes](#), [MQTT](#), and [Swift](#). Refcardz are about six pages long, and are published around once a week. The content in a Refcard is very specific and technical.

Guides, on the other hand, average around 40 pages, and contain content related to a broad Zone topic (Big Data, Agile, etc.). DZone publishes a Guide about once a month. Each Guide contains a curated selection of articles by experts in the Zone space, a Solutions Directory of vendors in the industry, survey results and analysis, and a discussion of trends related to the topic.

### How do I suggest a Refcard topic?

Most of our Refcard topics are in fact suggested by our contributors. If you'd like to suggest a Refcard theme, [email our content team](#).

### Will I get a notification once my article is published?

Yup - we automatically send a notification when your article is live on DZone.

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## Contributor Programs

### What is an MVB?

MVBs are DZone's "Most Valuable Bloggers." When a contributor becomes an MVB, they agree to let DZone's team of content editors curate their blog posts for DZone. All an MVB need do is keep publishing awesome content, and our team takes care of the DZone cross-posting for them. MVBs also get "first crack" at upcoming writing opportunities, and we turn to them first when we are producing research content and market research. [Learn more about the MVB program.](#)

Think you're MVB material? Send your information to [curators@dzone.com](mailto:curators@dzone.com).

### What is a Zone Leader?

Some blogs, particularly company blogs, include multiple authors. With the Multi-blogger program, content created by more than one writer is curated through a single RSS feed. This program is a great way to get content from an entire blogger community in front of the DZone audience.

Are you a blog manager? Contact [editors@dzone.com](mailto:editors@dzone.com) for more information on this program.

### What are the benefits of joining a contributor program?

MVBs and ZLs receive a number of benefits and perks from their involvement with DZone. Zone Leaders, for example, receive monthly compensation, as well as performance incentives and press passes to tech conferences. Both MVBs and ZLs gain recognition for being leaders in their fields, and

benefit from increased promotion by DZone through social media and email marketing. Members of contributor programs grow their audiences through exposure to new DZone readers around the globe. With every article curated for DZone, MVBs and ZLs receive new links to their blogs and increase their

Google PageRank. Our curators also reach out to MVBs and ZLs with opportunities to author Refcardz, Guide articles, Checklists, and other content.

### What's syndication, and will my articles get syndicated?

Syndication is the process of content on one website (your blog) being published on another website (DZone). Basically, it's a system of content redistribution. Your RSS feed will become part of DZone's overall content feed, and our content team will repost whichever articles are relevant to our audience.

Your blog articles will only be syndicated to DZone if you sign a consent form allowing us to do so. Allowing syndication will save you time and hassle; however, you might choose to submit articles individually for publication if you'd like to have more control over when and how your content is shared on DZone.

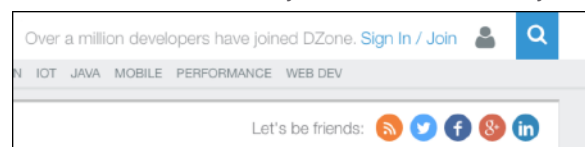
### Does syndication mean that all of my articles will be posted to DZone?

No. Our content coordinators will select articles for publication based on subject matter, quality, and editorial schedules.

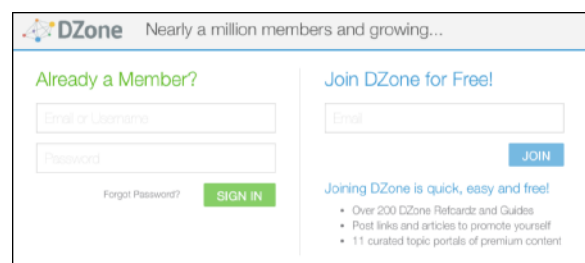
### How do I get started as a contributor?

It's easy! Just follow these steps:

#### 1. Create a DZone Account (if you don't have one already)



Click on that link, and that will open a sign-up window



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If you're already a member, sign in with your username and password. To join, enter your email. You'll be prompted to create a full member account.

2. Once you're logged in as a member, click on your profile icon in the upper right-hand corner of the DZone site. That will open the following dropdown menu:



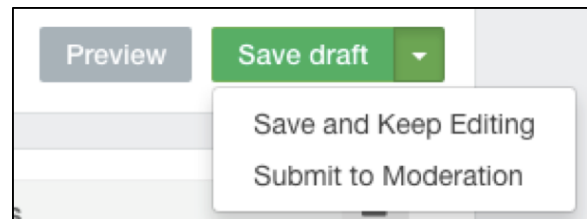
3. Click on the "Post an Article" icon
4. Before you start entering your article, be sure to read the [DZone Article Submission Guidelines](#).
5. Start filling out your article information in the Editor.



You'll need to include:

- A title
- A topic
- A featured image

6. When you're ready to submit your article to our content team, click on the dropdown menu on the "Save draft" button. Click on "Submit to Moderation"



Congrats! You're on your way to becoming a DZone contributor. Our content team will review your submission, make edits as necessary, and schedule your post for publication.

### Can I refer a contributor?

Of course! In fact, we encourage referrals. To refer someone, please email [editors@dzone.com](mailto:editors@dzone.com) with their name, email address, and blog URL.

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### Wait, I still have questions!

No problem – just email them to us at [editors@dzone.com](mailto:editors@dzone.com). We'll be happy to answer any additional questions you have.