Content Categories

Strategy: Any content that discusses macro issues of the company, which involve more than one area or that directly impacts the profitability of the company. These types of content should not explain concepts or apply to a specific area, such as marketing, sales, or fulfillment.

Trends: Describe possible technologies, processes, or best practices that should emerge in the next 5 to 10 years. Content that addresses current and already widespread concepts won't be considered relevant in this category (ex.: mobile).

Management: These are items of content that discuss issues on a more managerial level of a company. These materials talk about projects, planning, strategies, management, metrics, and good practices for monitoring more specific areas of a business, such as logistics, sales, purchases, etc.

Operation: This category describes posts at the most operational level of a business. Here, we'll talk more about more specific techniques, practices, and processes, such as payment processing, picking, packing and shipping, platform features, legal issues, handling of a marketing tool, etc.

Marketing: All content involves the strategies, processes, and tools used by companies to relate to the market. Here, the major focus will be on issues that address customer attraction, engagement, relationships, conversion, revenue, and loyalty.

Technology: As the name suggests, this is the category that involves content that speaks about processes, strategies, and concepts related to technological tools. Themes involving mobile, big data, chatbots, management systems, among others, are included in this segment.

It is important to emphasize that each item of content should not be marked exclusively in a single category. It is possible that an article is marked in marketing and trends, or operation and technology, among others.

To be considered Deep Knowledge Content: Regardless of the category that the content was published in, it may be considered 'deep knowledge' content. All advanced content will be highlighted on our blog. To be considered a 'deep knowledge' work of content, it must be:

- Unpublished or Rare: The theme or content should never have been published on the internet or at least, there should be little explored by other eCommerce and business blogs until the time of publication. In addition, they must have innovative, differentiated, and new concepts;

- Focused on Directors and C-Levels: The content needs to talk about concepts, data, and information relevant to decision makers of big companies. The content considered 'deep knowledge' should be interesting for the people who lead the operation or other strategic areas of companies such as Sony, Coca-Cola, and Whirlpool - notably those that are VTEX clients and combine with the reader profile that we want to attract with this level of material;

- Detailed: Another way to offer advanced content is in exploring the topic in-depth. Usually, these are content pieces with over 1,200 words, enhanced further with images, prints, research data, demonstrated cases / examples of the application of that concept, discussion about the present and the future (trends) of the subject approached, etc.

Authors:

To be considered a **Global Author**, the content must be:

- Authored: Own ideas of practices and processes that improve the industry and / or disruptive market trends;

- Periodic: A new content should be delivered every 6 months;

- Frequent: You should have at least 2 works of content with your authorship on our blog, in 3 languages;

- International: When data or practical examples are used in the text, they should be preferably global, avoiding nationalized quotes. If the case presents local data or information, the author should present this information in a more international reading (eg "In the European market, for example, data has indicated that ..." or "In Latin American countries such as Brazil, information gathered demonstrates that ... ").

- Deep Knowledge: Content should be well-researched, long-form, offering detailed information that demonstrates expertise on the chosen subject.

To be considered a **Specialist**, the content must be:

- Relevant: Discussing complex or relevant issues that are unknown or little explored by the market;

- Periodic: A new selection of content should be delivered every 4 months;

- Minimum Quantity in that Specialty: You should have at least 2 works of content with your authorship in the blog, in 3 languages since they focus on similar themes, and prove their specialty in that particular area;

- International: When data or practical examples are used in the text, they should be preferably global, avoiding nationalized quotes. If presenting local data or information, the author should ensure the information demonstrates that it is internationally relevant (eg "In the European market, for example, data indicates that ..." or "In Latin American countries such as Brazil, the information shows that ... ").

To be considered a **Contributor** (those that are directed to Partners, companies that do co-marketing with us and external collaborators), the content must have:

- Frequency: Must have at least 4 articles published in the last 12 months;

- Quality: Addresses issues that are not highly explored by the market, or presents them in ways that don't compare with other sites.

The Content Needs to be:

- <u>Unpublished</u>: May not contain partial or total copies of other texts;

- <u>Innovative</u>: Content should bring original knowledge that is not found in other blogs. "Commonplace" articles will not be published;

- <u>Exclusive</u>: Content must be prioritized in our blog, and can be freely shared by the URL generated;

- <u>Structured</u>: Must contain at least 700 words and indexes to facilitate understanding and reading.

Articles whose content can be easily found in searches over the internet won't be published. VTEX appreciates new content that creates a competitive advantage for readers.

No articles will be published mentioning either services and differentials of your company or from VTEX.

No releases or other publicity material will be published. Duplicate or extremely similar content to any page already published won't be posted.

Brief summary of our contents:

- <u>With Whom We Speak</u>: Professionals, managers, directors of eCommerce, and C-Levels who already have a good experience in electronic commerce. The preference is always to talk to the high-level, with the decision maker, but tactical and operational contents are also welcome. :)

- <u>With Whom We Don't Speak</u>: Entrepreneurs, people without direct knowledge of eCommerce.

- <u>What We Avoid</u>: Words, expressions, or phrases that serve only to increase the final word count of the text without adding value; also known as "fluff."

- <u>How We Write</u>: In a clear and direct way, prioritizing the scannability. We aim for texts that are pleasant for reading, with the inclusion of short paragraphs (between 2 and 6 lines), intertitles, words, and excerpts in bold, bullet points, etc.

- <u>What We Never Do</u>: We neither explain basic concepts of eCommerce or provide "tips" that are common for the target audience.

- <u>What We Recommend</u>: If a text is based on research and has a lot of data, it is important to be careful to always add an opinion or a conclusion on the cited data, because just numbers without deeper analysis don't always bring obvious conclusions or points that may be valuable for the reader. In addition, it is important to utilize global data so that the content can be translated into other languages;

- <u>How Much We Write</u>: Our texts must have at least 700 words. The ideal should be between 1,000 and 2,000 words long so themes can be better explored.

For the Review of Content, Our Expectation is:

- Repeat the keyword throughout the content as many times as possible in the most natural way, to preserve the flow of the content and to avoid redundancy. 3 times per 500 words is a good reference;

- Always use headings, subtitles, and bullet points to divide content and make reading easier;

- Review the content meticulously for possible spelling and grammatical errors;

- Try to reduce the text, making it more concise and objective;

- Never change the context of the text;

- Make language more corporate and formal, eliminate slang as much as possible;

- In case of content in the first person, change it to the third (preferably) in most situations;

- Some first-person passages can be maintained if the text is from a Global Author or has very personal references from the author;

- Analyze SEO basic concepts, such as:

    - Keywords, whenever possible, must be present in titles and subtitles;

    - Keywords must always be present at the beginning of the text;

    - Use keywords similar to the main keyword. Example:

        Keyword: SEO

        Secondary Keyword: search engine optimization

<u>It is not mandatory to attach an image to the content</u>

Examples of great content:

https://blog.vtex.com/saas-commerce-platforms-driving-retails-global-transformation/

https://blog.vtex.com/decada-it-mirror/

https://blog.vtex.com/reviews-on-e-commerces/

https://blog.vtex.com/shopping-malls-market/