

AEE Article Guidelines

AEE's mission is to shape the future of energy. One of the ways we do this is by positioning our members and certified professionals as thought leaders. By contributing an article to AEE's website, you help us showcase the diversity of experts and subjects that can be found at AEE. This supports AEE's positioning as leader in the energy sector, generates trust, and helps us increase our credibility.

Articles can also help improve our SERP (Search Engine Results Page) ranking in popular search engines and bring more visitors to the website.

Article Types

There are many article types, but in each case, you will want to present a specific topic, answer questions, and share ideas, helping us connect to the right people in the energy sector.

[Here are some ideas:](#)

- Why should someone get this certification?
- What is happening in the world that makes this certification relevant?
- Why is this certification important to the industry?
- How will becoming certified help their career?
- What would they gain from this certification?
- Case study- do you have examples?
- Real life experience of why this certification helped you in your career.
- Infographic- with an intro paragraph

Always speak from the point of view of the reader, providing information that is valuable to them, helps them understand a subject, or presents solutions to potential problems.

Tone

Articles need to be personable, harness interest, make people want to find out more. Some may have a more casual tone, and other will be more technical, or informative. This will depend on the subject. However, they always need to be representative of AEE.

Examples

Not sure where to start? Here are some examples of content already on our website.

<https://www.aeecenter.org/become-a-renewable-energy-professional-rep-a-globalized-certification/>

<https://www.aeecenter.org/the-best-of-times-energy-management/>

Length

500-750 words (ideally) – Can be longer when presenting a case study.

Formatting

When writing an article, please keep in mind that the formatting needs to:

- 1- Have order and organization to make is “scannable.”
- 2- Help with SEO (Search Engine Optimization).

For this, it is important to keep in mind “header tags”, often referred to as “h-tags”. H-tags are HTML elements used to define headings and subheadings within a web page's content. They play a crucial role in organizing and structuring the content on a web page (in this case the page where the article is posted) and help search engines understand the content. Please make sure to use these when structuring your article.

<h1>: The highest level heading, typically used for the main title of the page or article. It's the most important and prominent heading on the page, and you ideally, only want to have one h1 tag per page.

<h2>: Used for subheadings that are a level below <h1>. These headings break down the main topic into smaller sections or major points.

<h3>: Further subdivisions under <h2> headings, providing more specific information or details within each section. (These are not necessary unless you have more subsections. We really want to focus on h1 and h2 tags.)

Keywords

Energy

- Renewable Energy
- Fossil Fuels
- Solar Power
- Wind Energy
- Hydropower
- Geothermal Energy
- Nuclear Energy
- Energy Conservation
- Energy Storage
- Grid Integration
- Energy Efficiency Measures
- Smart Grid
- Energy Policy
- Energy Consumption
- Carbon Footprint
- Energy Audit
- Energy Modeling
- Distributed Energy Resources (DER)
- Net Zero Energy
- Decarbonization
- Microgrids
- Energy Infrastructure

Energy Management

- Energy Management
- Energy Efficiency
- Energy Conservation
- Energy Monitoring
- Energy Audit
- Energy Optimization
- Energy Performance
- Energy Consumption
- Energy Management System (EMS)
- Energy Resilience

Building Commissioning

- Building Commissioning
- Commissioning Process
- Building Systems Commissioning
- Commissioning Agent
- Commissioning Plan
- Functional Testing
- Performance Testing
- Energy Systems Commissioning
- LEED Commissioning
- Green Building Commissioning
- Sustainable Building Commissioning

Sustainability

- Sustainable Practices
- Sustainable Design
- Circular Economy
- Green Building
- Sustainable Transportation
- Corporate Sustainability
- Sustainability Reporting
- Ecolabeling
- Life Cycle Assessment (LCA)
- Sustainable Agriculture
- Sustainable Packaging
- Triple Bottom Line
- Environmental Stewardship
- Sustainability Metric