SAMPLE TECHNICAL ASSIGNMENT – TEST USE ONLY

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SAMPLE TECHNICAL ASSIGNMENT

DETAILS:

What is your blogging platform?
WordPress

What is the website we're blogging for?
https://snyk.io/

Describe Your Audience
B2B

While they do get a lot of traffic from developers that reference their help and support information, the focus of the SEO campaign is going to be more focused on the buyer rather than the users (within reason)

Audience focus: Security Architect, Manager of Application or Security, VP of Information Security. Level: Manager to VP.

Here is a more detailed persona overview:
https://www.dropbox.com/s/nozgrlmh2arm66w/SNYK%20Day%201%20_%20Buyer%20Journey%20Planning.pdf?dl=0

Please copy/paste the blog topic(s) that we can write about.

Please pick a keyword and create a topic about it.
Broader keyword list:
open source security

open source vulnerabilities
developer security
container security
DevOps security
DevSecOps
software composition analysis / SCA
Competition: WhiteSource, Blackduck, GitHub security

More niche/specific keywords:

Docker security
Kubernetes security
npm security
maven security
nuget security
javascript security
java security
jquery/react security
nodejs security

Do you have any links to blog examples online that you love?
The purpose of these blog articles is to be SEO focused. The blog will continue to have other content posted to it as well. We don't have any specific examples, but should try to match other content on the blog: https://snyk.io/blog/

What's your preferred tone of voice?
3rd Person

Choose a desired tone of your content.
- Formal/Professional
- Smart/Witty

Do you want a CTA (call-to-action) included at the end of your blog?
No

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