markduncan.me is creating tech insights for everyone.

Hey. I'm Mark.



Interested in joining a community of experts, sharing your story, and making tech more conversational for everyone? 😄

If that's a **yes**, keep reading…

Why and who?

I’m establishing my website (markduncan.me) and “brand” for **three** main audiences:

👍🏻 **Myself** – I need a public space to showcase my expertise, build visibility, and boost my reputation. Most of my career so far, my work has been behind closed doors (proprietary, private, buried in emails and IM’s), and I’m ready to share what I’ve learned on a public forum.

🤟🏻 **My Network** – I want to provide a space for experts like you to have the same opportunity; to share your knowledge, build credibility, and put your insights out there.

🌎 **The Community** – The broader tech world thrives when knowledge is shared. The more we collaborate, the easier our jobs get, and the more interesting everything becomes.

What does my “brand” represent?

My professional reputation boils down to the following core values, which are a fundamental part of who I am, and are also traits that I value and seek out in others (like you!)

🤷‍♂️ **Authenticity** – Nothing fake here. What you see is what you get.

💙 **Empathy –** Tech is cool, but people are cooler. I embrace the human side of work because that’s what makes us actually great at what we do and at the end of the day, **people are all that matter.**

🚀 **Enthusiasm –** I care deeply about the work, the people, and the impact of the work I do. **If I’m in, I’m *all* in.**

🔥 **Excellence –** I have an obsession with **solid craftsmanship**. I ensure anything I’m responsible for is built with the highest possible quality and standards.

💪 **Dedication –** I don’t quit when things get tough. If there’s a problem, I’m not stopping until I’ve exhausted *every* option to find the **best** path forward.

How does this work?

I’m asking for your help writing a short (5-10 min read) article for my blog about technology use in your field (the good, the bad, and the ugly.)

The article could be:

- 💡 **A lesson learned** (solid advice)
- 🔥 **An opinion** (hot takes welcomed)
- 🎭 **A story** (the more entertaining, the better)
- 📖 **An experience** (success, failure, or something in-between)

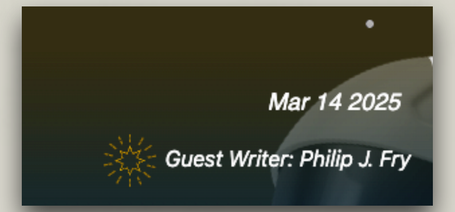
What does it look like?

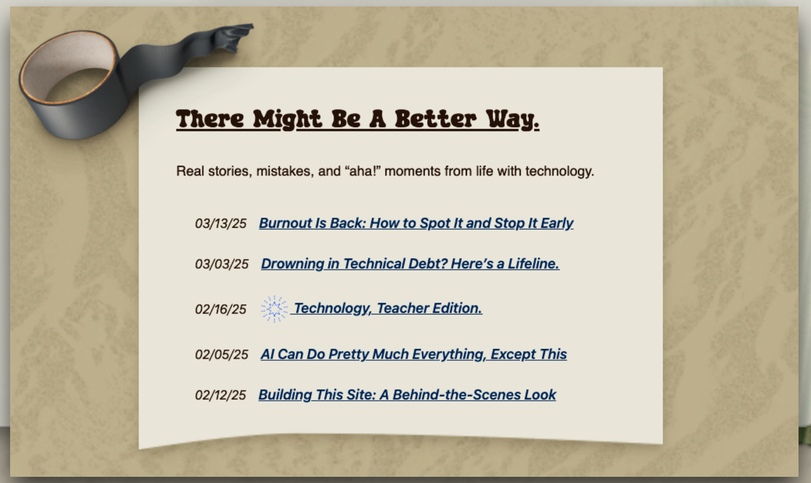
You've never looked better

- Your **bio** and any **social media links** you want, featured at the bottom of the article.



Special **guest callout** "*shine*" at top of article page and "articles" section on the home page, makes guest content stand out.



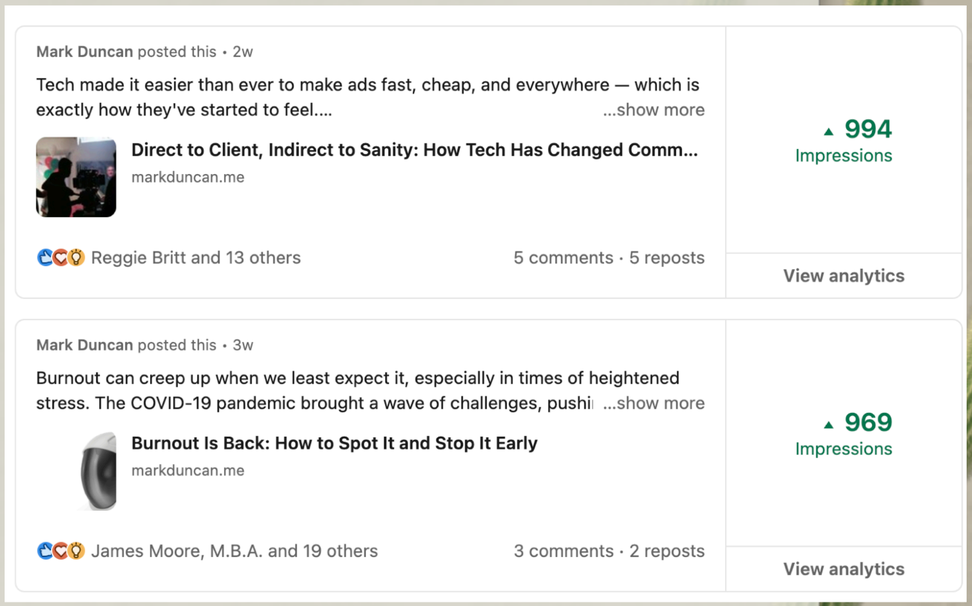


Strategy

- The overall strategy is to **build a strong site reputation through backlinks from other reputable tech professionals and solid traffic signals**. The value proposition is to offer high-quality, relevant content for both technical *and* non-IT professionals in the wider community.
- As traffic grows, capturing reader information becomes **essential** for re-marketing and maintaining engagement. To achieve this, I've placed subscription forms on the homepage and each article page to collect contact details from interested readers. These will be used to send updates when new content is published, encouraging repeat visits to the site.
- I also aim to attract top-tier content providers **(like you)** through the same forms or directly via my professional network. **For now, my focus is on people I personally recommend and have worked with directly.**

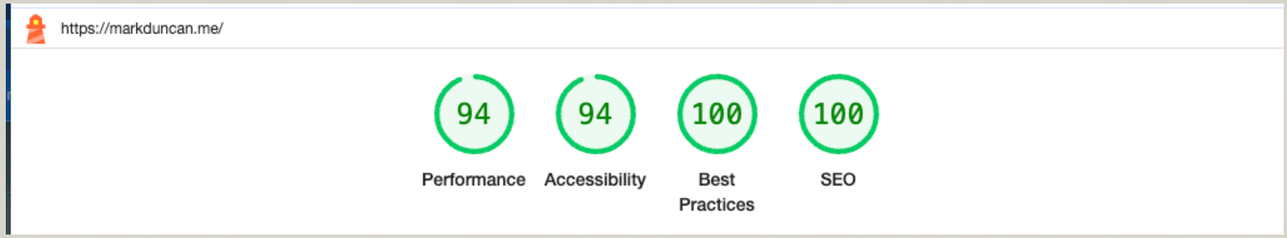
Strategy

- I cross post my articles on **LinkedIn** and currently reach a wide audience of readers across **Europe**, the **United States** and **Asia**.
- Via LinkedIn alone, I have been generating an average of **500-1000** impressions per post over a 30 day period, (and growing…)
- I track article performance and traffic metrics using Google Analytics and LinkedIn Insights and would be happy to share data around how your content is performing.



Strategy

- My site is optimized for **SEO and performance**. Check out my *Core Web Vital* scores from Lighthouse (I'm proud of these!)



- In the last 90 days, I've had an average website engagement time of **3 minutes**.

How does this benefit me?

It could benefit both of us!

If we get this right, here are some awesome perks of working together:

🚀 **Exposure** – Your name out there, in front of more people.

🤝 **Stronger Connections** – Build rapport, grow your network, and become go-to experts in our field.

😊 **Feel-Good Vibes** – You're not just contributing, you're helping the wider tech community.

Submission Guidelines

There are a few rules but not that many...

General Requirements

- **Content must be technology-related**: All articles should have some aspect of “technology” in them
- **Keep it concise and valuable**: Articles should be short, engaging reads and something someone could easily absorb in **5-10 minutes**
- **Original content only**: I’m looking for original content that has not been cross-posted at this time. I will (of course) credit you for the writing and provide links back to your personal sites and social media profiles. You’re welcome to share the link to the article on my site as much as you’d like (in fact, I would appreciate it if you did!)
- **No AI-generated “fluff”:** Thoughtful, experience-based insights are what I’m after. Using AI is allowed but as an editing tool only. All AI generated or edited content should be manually reviewed and edited by a human afterwards.

What's the timeframe for submissions?

- My site is already live over at markduncan.me and I am scheduling submissions **now!** 🎉
- I'd be thrilled to have you join my lineup of guest writers!
- If you're interested in contributing email me at mark.duncan@hey.com and let's get the conversation started! 🚀

Purpose Statement



> This site exists to be a space for sharing **real-world tech insights, lessons, and stories,** backed by a community of experts, to break down barriers, make technology more accessible, and ensure it's a conversation **everyone** can be part of.