How to Build a Microsite

The AWS Competency, MSP, Service Ready and Service Delivery Programs provide a critical differentiation mechanism for the AWS Partners, to help customers find highly specialized and technically verified experts on AWS. As part of this differentiation, we require our AWS Partners to build an AWS microsite, detailing AWS Partner's specialized solutions or consulting practices on AWS. This microsite is a place for our AWS Partners to describe their AWS practice or product, including details around their relationship with the AWS Partner Network, customer success stories, specific solution or consulting services description, AWS Services leveraged and why, use cases, customer testimonials, links to case studies, and any other relevant information supporting the AWS Partner's expertise and partnership with AWS. This content, specific to one AWS practice, product or solution suite, provides customers with confidence about AWS Partner's capabilities and experience on a single page with details to make an informed decision. We encourage our AWS Partners to view this requirement as an opportunity to highlight their experience, expertise, and deep specialization on AWS Cloud in a specific solution areas or industry segments.

Below is our guidance on building content in a way that will help customers choose the right AWS Partner. A microsite is *a*n individual web page, or small cluster of web pages that act as a separate entity to support one specific goal.

How the APN uses Microsites

When applying to the APN for an AWS Competency, Service Ready or Service Delivery designations, the AWS Partner team requires that the AWS Partner has a microsite. The product or practice page will be reviewed and confirmed for accuracy and completeness by the designated APN team as well as auditors, to verify the AWS Partner has built a microsite that is accessible, related to the Service or Competency being applied to, and utilizing correct AWS service names. The partner's logo and information will not be made available on the [APN webpage](#) until a validated practice page is confirmed by the APN team.

Best Practices

Review company practice page to ensure it includes the required information below:

- Must be easily discoverable on website
- Must be accessible from home page
- Highlight the partnership with AWS
- Highlight specific practices or solutions on AWS, depending on the Designation being applied to.
- Link(s) to AWS public case studies (Customer references) – If applicable
- Ensure correct AWS Service and Product names are used
    - See here for Service and Product list: https://aws.amazon.com/products/

Examples

- Example: https://www.onica.com/amazon-web-services/storage-solutions/
- Example: http://www.clearscale.com/services/aws-cloud-consulting
- Example: https://www.thinkahead.com/aws-storage/