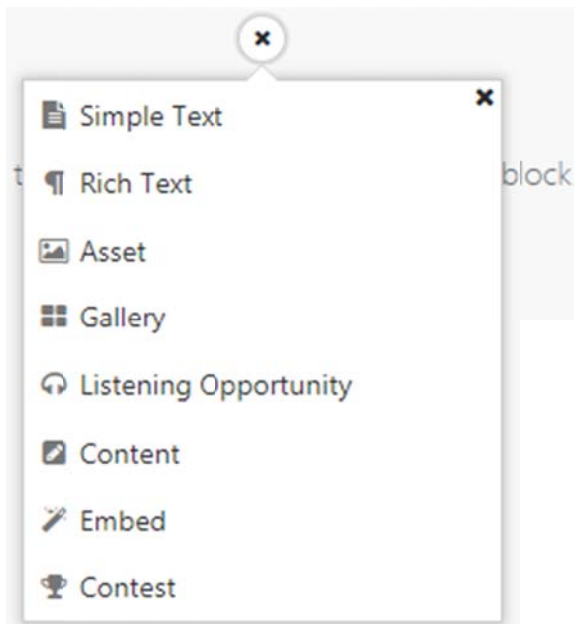


Over the past few months several improvements were made to our templates, including faster load times and advanced search optimization. Here are best practices for creating articles.

TITLES - from an SEO perspective, this is the most important part of your article. Avoid witty, non-specific language. **Be literal. Be specific. Be Brief.** Put the most important info at the beginning. Think like a reader, ask yourself “how will people search for this article”. **Don’t duplicate titles** used in our national articles or from any other website.

SUMMARY - this is the info that displays in Google search fields as the description. Our summary section now allows up to 300 characters – make use of them! Add information about the subject of the article, don’t duplicate the headline but use it to complement and give the user an idea of what to expect in the article.

CONTENT BLOCKS - the body of all articles utilize content blocks, click on the + symbol



Simple Text – probably not something you’ll use

Rich Text – will allow you to enter/paste text, add links, tags, and formatting.

Asset – where you’ll upload photos and graphics. You can also upload short audio and video clips without having to use a third party. **ONLY upload licensed photos from our Getty subscription.**

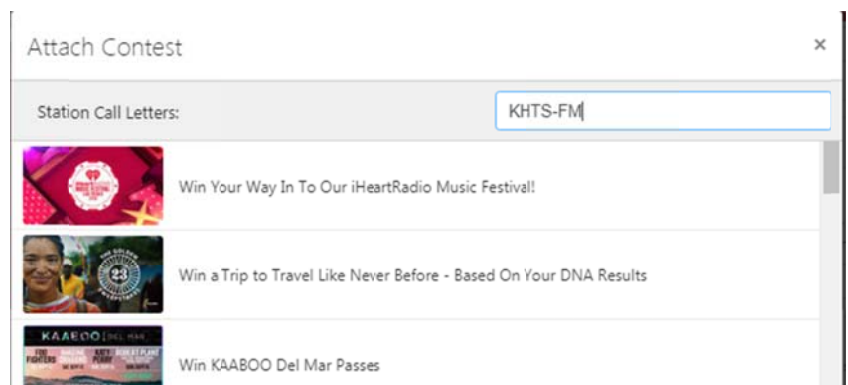
Gallery – multiple photos can be uploaded to display in a carousel.

Listening Opportunity – add your station’s live stream, or your show’s podcast link, as well as songs and artist stations, albums, etc.

Content – embed an article from any iHeartRadio website. You just need the title of the article. Use to respond to previous articles about a person/subject or a big breaking news story on our sites.

Embed – copy the URL for Youtube videos, social posts, & podcasts, and they will be embedded in your article.

Contest – enter your station’s call letters and select the preferred contest. The contest’s thumbnail, title and link will be added to your article.



ADDING COPY:

- Use the Rich Text option for your copy.
- Ideally text will be at least 100 words (*Google prefers 400*)
- Place the text block at or near the top of the article.
- Make sure your copy isn't interrupted by images or media.
- Utilize H2 tags for the first paragraph. Highlight text and click on Heading 2 in paragraph symbol drop down.

