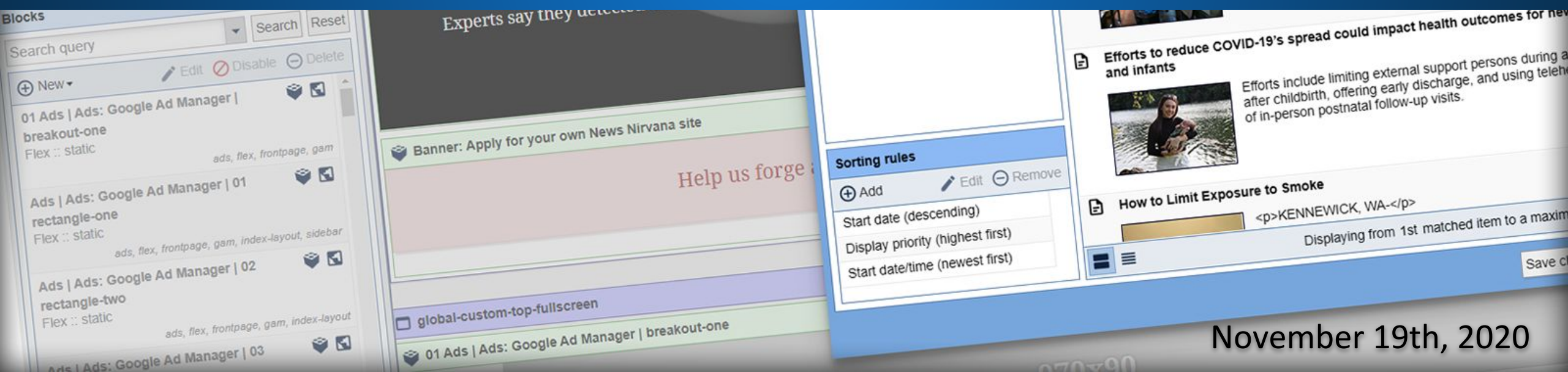


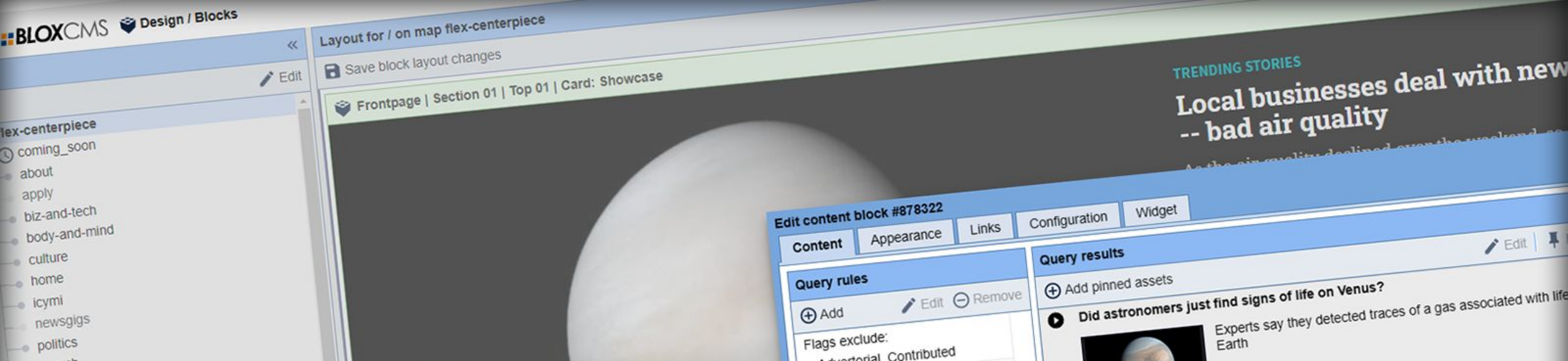
Editorial masterclass for BLOX CMS



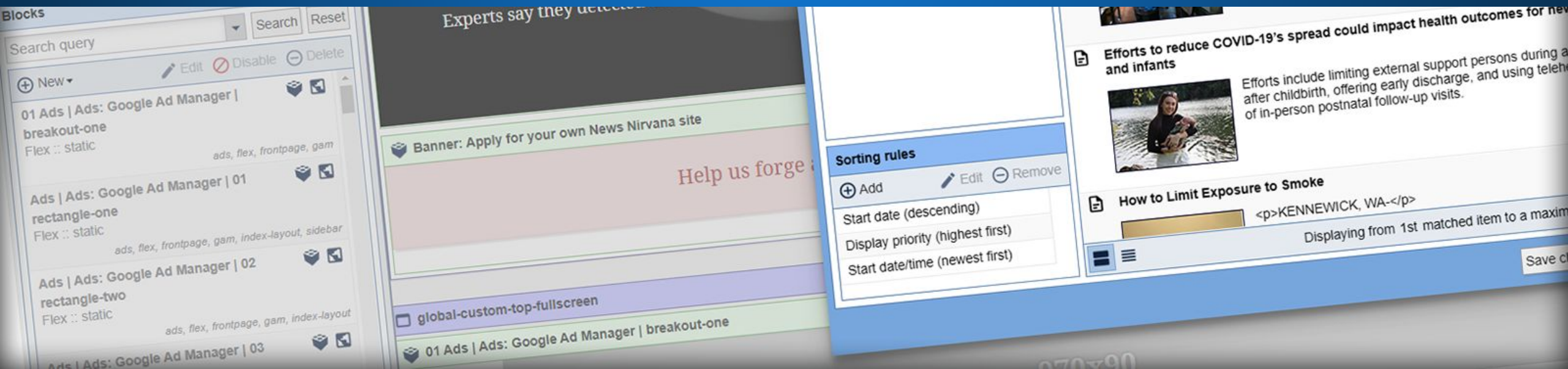
Today's agenda

- SEO strategies for writing headlines and managing content
- Create engaging content with storytelling tools
- Process and efficiency tools to save time during the editorial process





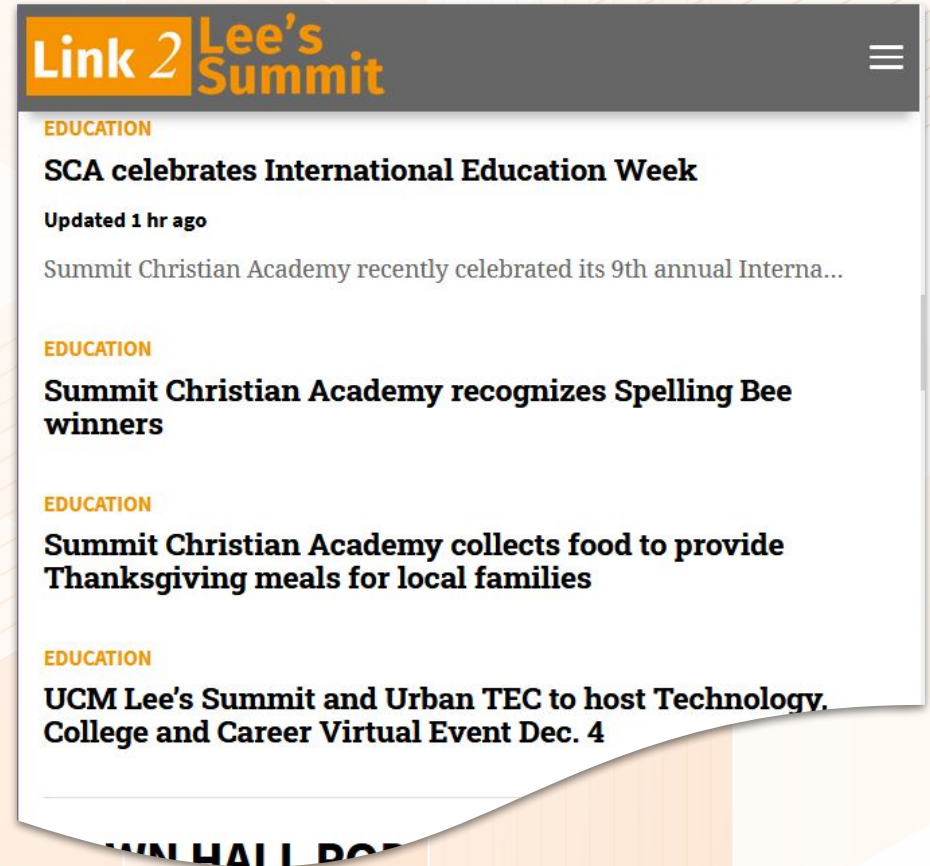
SEO strategies



Writing headlines for SEO

Craft specific headlines for the web

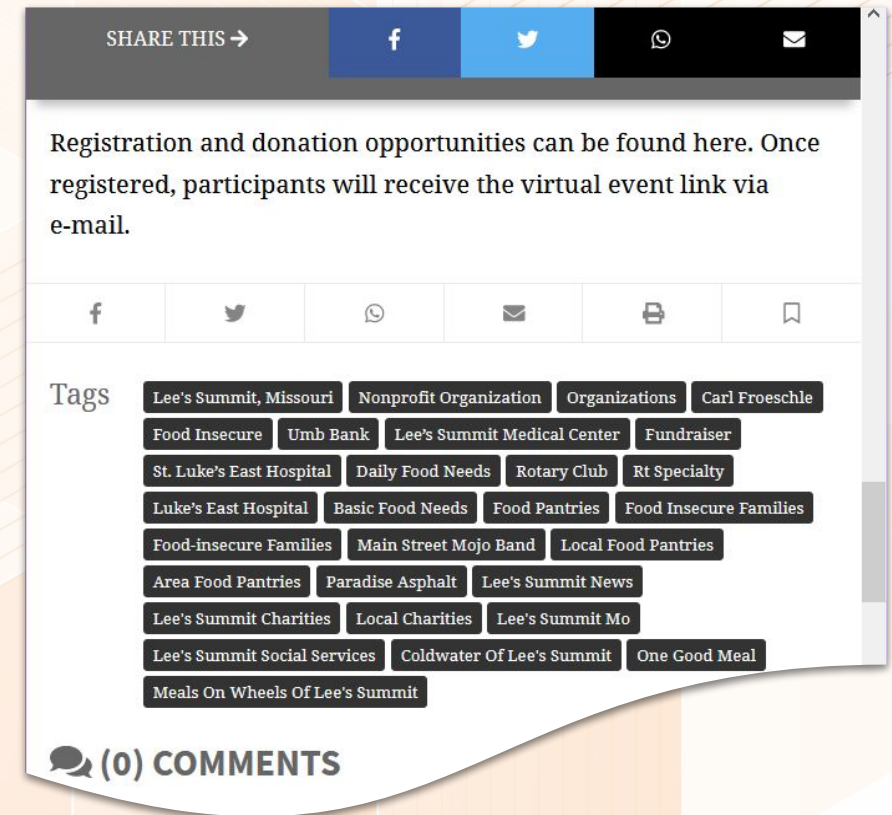
- Include location: “Merrillville” instead of “city”
- Include names: “Governor Mark Phillips,” not “the Governor”
- Include proper nouns: “2020 Halloween Parade,” not “the parade”
- Make generic titles more specific: “Legal Notices for March 2020,” not “Legal notices”



Adding additional metadata

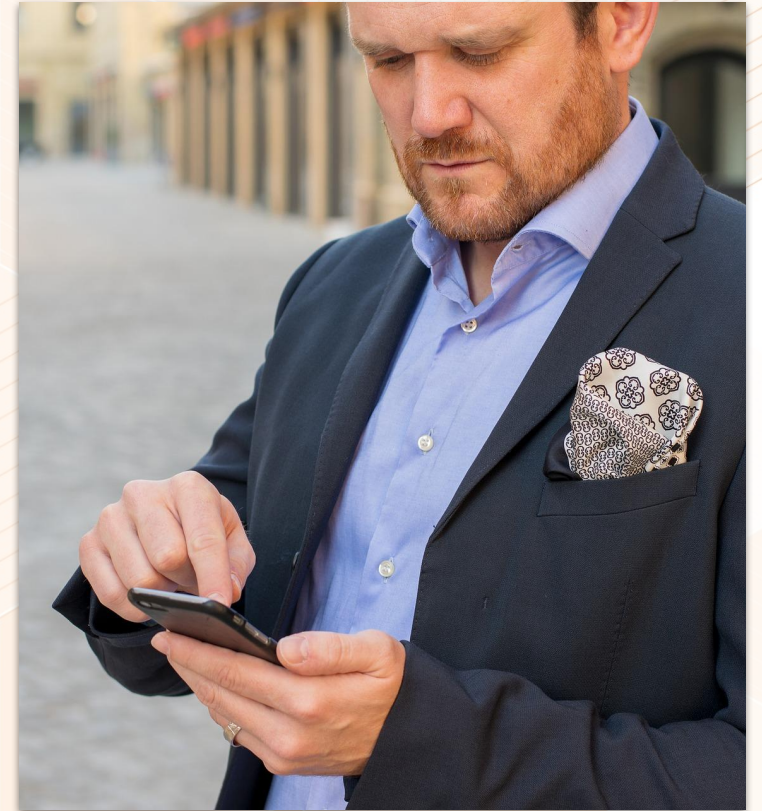
Set up key metadata on your site and specific sections

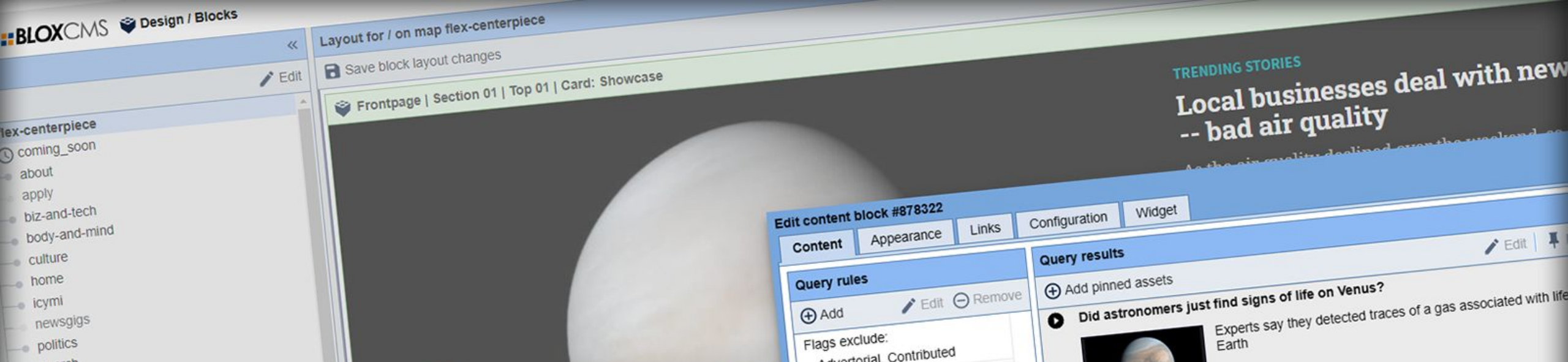
- Include a useful site motto
- Add natural keywords to main site, specific sections and content
- Use additional headline types (like hammer and subhead) but focus on main headline
 - Summary of story on website
 - Search engine results
 - Title of page



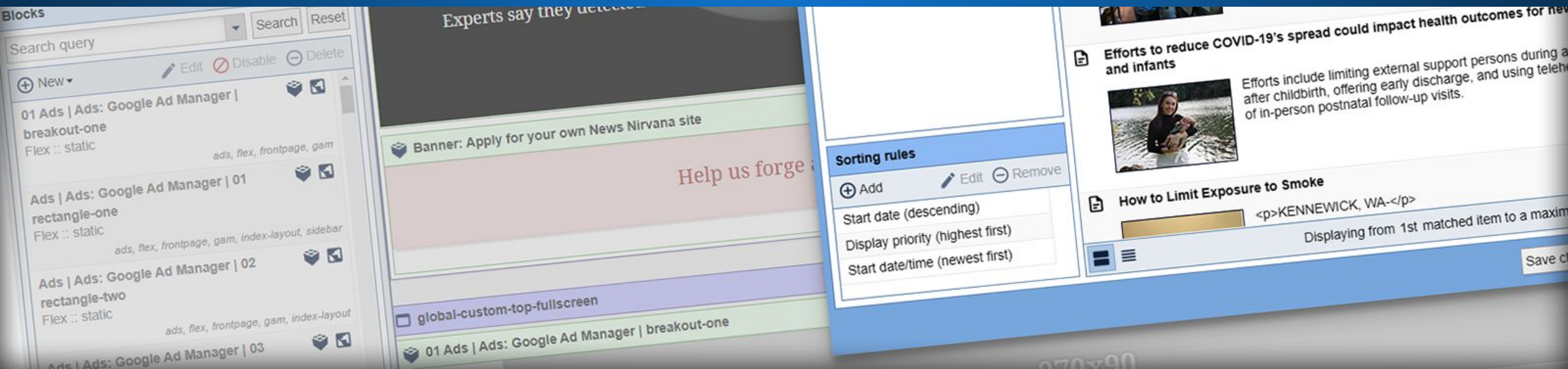
Other SEO factors

- Optimize for speed (especially mobile)
- Set up Accelerated Mobile Pages
- Ensure Google News is set up correctly
- Create a cross-site linking strategy
- Use canonical tags to attribute original source
- Look at your analytics and referral traffic





Content creation



Story presentations

Article presentation modes:

- **Personality:** Great for opinion pieces and blogs
- **Longform:** Use for enterprise storytelling
- **Default:** Other articles



system (VMS).

"We wanted a VMS that could provide better social media integration and more livestream publishing points, and was a better value," Cox said.



To achieve those goals, Griffin Communications turned to [Field59 VMS by TownNews](#). "We chose TownNews because of the robust feature set, flexibility, scalability, and ease of publishing to multiple platforms—as well as competitive pricing."



Multiple livestreams, minimal effort

Griffin Communications' stations broadcast more than thirty-five live streams each week. Livestreams flow to the website and social media automatically from Field59 VMS. "With Field59 VMS, we are able to easily add many livestream publishing points," Cox said. "It requires minimal effort from our content team."

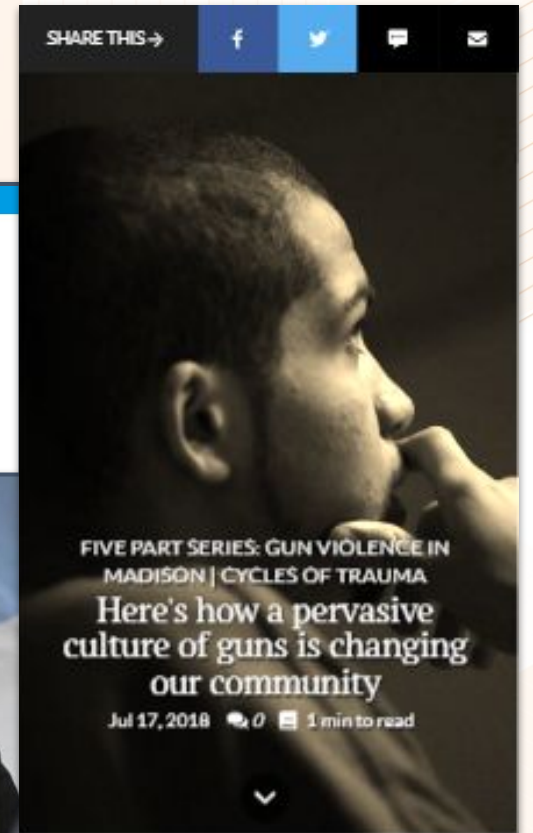
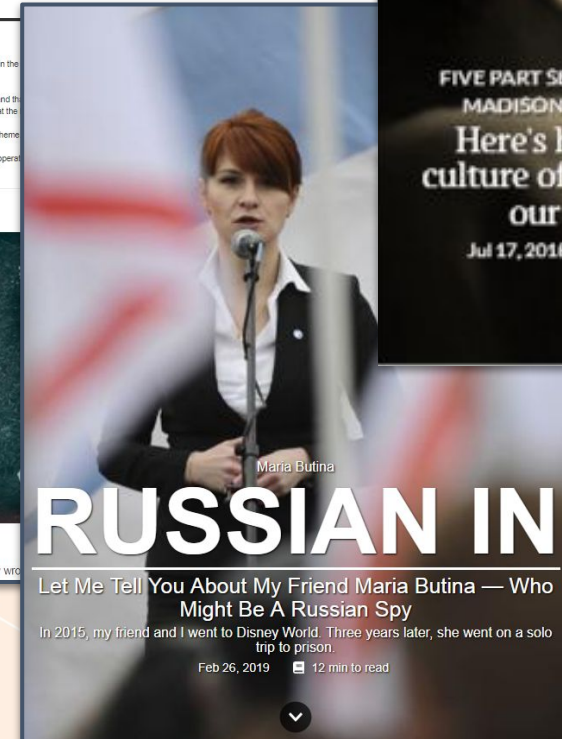
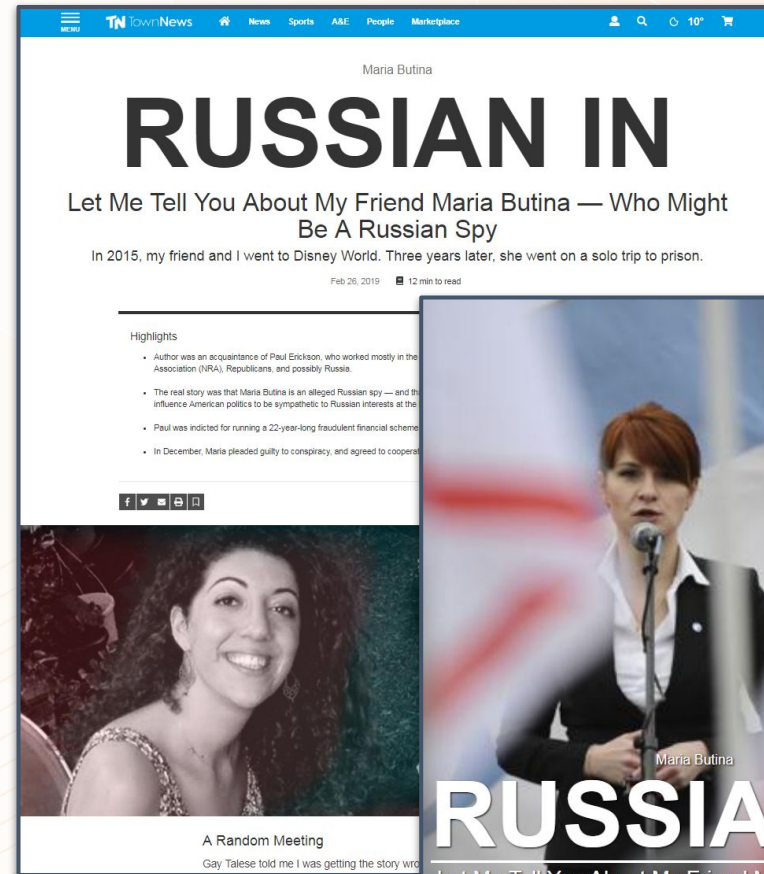
"With Field59 VMS, we are able to easily add many livestream publishing points. It requires minimal effort from our content team."

— Richard Cox, Director of Digital Operations, Griffin Communications

Headline elements

Provide a story introduction:

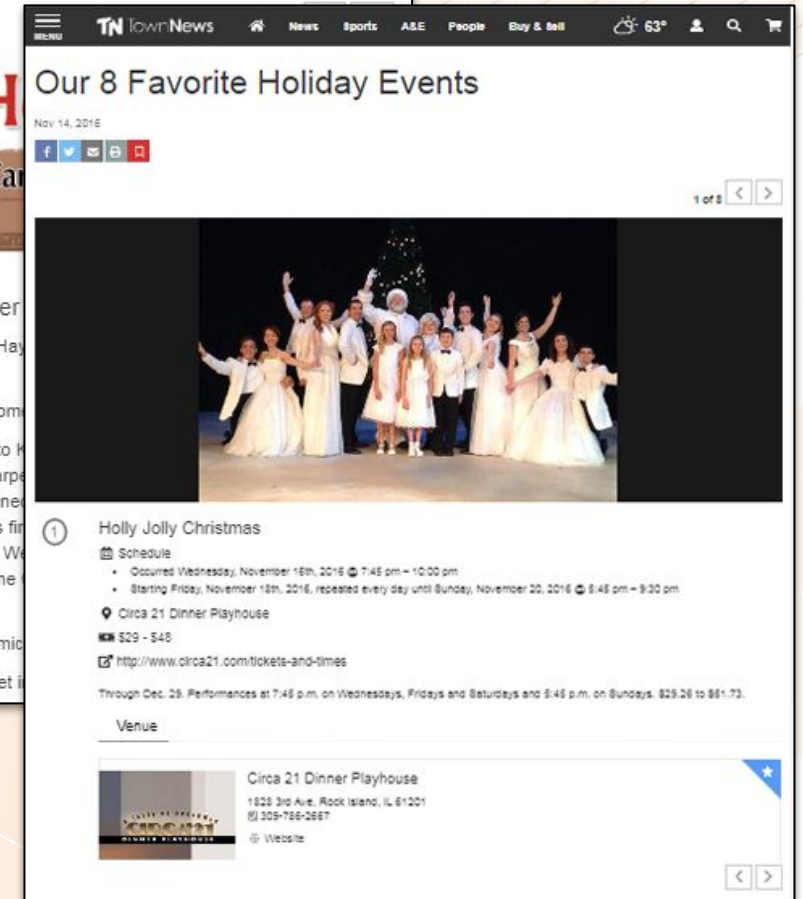
- Kicker
- Hammer headline
- Headline (main title)
- Subhead
- Time to Consume
- Cover Art



Article Designer

Collection presentation modes:

- Mapped
- Paging gallery
- Series
- Timeline
- Vertical gallery



Article Designer

- Article presentation modes
- Related content
 - Pull quotes
 - Info boxes
 - Story highlights
- Inline assets
- Twitter integration
- Inline links

stay updated when severe weather hits," Worringer said.

Embed videos with ease

"Field59 VMS makes inclusion of videos easy, and it's simple to embed videos into our existing CMS," Cox said. "The clipping features are also intuitive and easy to use."

Videos can be found throughout both sites, in the "top stories"



For the Telegraph Herald, while the iQ Audience+ paywall has a similar conversion rate to the previous provider (0.16%), the paywall stop rate has increased.

"From 7% to a little over 10%, we gained more opportunities to sell advertising," Connolly said.

Surpassing the goal

When launching on iQ Audience+, Telegraph Herald set a goal to acquire 20 new subscribers via the paywall each month.

"We exceeded 30 by the second day, and were up to 134 by the end of the first month," Connolly said. "We gained another 74 active subscribers by the end"

"We exceeded 30 by the second day, and were up to 134 by the end of the first month," Connolly said. "We gained another 74 active subscribers by the end of the second month. While the rate of new subscribers has slowed, we're still exceeding our original goal."

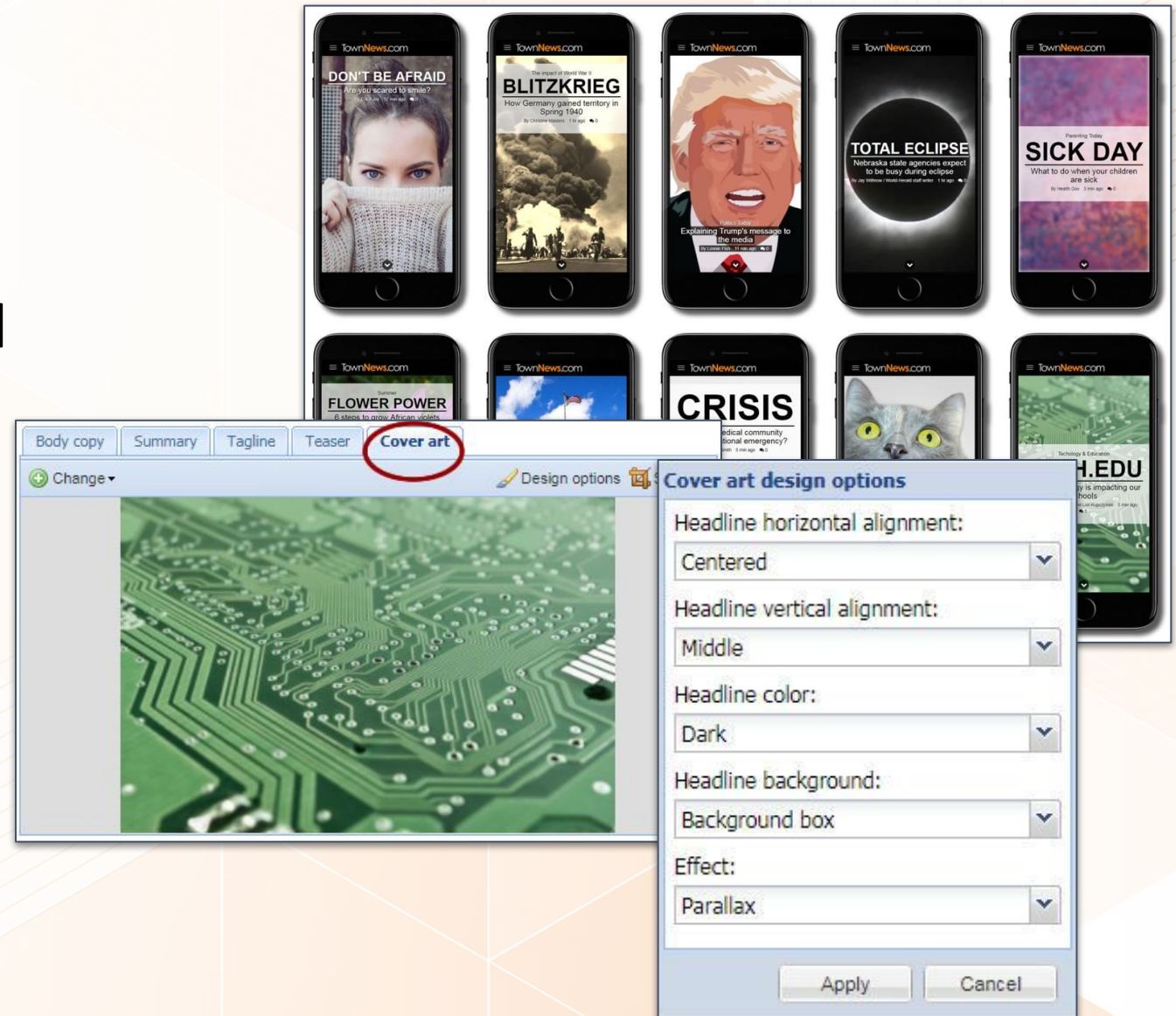
- Matt Connolly, Interactive Media Director, TH Media

that are videos by including a

rs on the site. The video player ads with video pre-roll ads to

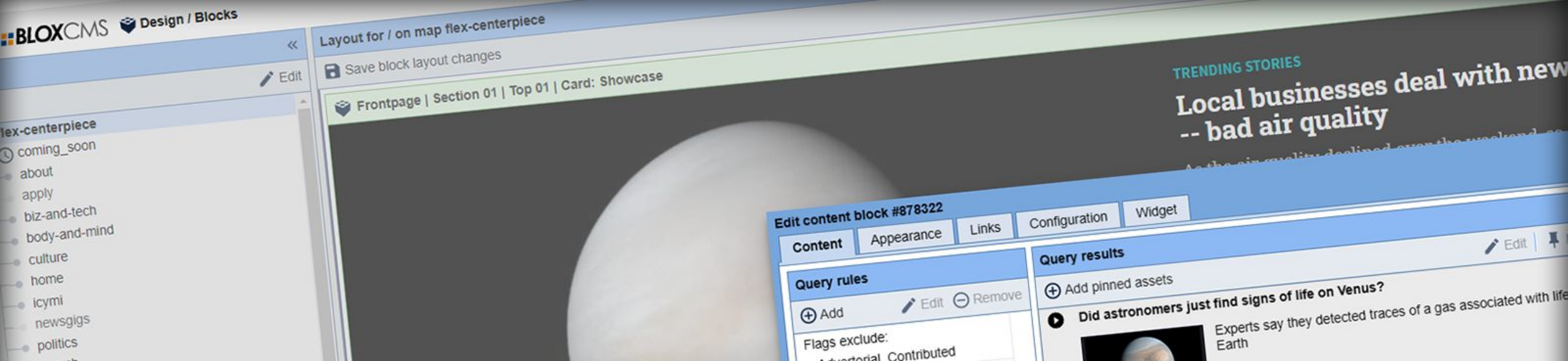
Cover Art

- Full-page magazine display
- Use image that can be cropped various ways
- Use design options to add movement and effects
- Combine with other headline elements

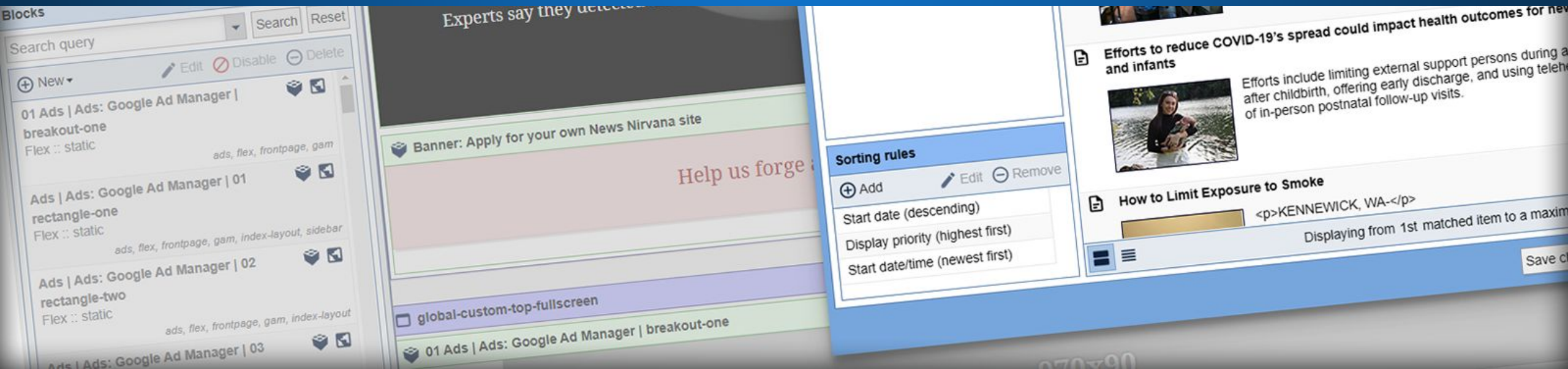


DEMO





Process tools



BLOX Notifier



**BLOX Now App
push notifications**



**Web push
notifications**



Email Reach



**SMS text
messaging**



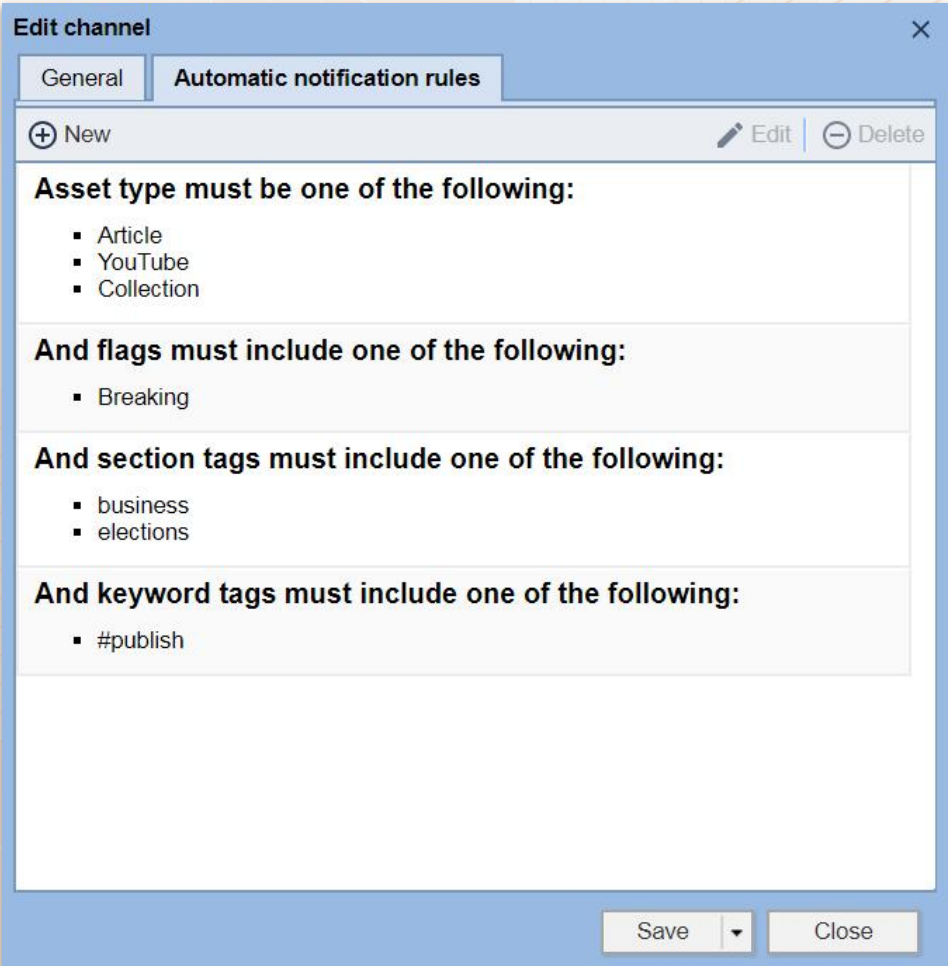
**Facebook and
Twitter**



Webhooks

Notifier automation

- Automated rules may include:
 - Asset type
 - Flags
 - Section tags
 - Keyword tags
- Multiple options inside of a single rule become “and” statements



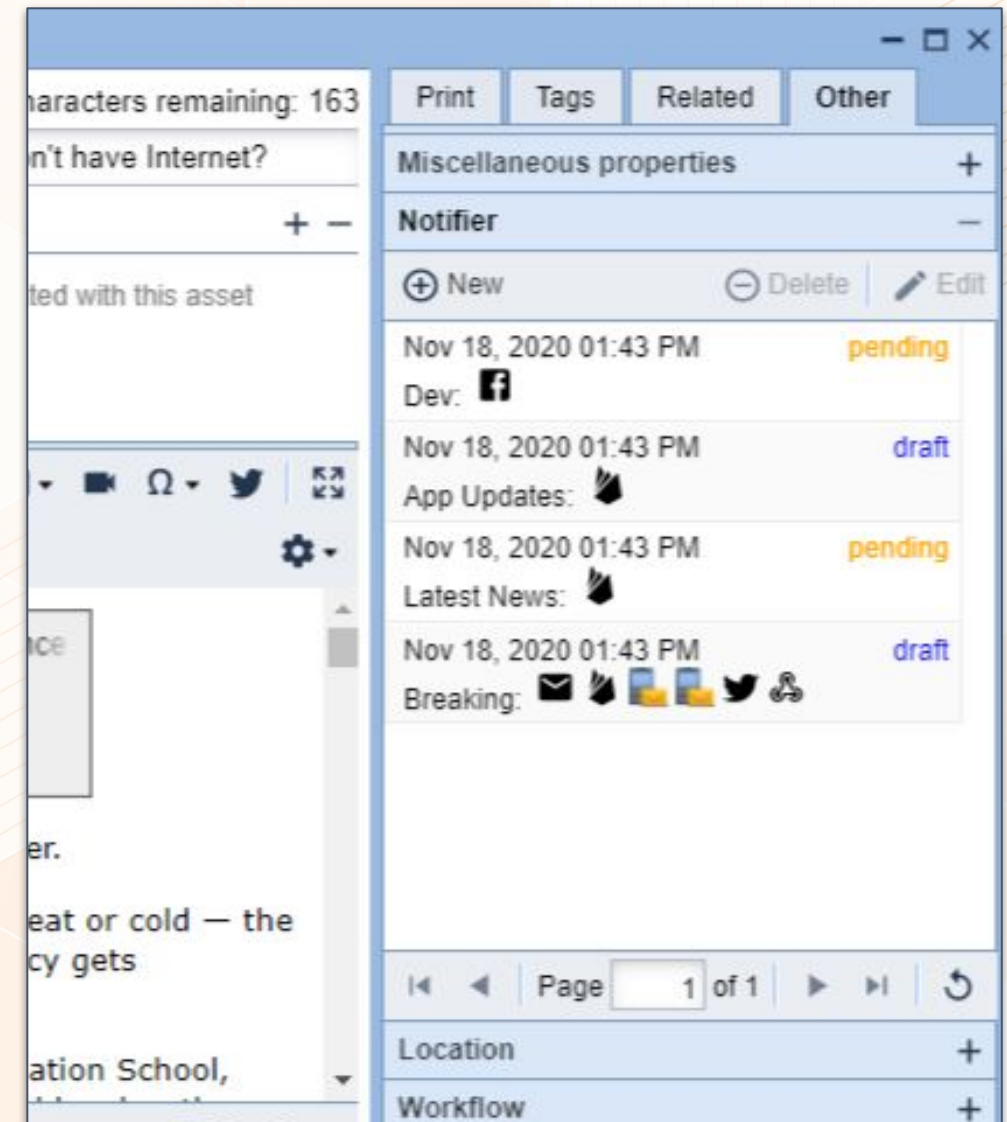
The screenshot shows a software interface for editing a channel's notification rules. The window is titled 'Edit channel' and has two tabs: 'General' and 'Automatic notification rules', with the latter being the active tab. At the top of the rules section, there is a '+ New' button and 'Edit' and 'Delete' options. The rules are listed as follows:

- Asset type must be one of the following:**
 - Article
 - YouTube
 - Collection
- And flags must include one of the following:**
 - Breaking
- And section tags must include one of the following:**
 - business
 - elections
- And keyword tags must include one of the following:**
 - #publish

At the bottom right of the dialog, there are 'Save' and 'Close' buttons.

Notifier in Editorial

- BLOX Notifications can also be set up manually in each asset
- Create new notifications:
 - Different channels
 - Different text
 - Different times
- Hover over the icon to see the platform name



Workflows

- Workflows can help establish processes for specific tasks
- Staff members can have different permissions regarding ability to send items to a new workflow
- Reset start time

Manage asset editing workflows

+ New Edit - Delete

Breaking News

- 1 step

Daily Workflow

- First Edit
- Ready for Review
- Print Review
- Print Ready
- Editor Publish

Edit process

Process name: Editor Publish

Group: Editors

Ready for print: ☒

Ready for web: ☒

Block syndication: ☐

Reset start time: ☒

Site tags

+ Add

flex_showcase_classifieds_syndication

OK Cancel

Edit workflow

Workflow name: Daily Workflow

Processes

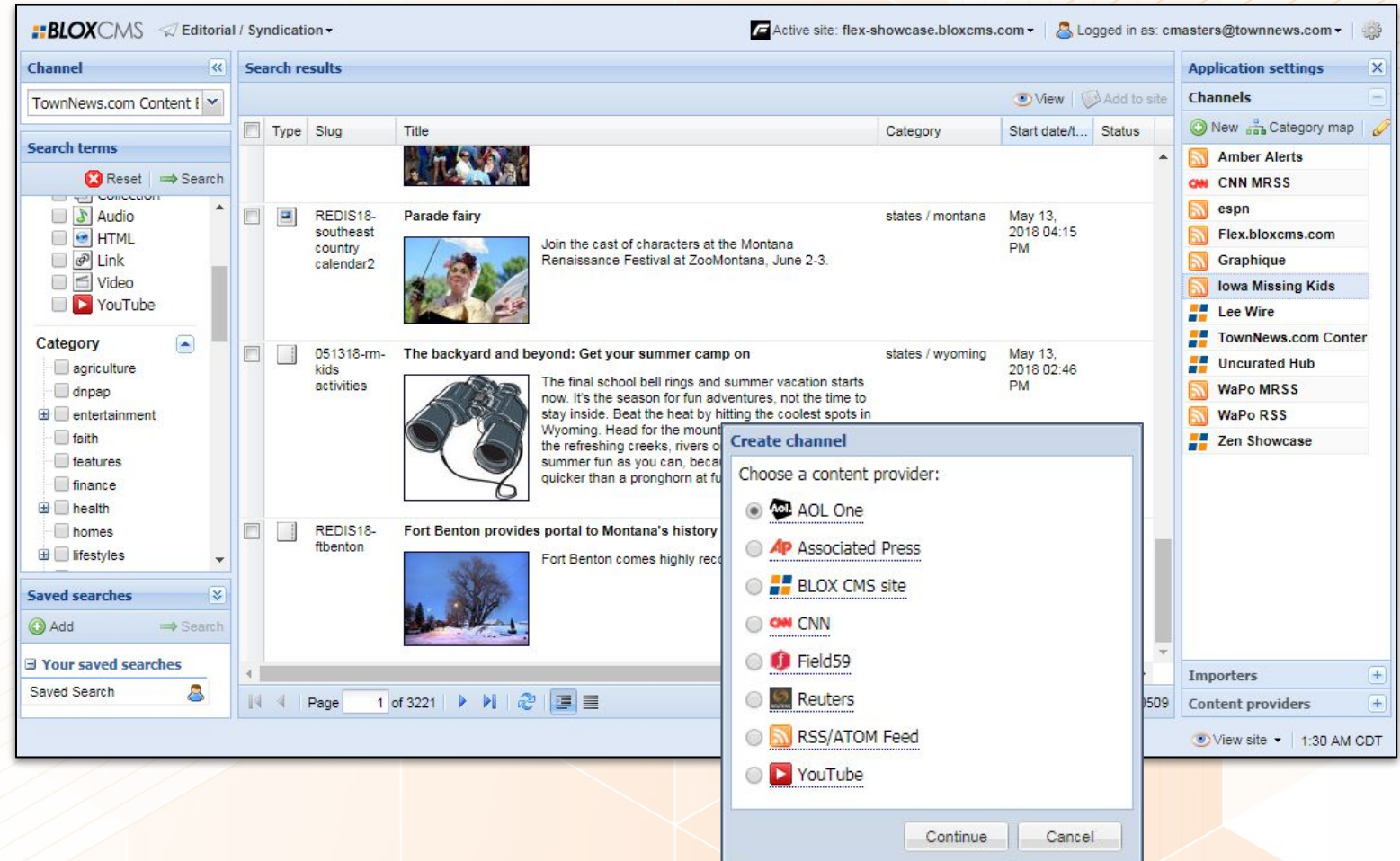
+ Add Edit - Remove

Process name	User group	Syndicate	Print	Web
First Edit	Reporters	yes		
Ready for Review	Reporters	yes		
Print Review	Editors			
Print Ready	Editors	yes	yes	
Editor Publish	Editors	yes	yes	yes

Save changes Cancel

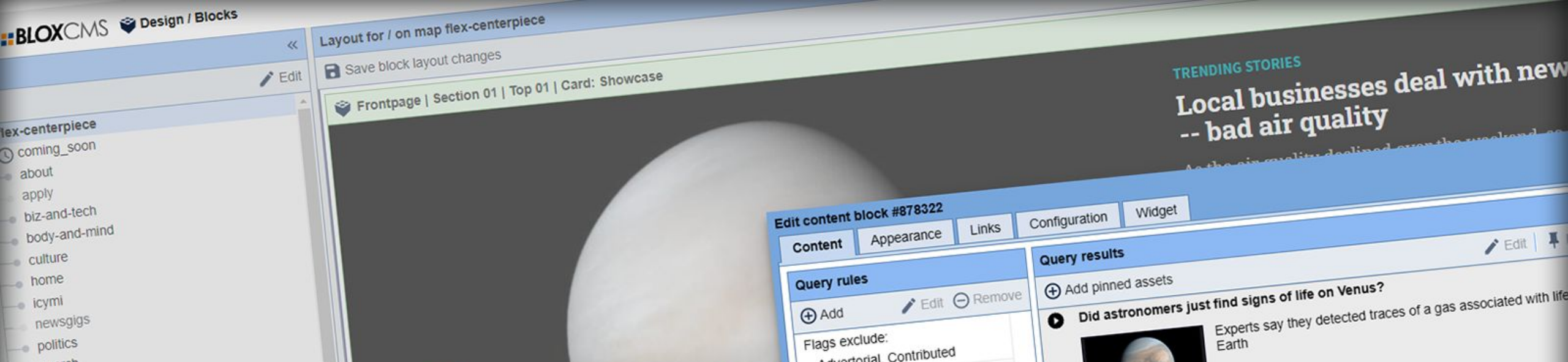
Syndication hubs

- Feeds are brought into an external search app
- Create importers for certain tasks
- Add items from within editorial

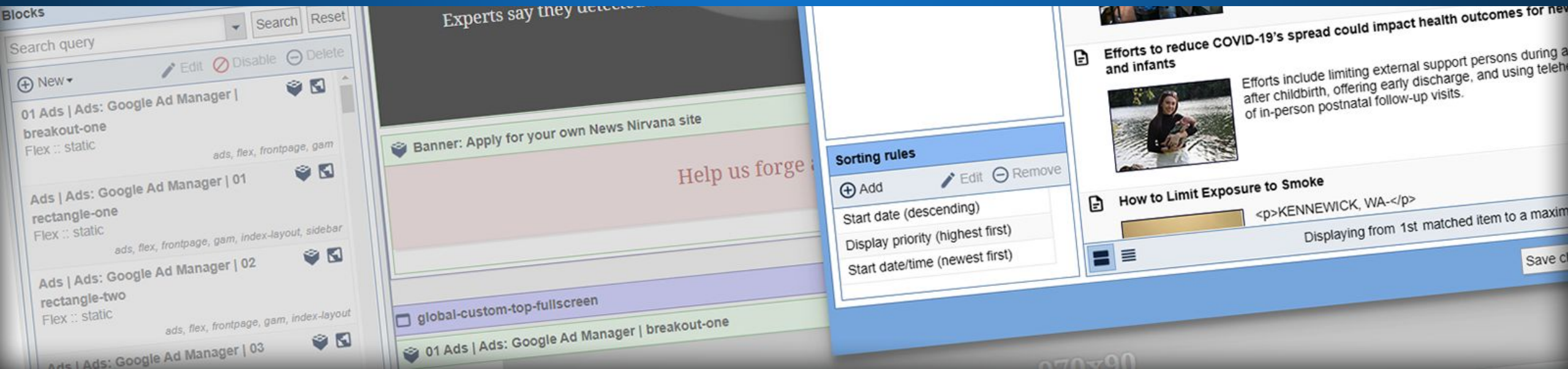


DEMO





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☐ **Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.

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