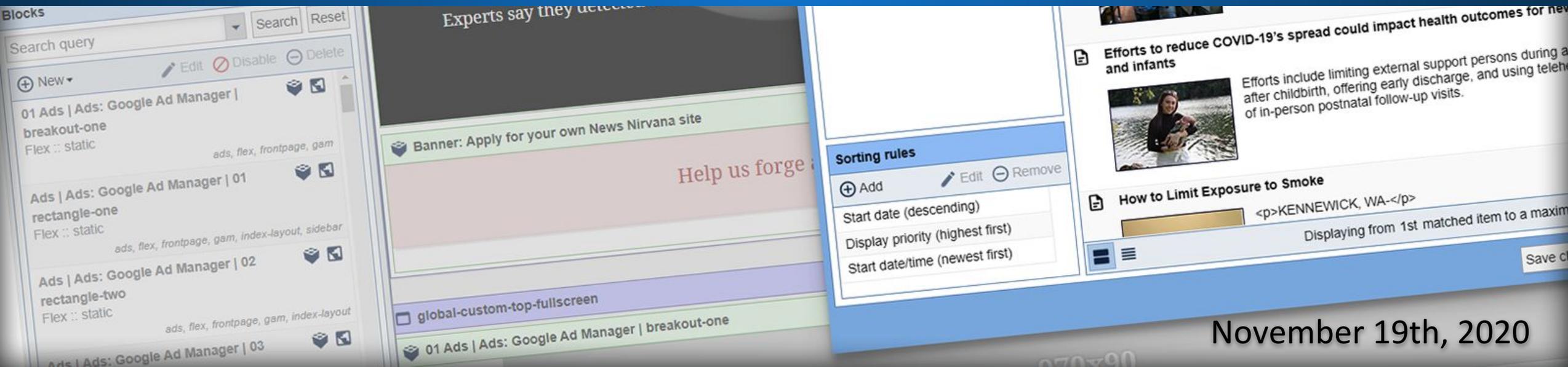


# Editorial masterclass for BLOX CMS

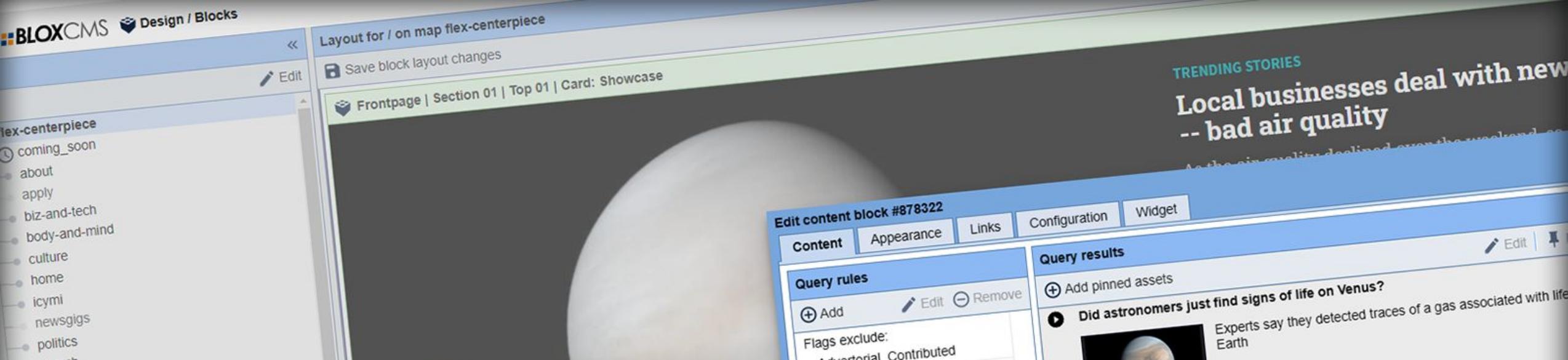


November 19th, 2020

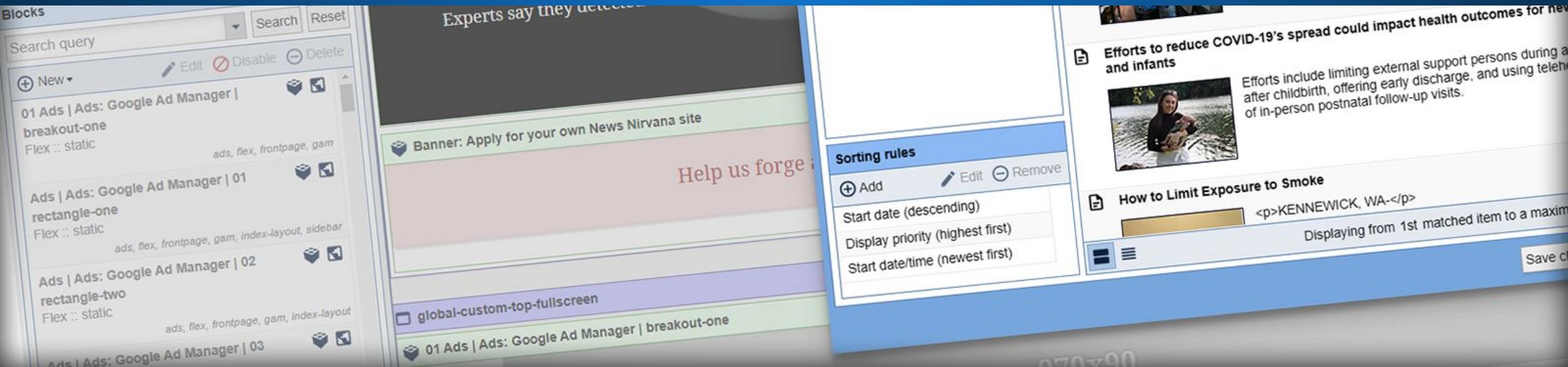
# Today's agenda

- 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





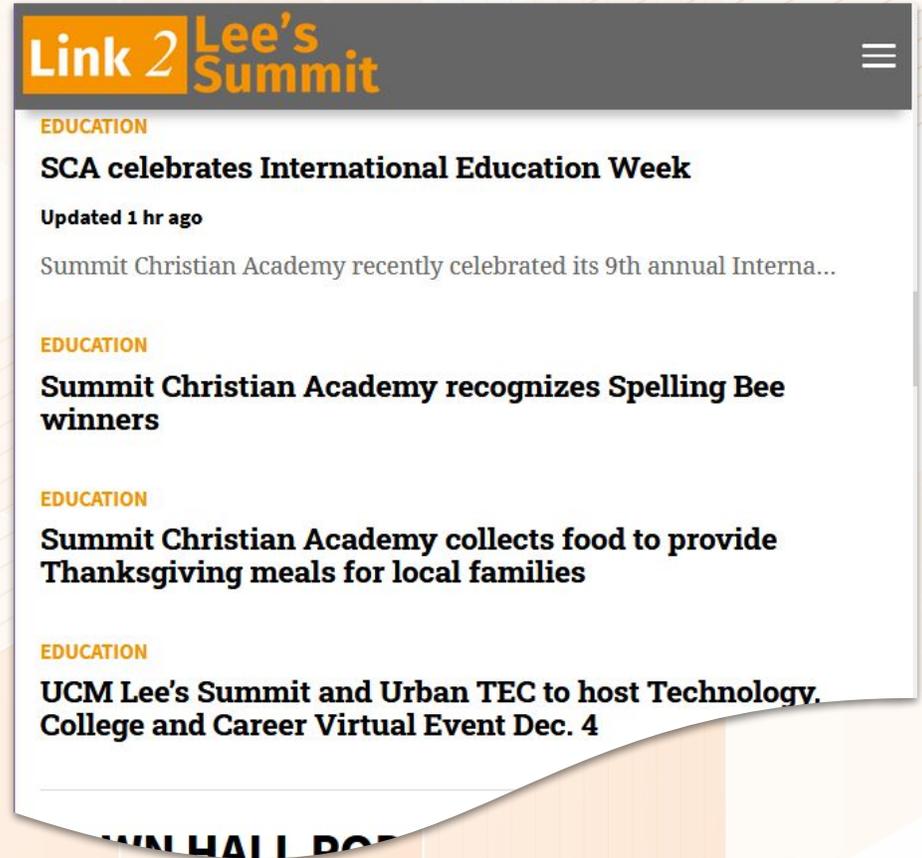
# SEO strategies



# Writing headlines for SEO

Craft specific headlines for the web

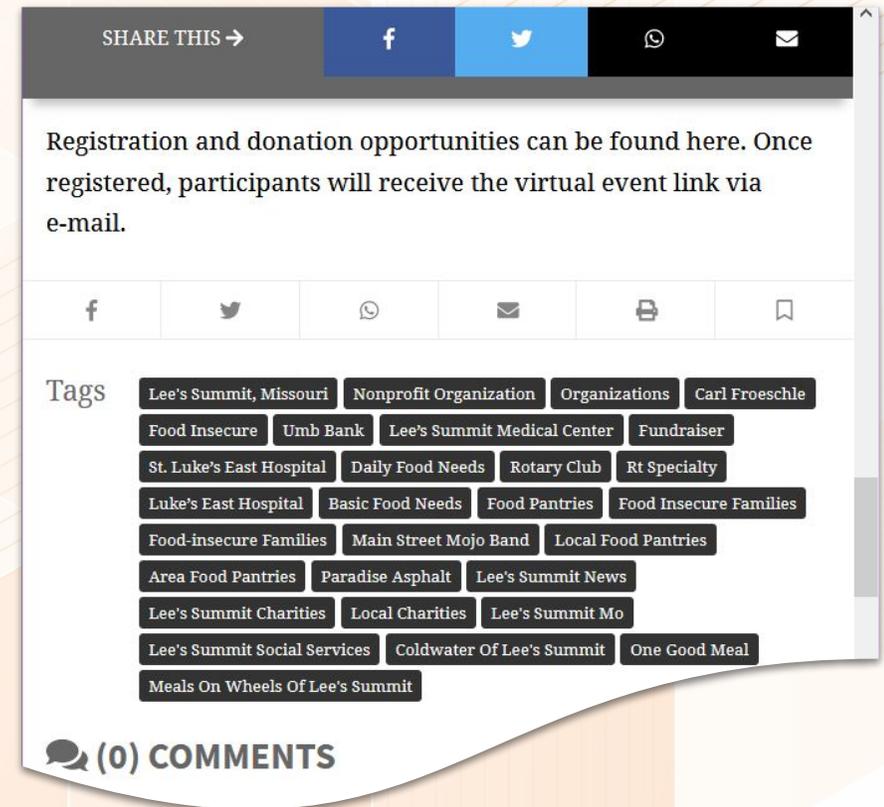
- Include location: “Merrillville” instead of “city”
- Include names: “Governor Mark Phillips,” not “the Governor”
- Include proper nouns: “2020 Halloween Parade,” not “the parade”
- Make generic titles more specific: “Legal Notices for March 2020,” not “Legal notices”



# Adding additional metadata

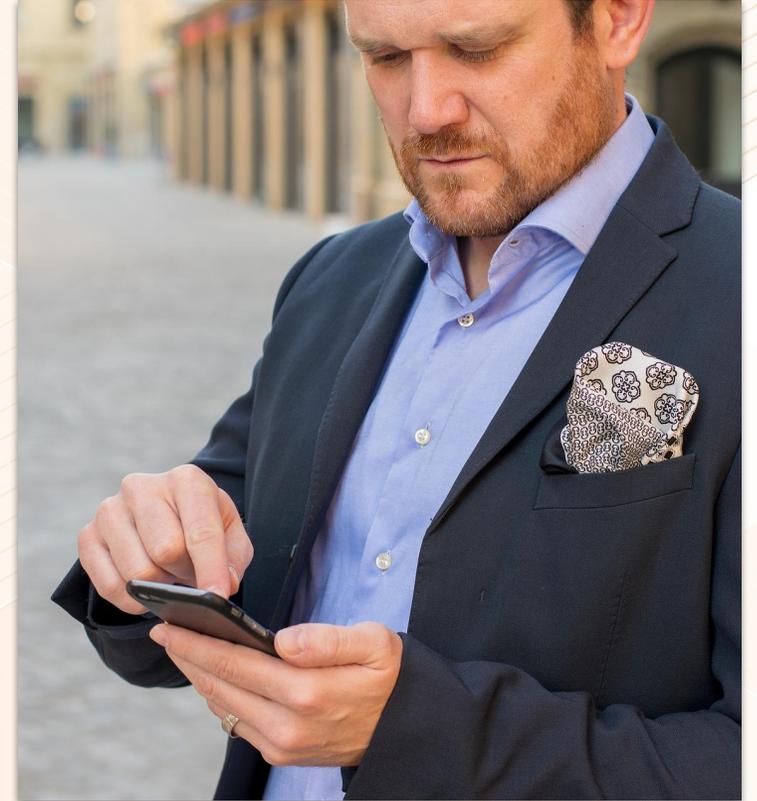
Set up key metadata on your site and specific sections

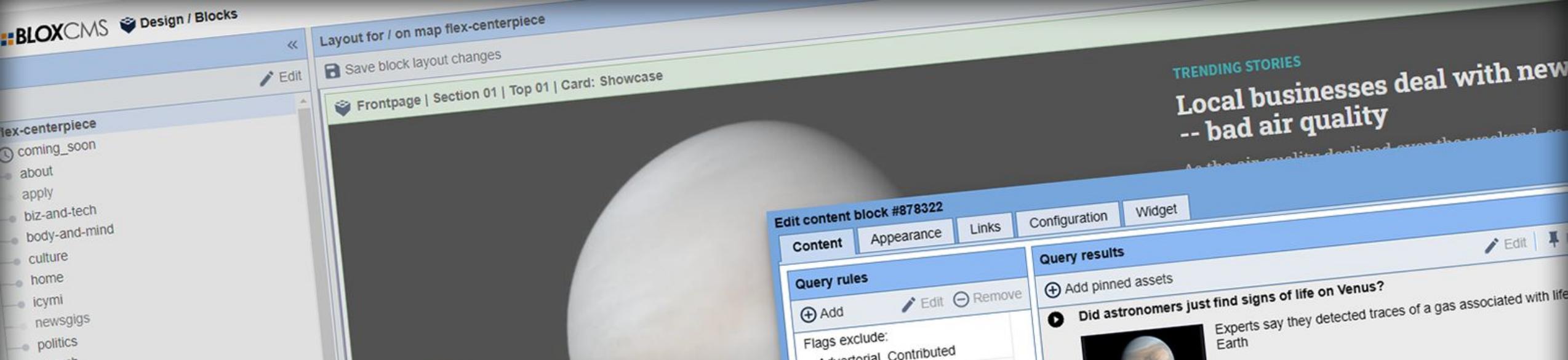
- Include a useful site motto
- Add natural keywords to main site, specific sections and content
- Use additional headline types (like hammer and subhead) but focus on main headline
  - Summary of story on website
  - Search engine results
  - Title of page



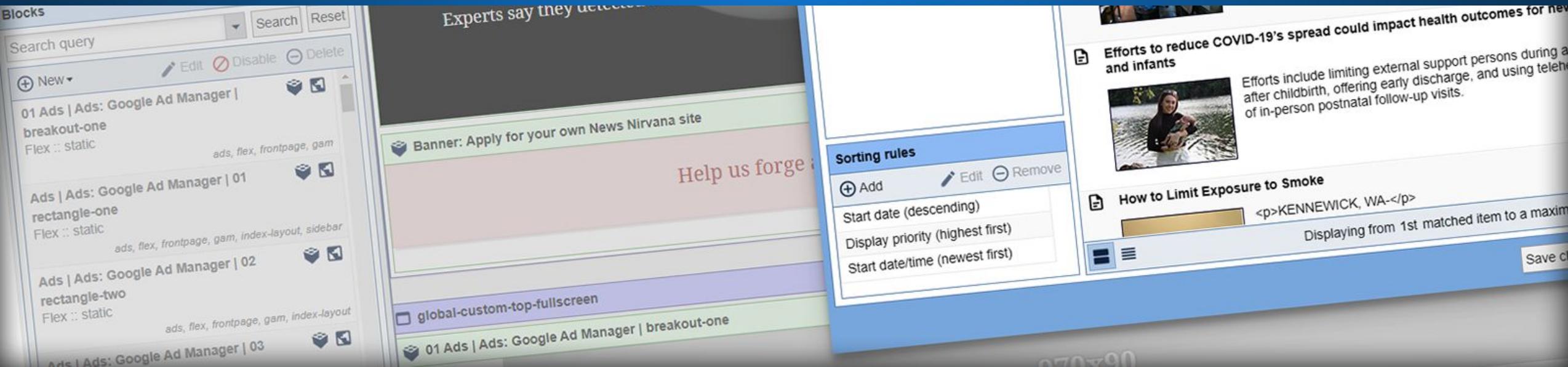
# Other SEO factors

- 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





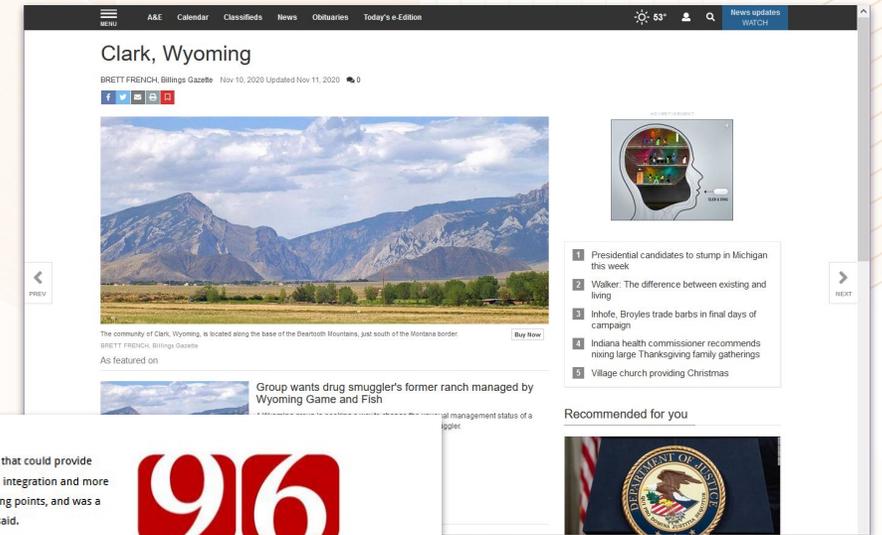
# Content creation



# 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

Screenshot of a news article page. The page features a blue header with navigation links: TN TownNews, News, Sports, A&E, People, Marketplace. The main headline is "RUSSIAN IN" in large, bold, black letters. Below it is the subhead "Let Me Tell You About My Friend Maria Butina — Who Might Be A Russian Spy" and a lead-in sentence: "In 2015, my friend and I went to Disney World. Three years later, she went on a solo trip to prison." The date "Feb 26, 2019" and "12 min to read" are visible. A "Highlights" section lists key points. A photo of Maria Butina is shown at the bottom left of the article preview.

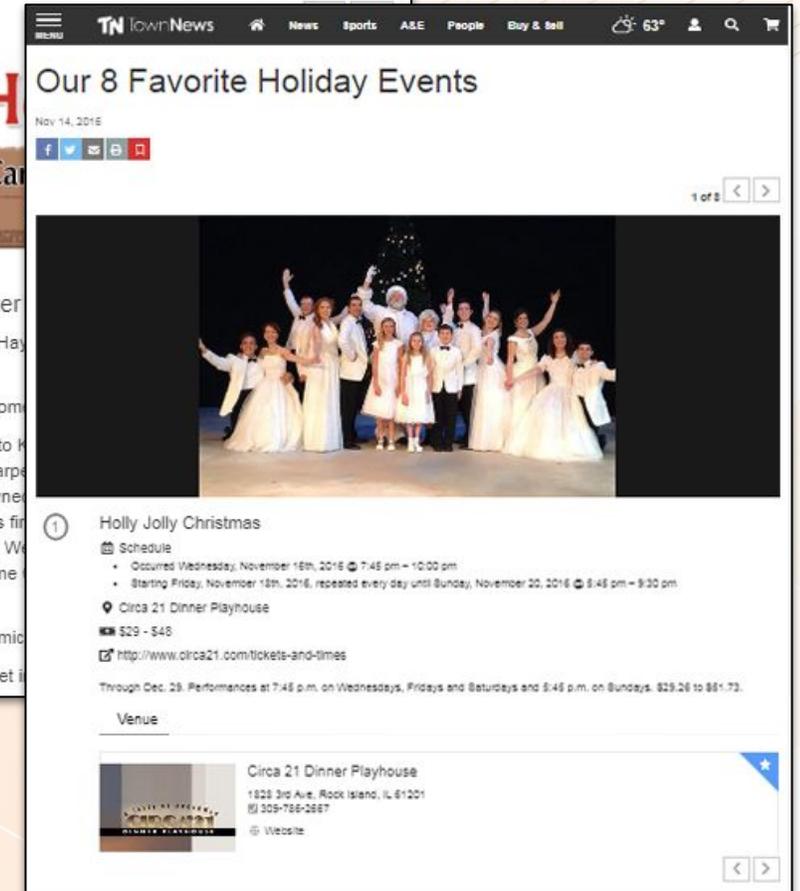
Screenshot of a social media share card. The card features a dark background with a profile picture of a man. The text reads: "SHARE THIS →" with social media icons for Facebook, Twitter, Messenger, and Email. Below is the headline "RUSSIAN IN" and subhead "Let Me Tell You About My Friend Maria Butina — Who Might Be A Russian Spy". The lead-in sentence is "In 2015, my friend and I went to Disney World. Three years later, she went on a solo trip to prison." The date "Feb 26, 2019" and "12 min to read" are visible. A "Highlights" section is also present.

Another screenshot of a social media share card for the same article. This version features a background image of Maria Butina speaking at a podium. The text is identical to the previous share card, including the headline "RUSSIAN IN", subhead, lead-in sentence, date, and reading time.

# 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."**

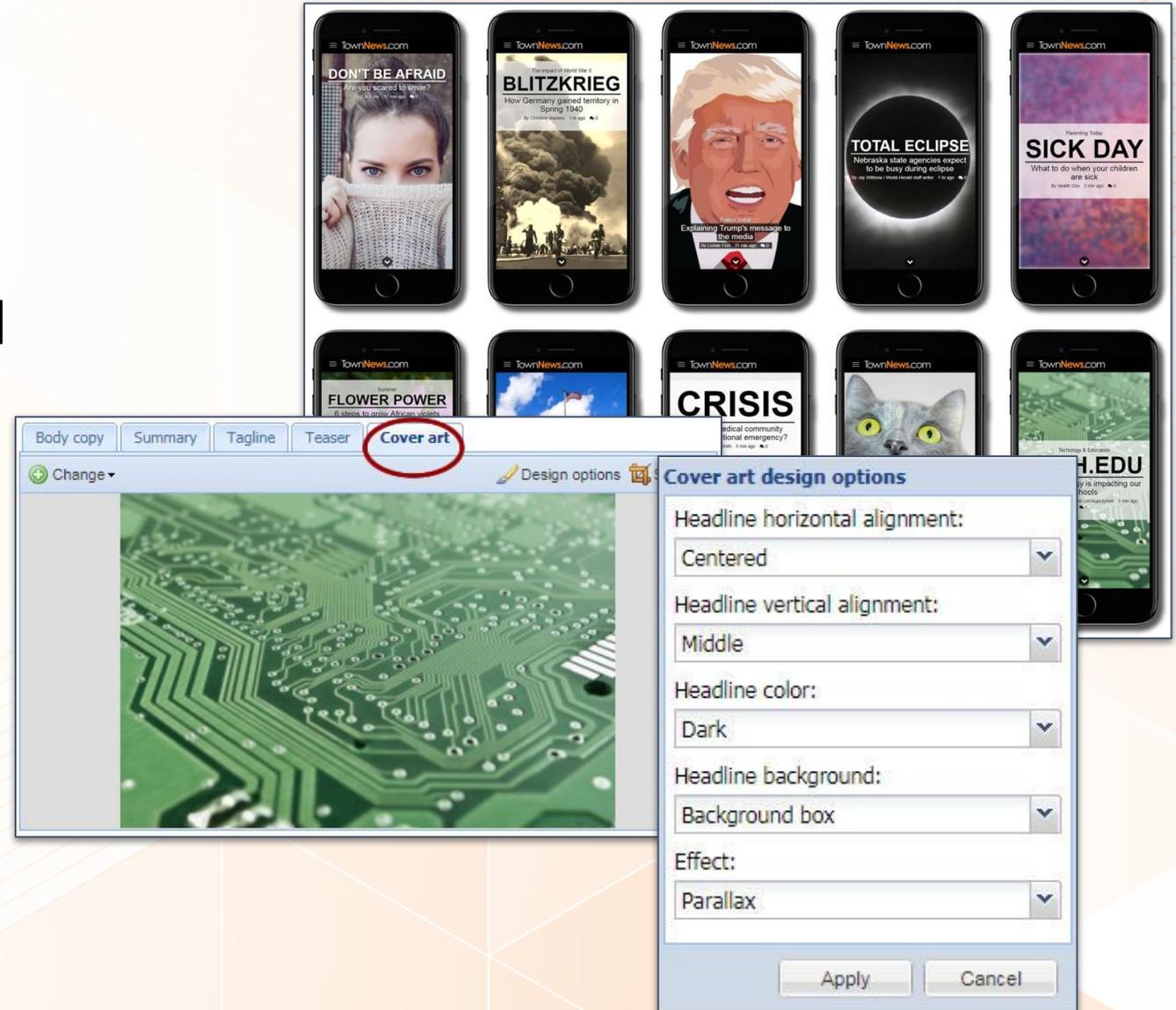
- Matt Connolly, Interactive Media Director, TH Media

that are videos by including a

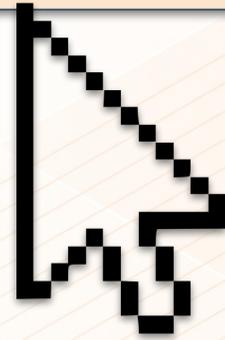
rs on the site. The video player ads with video pre-roll ads to

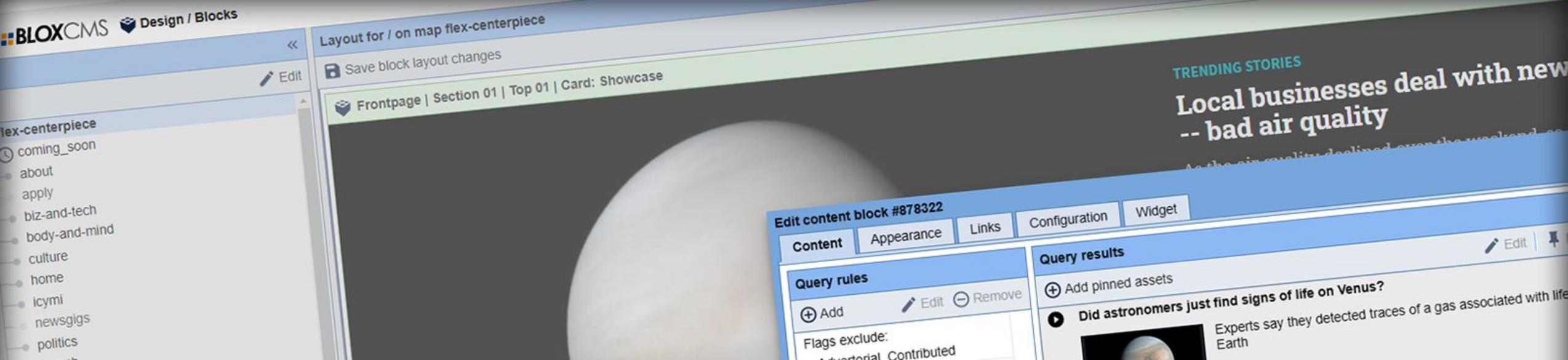
# Cover Art

- 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

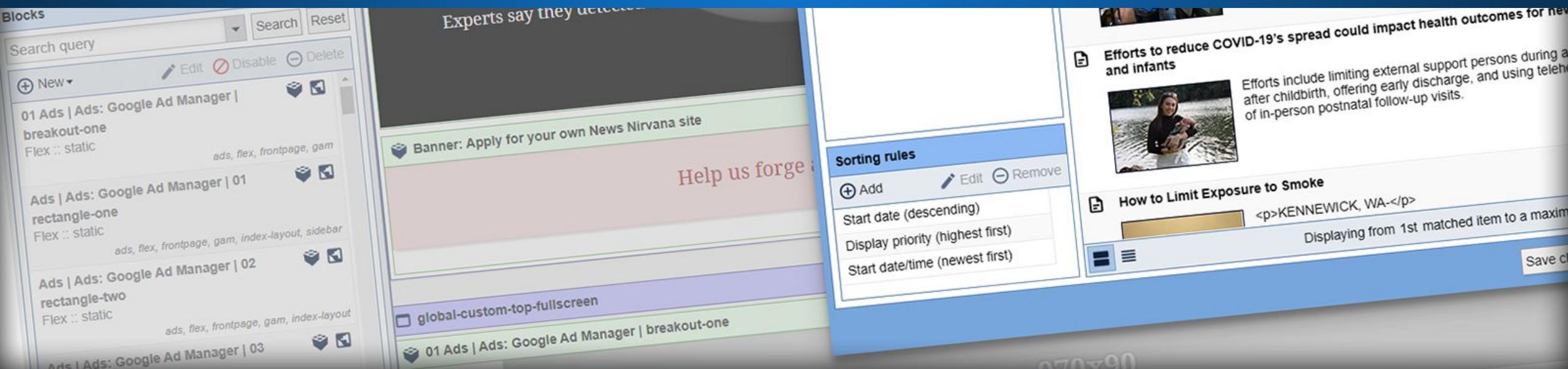


**DEMO**





# 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

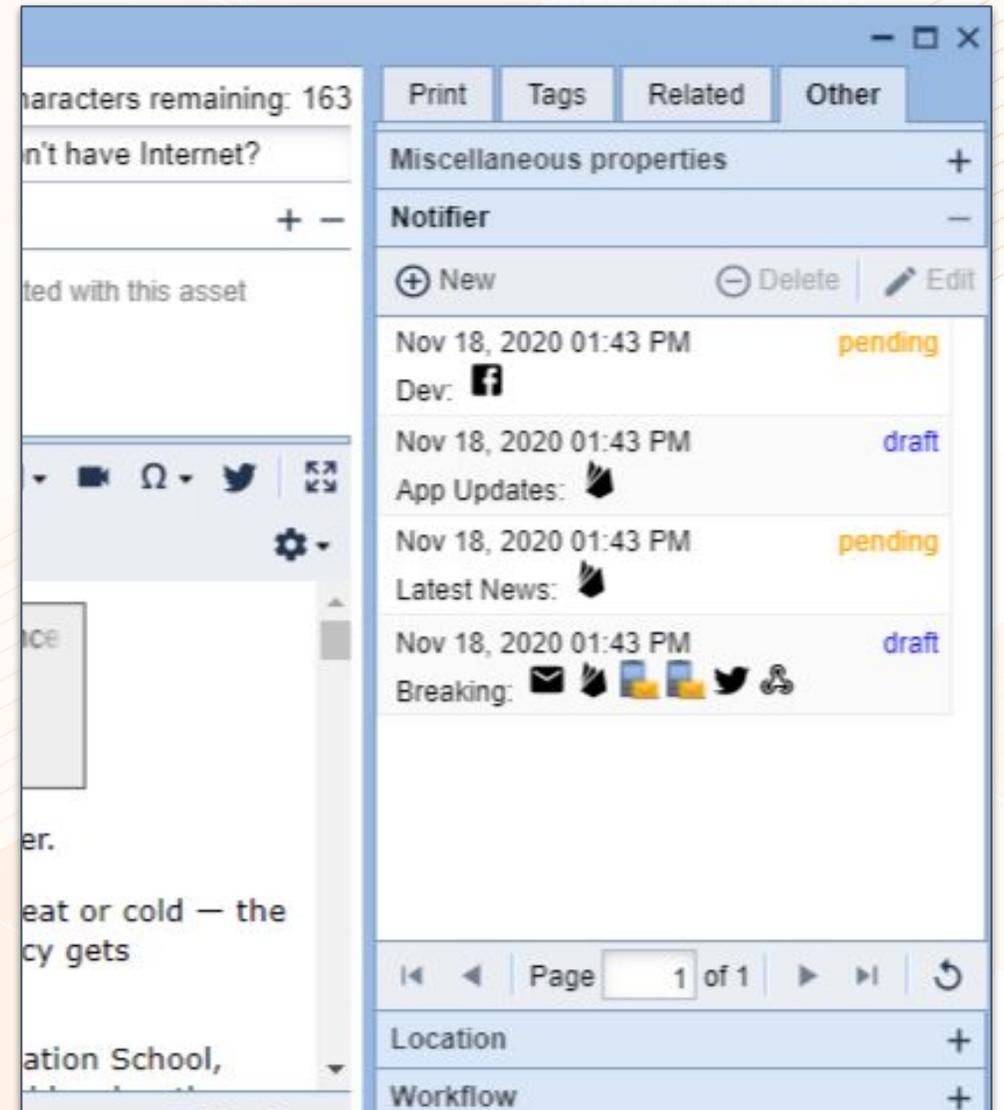
The screenshot shows a software interface window titled "Edit channel" with a close button (X) in the top right corner. It has two tabs: "General" and "Automatic notification rules", with the latter being the active tab. Below the tabs is a header bar with a "+ New" button on the left and "Edit" and "Delete" buttons on the right. The main content area contains four sections of rules, each with a bold heading and a list of options:

- 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 window, there are two buttons: "Save" and "Close".

# 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

The image displays three overlapping windows from a workflow management system:

- Manage asset editing workflows:** Shows a list of workflows. Under "Daily Workflow", the steps are: First Edit, Ready for Review, Print Review, Print Ready, and Editor Publish.
- Edit process:** Shows configuration for the "Editor Publish" process. It is assigned to the "Editors" group. Options include: "Ready for print" (checked), "Ready for web" (checked), "Block syndication" (unchecked), and "Reset start time" (checked). A "Site tags" section contains one tag: "flex\_showcase\_classifieds\_syndication".
- Edit workflow:** Shows the "Daily Workflow" configuration. It includes a table of processes with their permissions for syndication, print, and web publishing.

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

# Syndication hubs

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

The screenshot displays the BLOX CMS Editorial / Syndication interface. The main window shows search results for 'TownNews.com Content'. The search results table includes columns for Type, Slug, Title, Category, Start date/t..., and Status. Three results are visible:

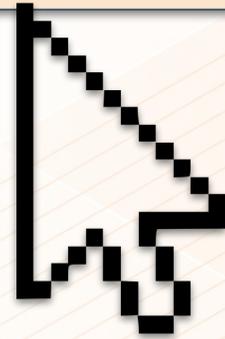
Type	Slug	Title	Category	Start date/t...	Status
REDIS18-southeast country calendar2		Parade fairy	states / montana	May 13, 2018 04:15 PM	
051318-rm-kids activities		The backyard and beyond: Get your summer camp on	states / wyoming	May 13, 2018 02:46 PM	
REDIS18-ftbenton		Fort Benton provides portal to Montana's history			

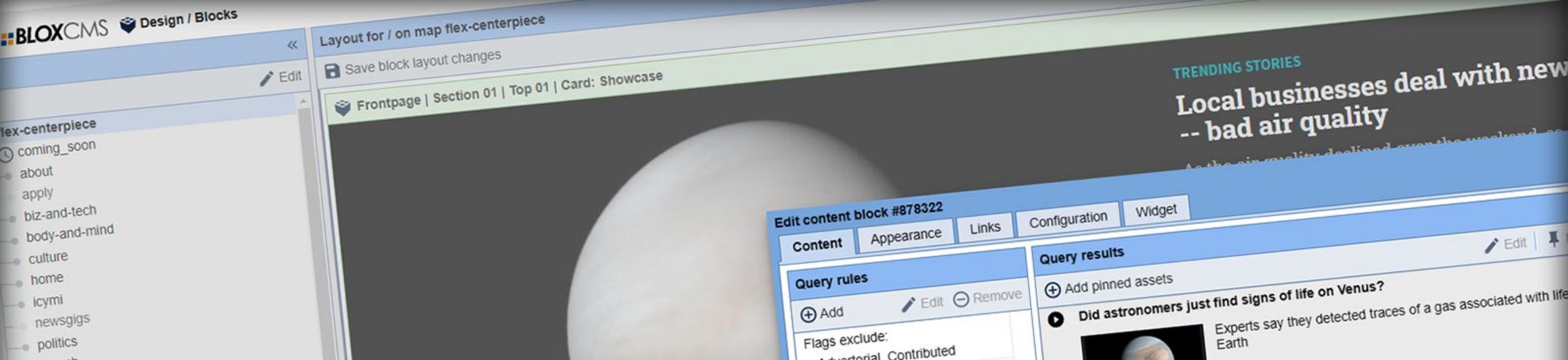
A 'Create channel' dialog box is open in the foreground, prompting the user to 'Choose a content provider:'. The options listed are:

- AOL One
- Associated Press
- BLOX CMS site
- CNN
- Field59
- Reuters
- RSS/ATOM Feed
- YouTube

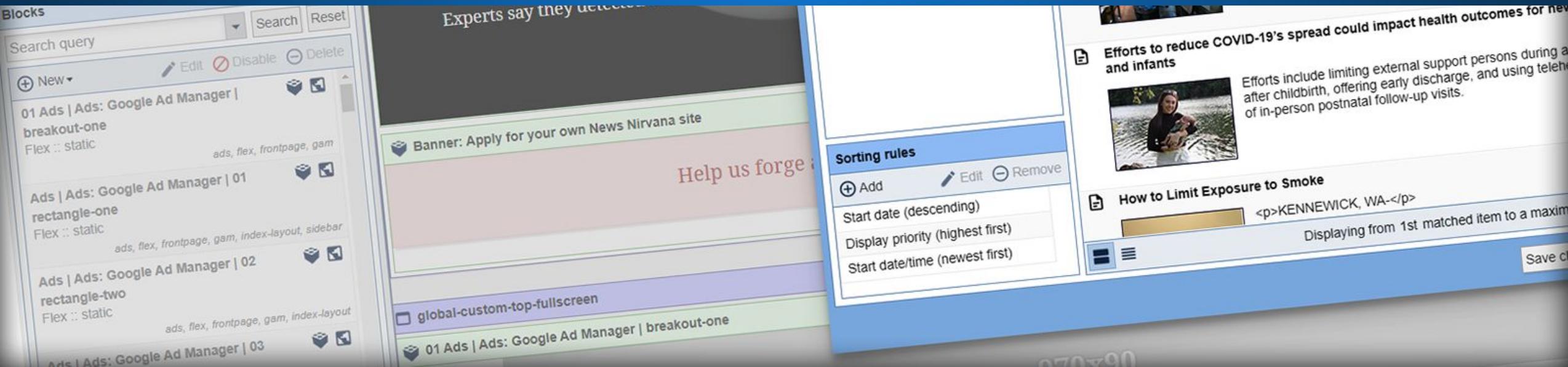
The dialog box has 'Continue' and 'Cancel' buttons at the bottom.

**DEMO**





# Questions?



# Stay connected

- Documentation: [help.TownNews.com](https://help.TownNews.com)
- Support: Call 800-293-9576 or visit [support.TownNews.com](https://support.TownNews.com)
- Partner Community: [community.TownNews.com](https://community.TownNews.com)
- Service Status: [TownNews.status.io](https://TownNews.status.io)
- Follow us on Twitter, LinkedIn, Facebook, YouTube

Stay connected

**TownNews Bulletin**  
Tips, tricks, news, and info from TownNews.

**TownNews iQ Newsletter**  
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

**Broadcast & Video Newsletter**  
News, tips and info focused on video management and OTT.

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

**Software release notes**  
Software announcements for BLOX CMS and related products.

**BLOX Total CMS release notes**  
Software notes and service alerts for BLOX Total CMS.

**Webinar announcements**  
Receive invitations to TownNews webinars.

Enter email address

Sign up

