Editorial masterclass for BLOX CMS

November 19th, 2020
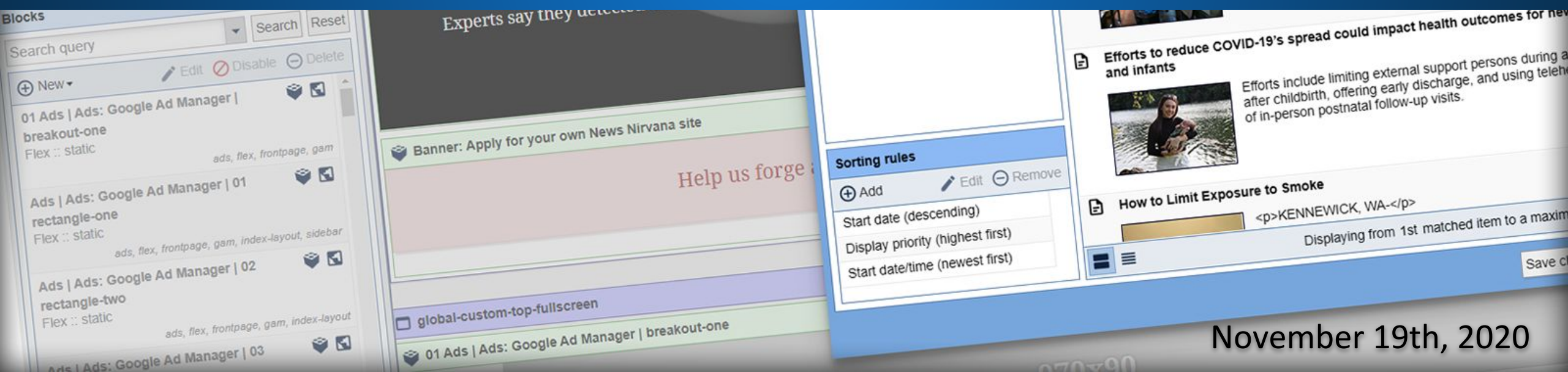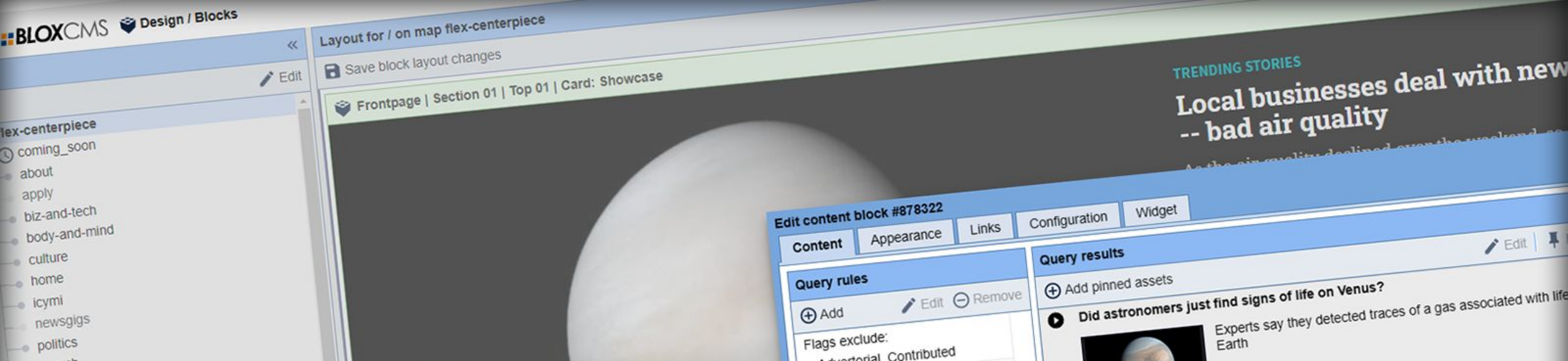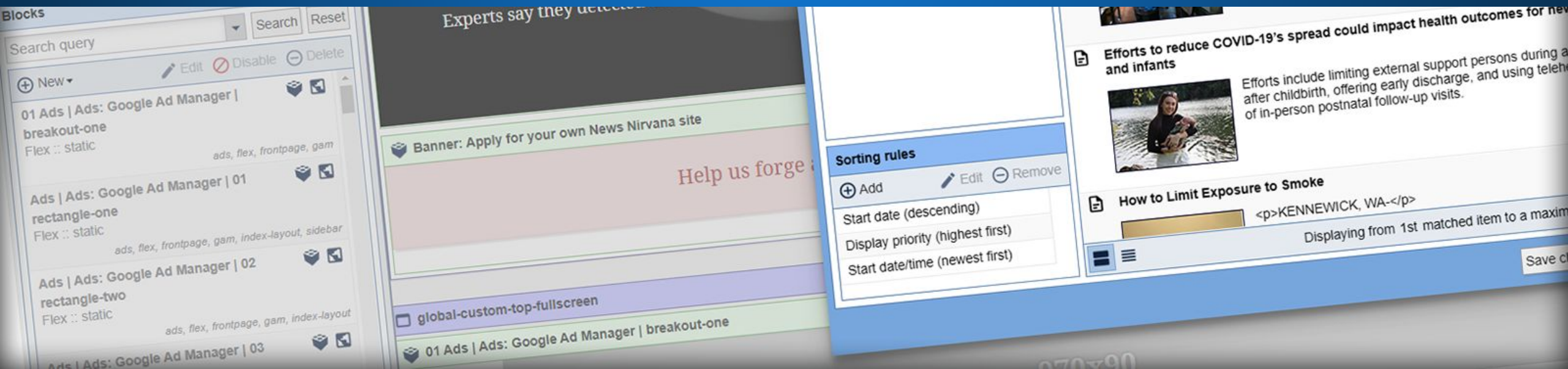
Today's agenda

- 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

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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"
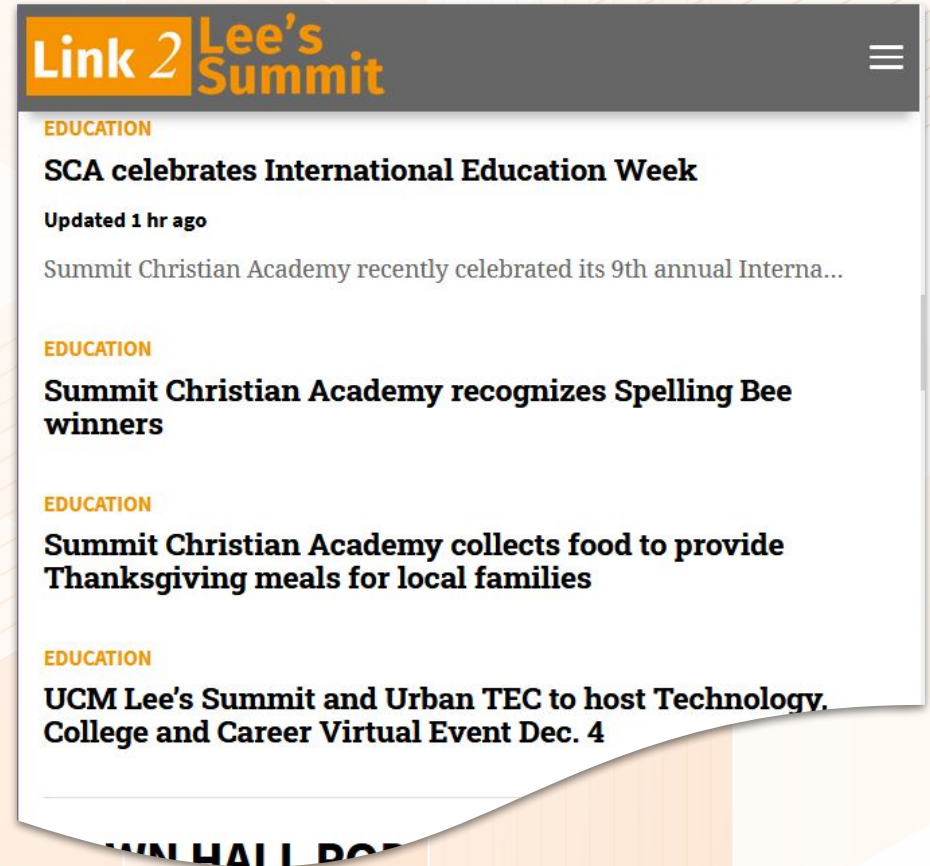
Adding additional metadata

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
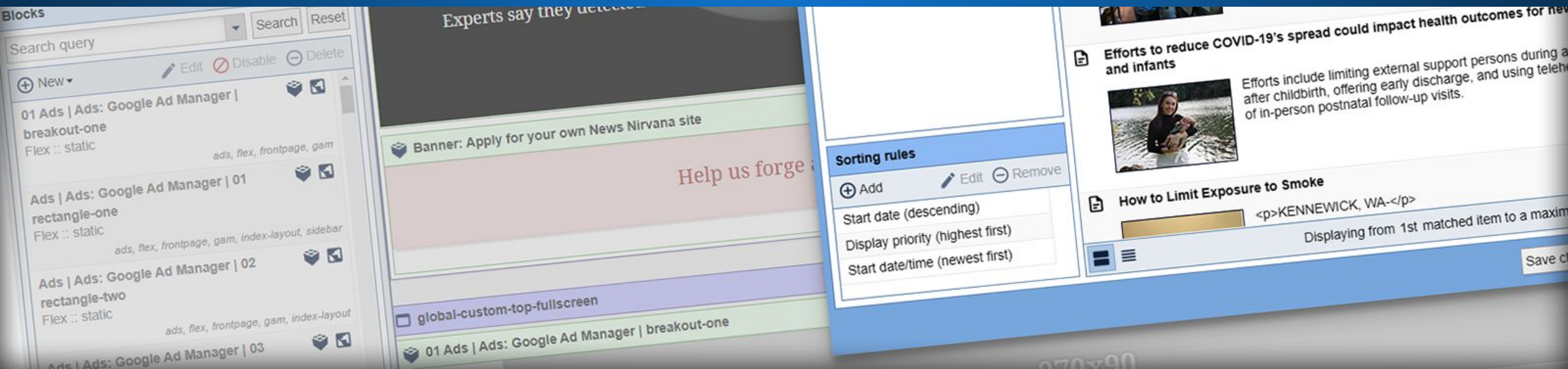 - Search engine results
  - Title of page
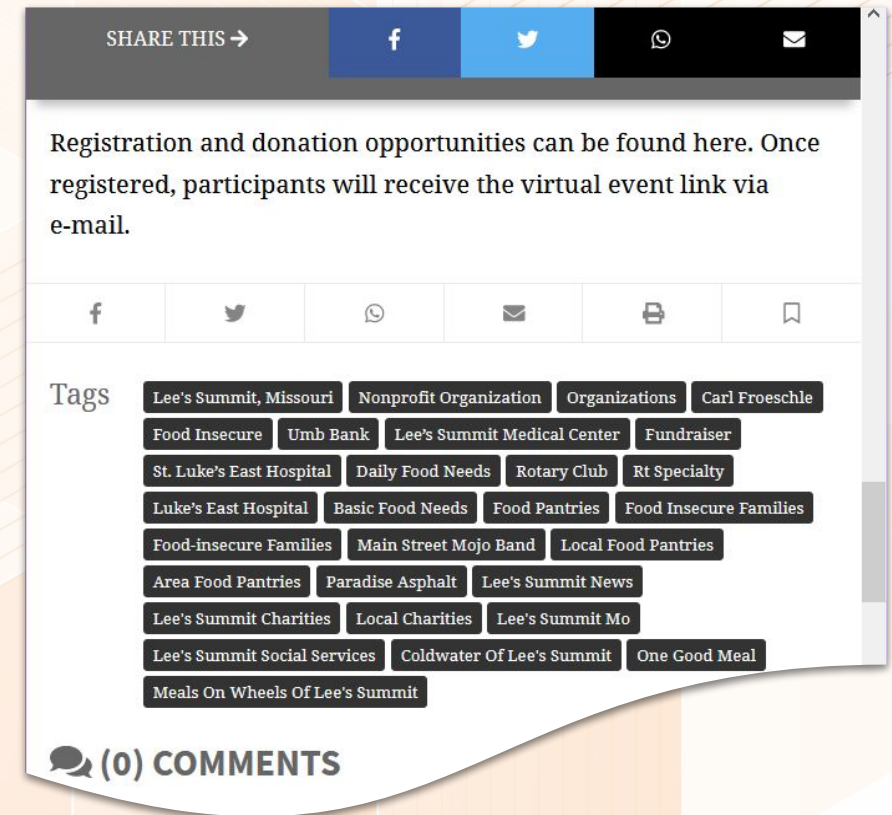
Other SEO factors

- 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
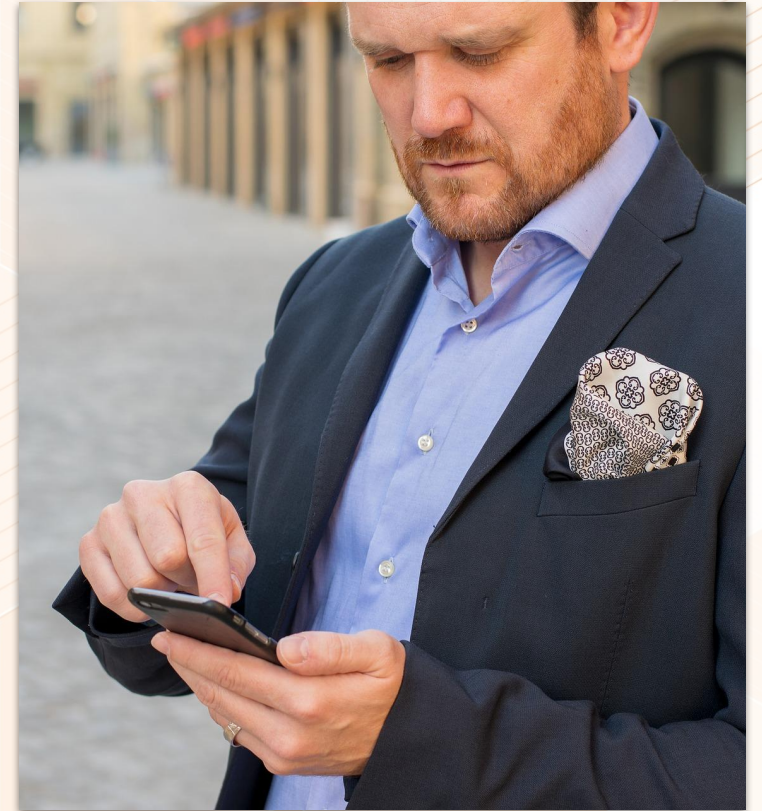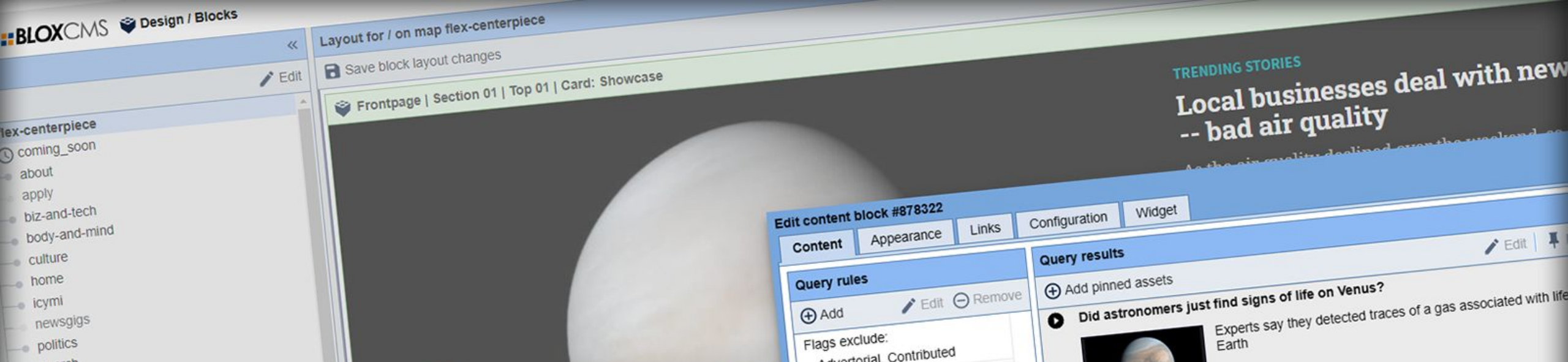
Content creation

Story presentations

Article presentation modes:

- **Personality:** Great for opinion pieces and blogs

- **Longform:** Use for enterprise storytelling

- **Default:** Other articles

Headline elements

Provide a story introduction:

- Kicker

- Hammer headline

- Headline (main title)

- Subhead

- Time to Consume

- Cover Art
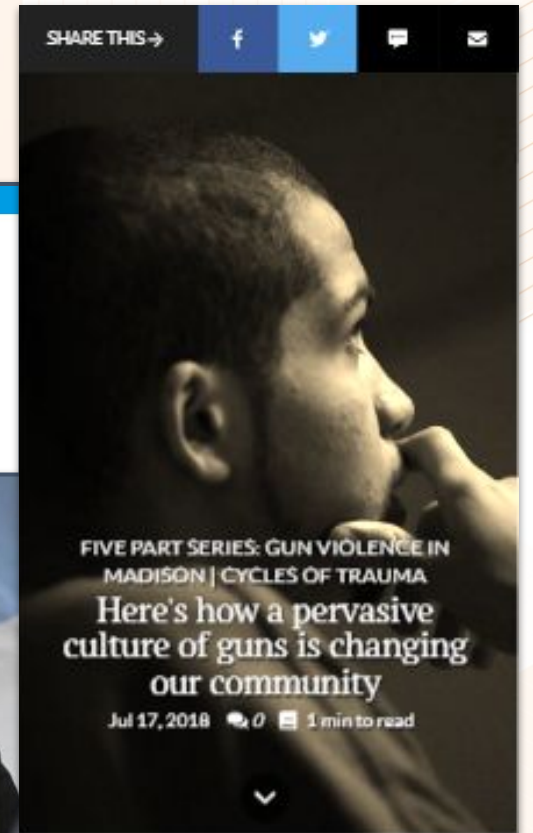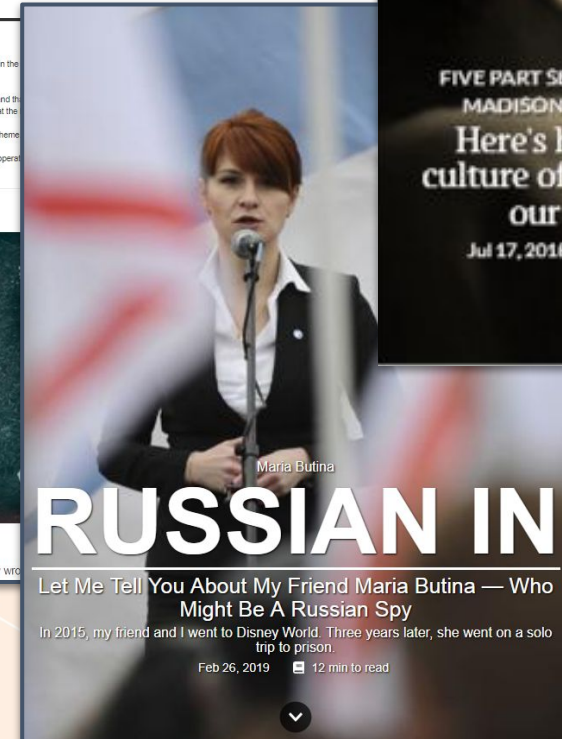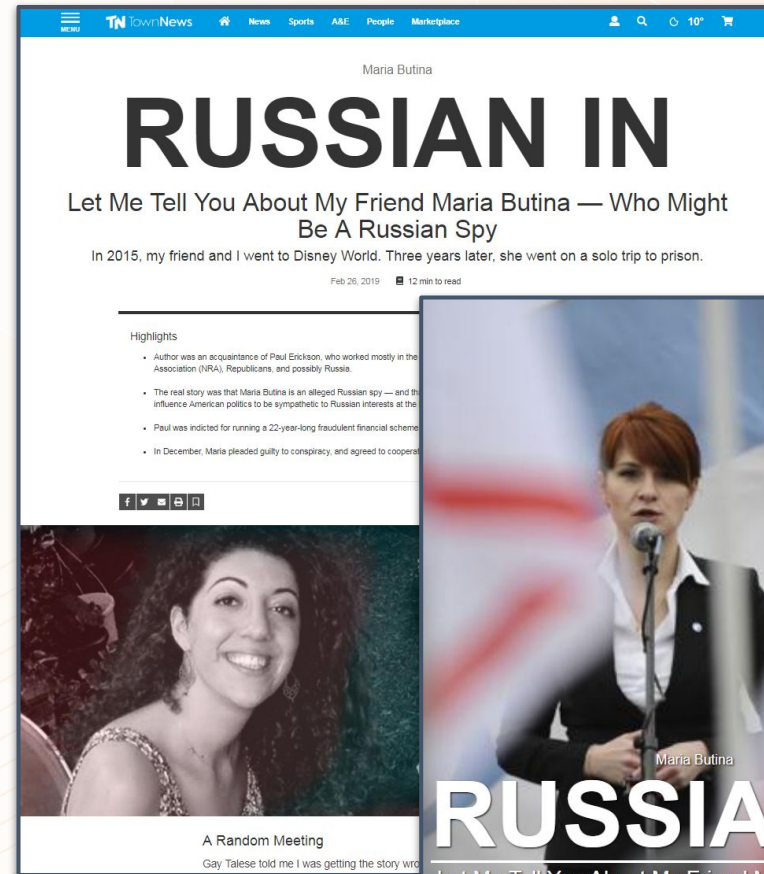
Article Designer

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
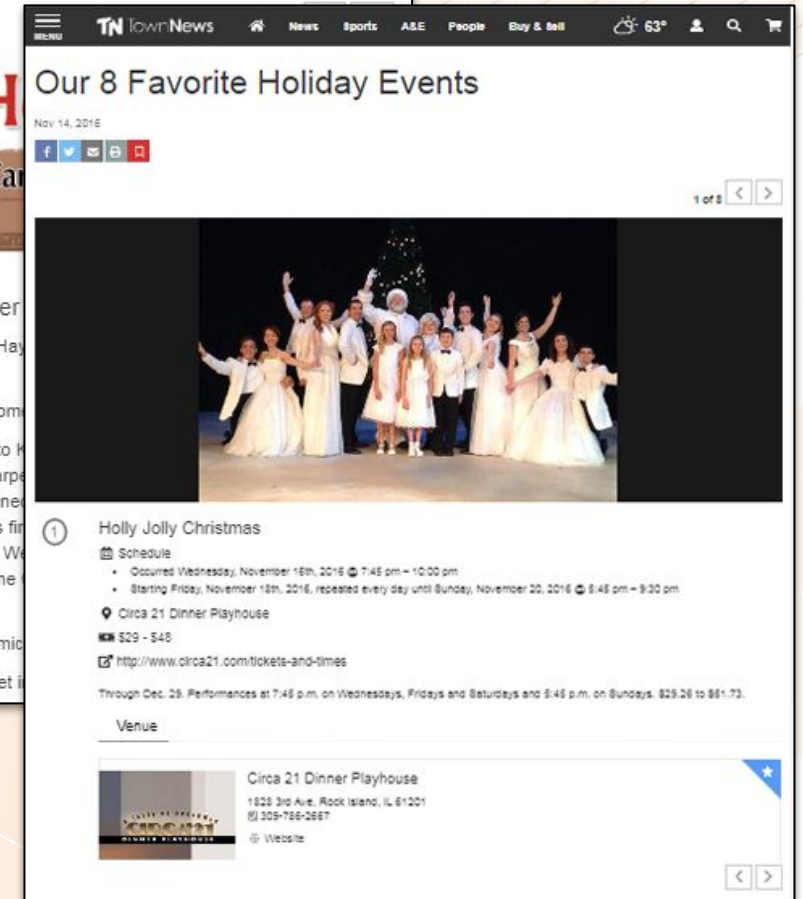- Inline links

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

that are videos by including a

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

"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."
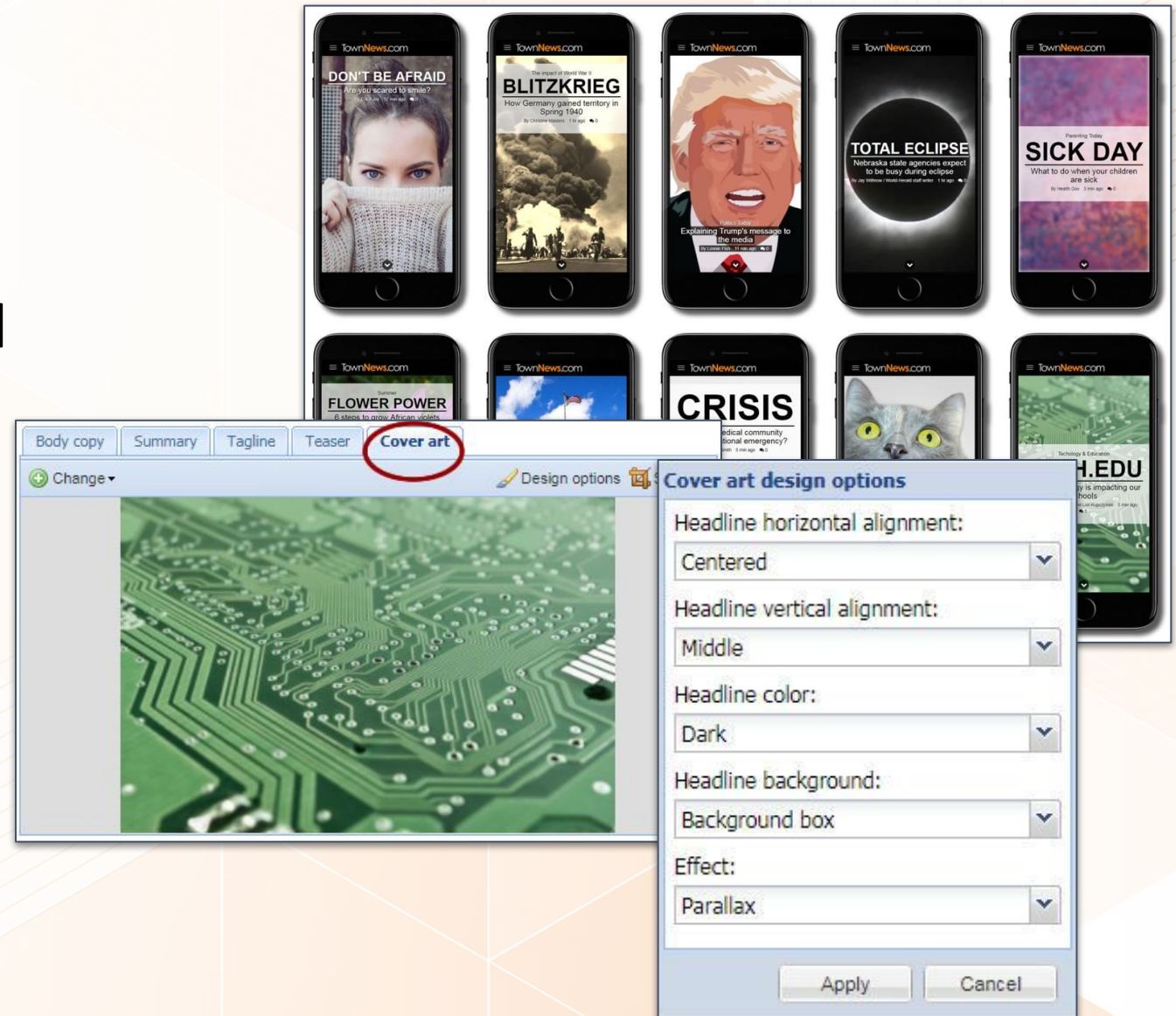
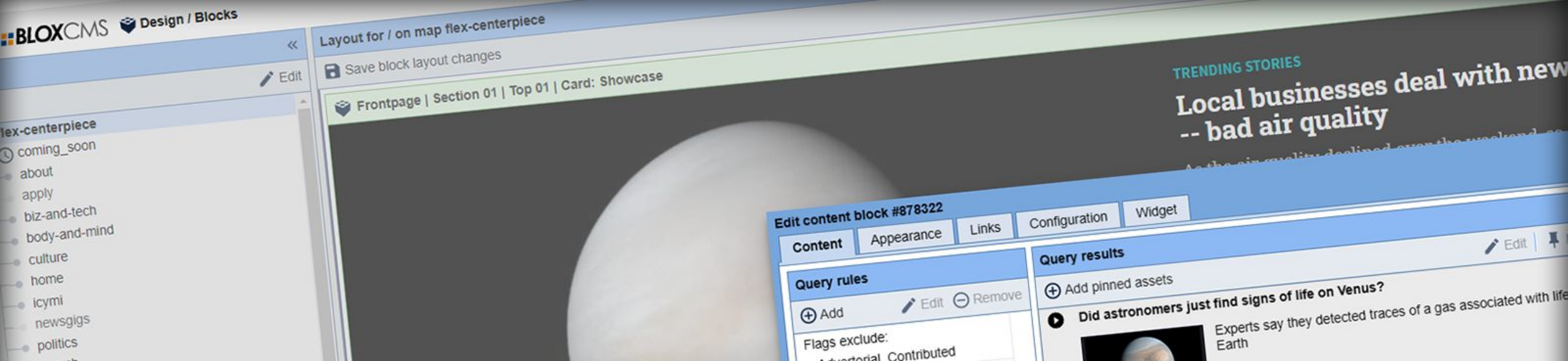- Matt Connolly, Interactive Media Director, TH Media

Cover Art

- Full-page magazine display

- Use image that can be cropped various ways

- Use design options to add movement and effects

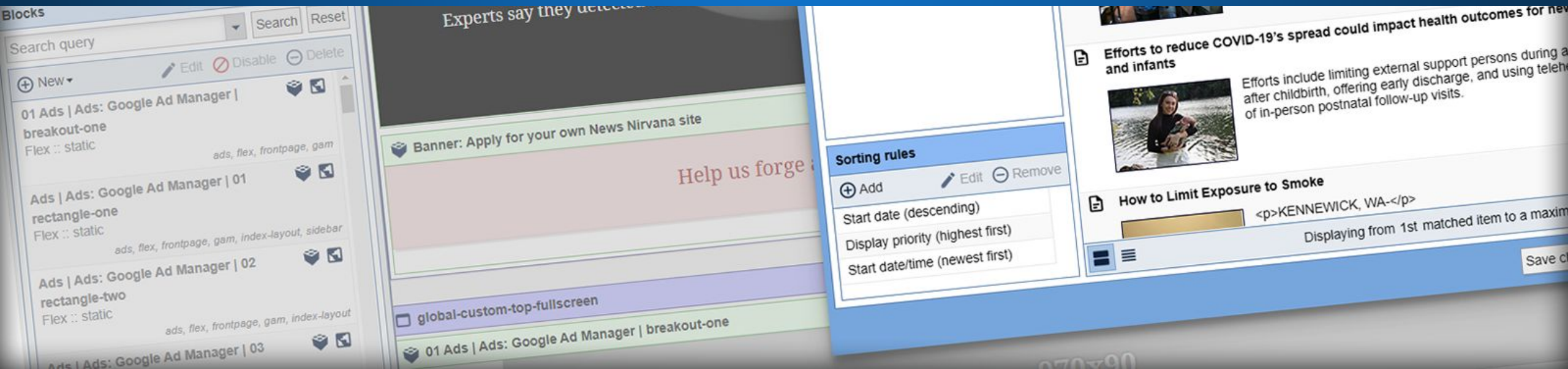- Combine with other headline elements

DEMO

Process tools

BLOX Notifier

BLOX Now App push notifications

Web push notifications
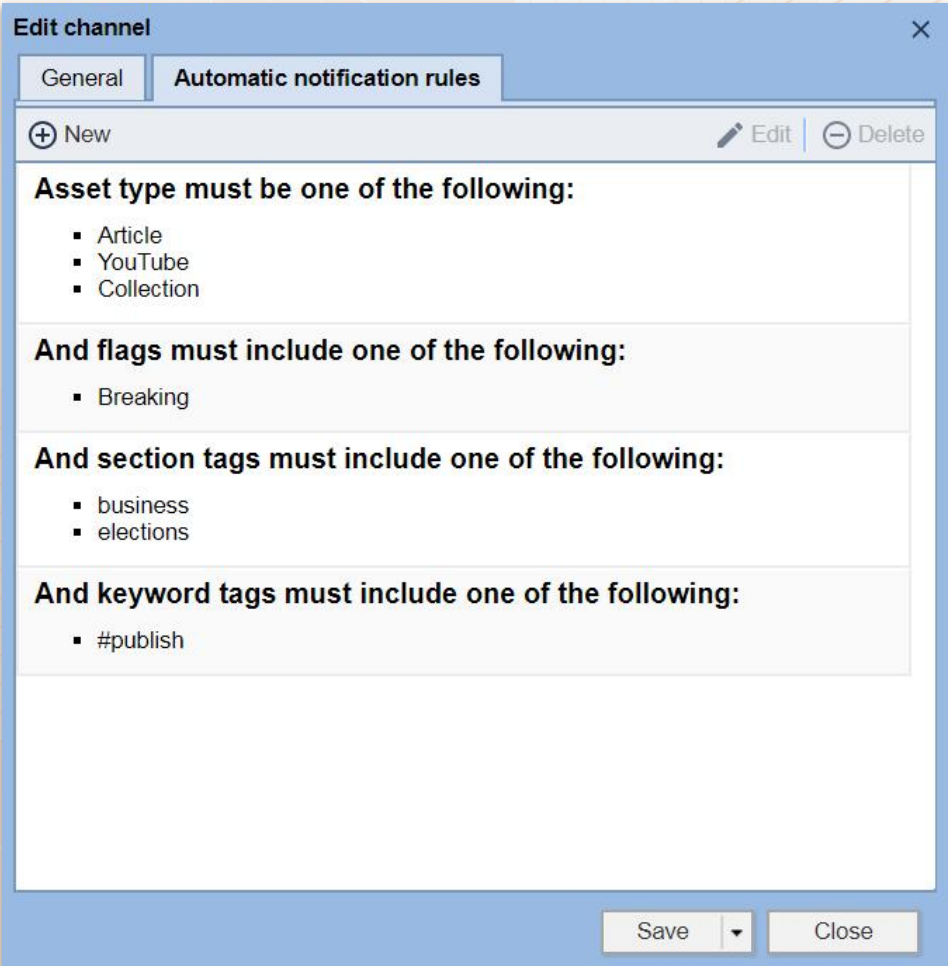
Email Reach

SMS text messaging

Facebook and Twitter

Webhooks

Notifier automation

- Automated rules may include:

  - Asset type

  - Flags

  - Section tags

  - Keyword tags

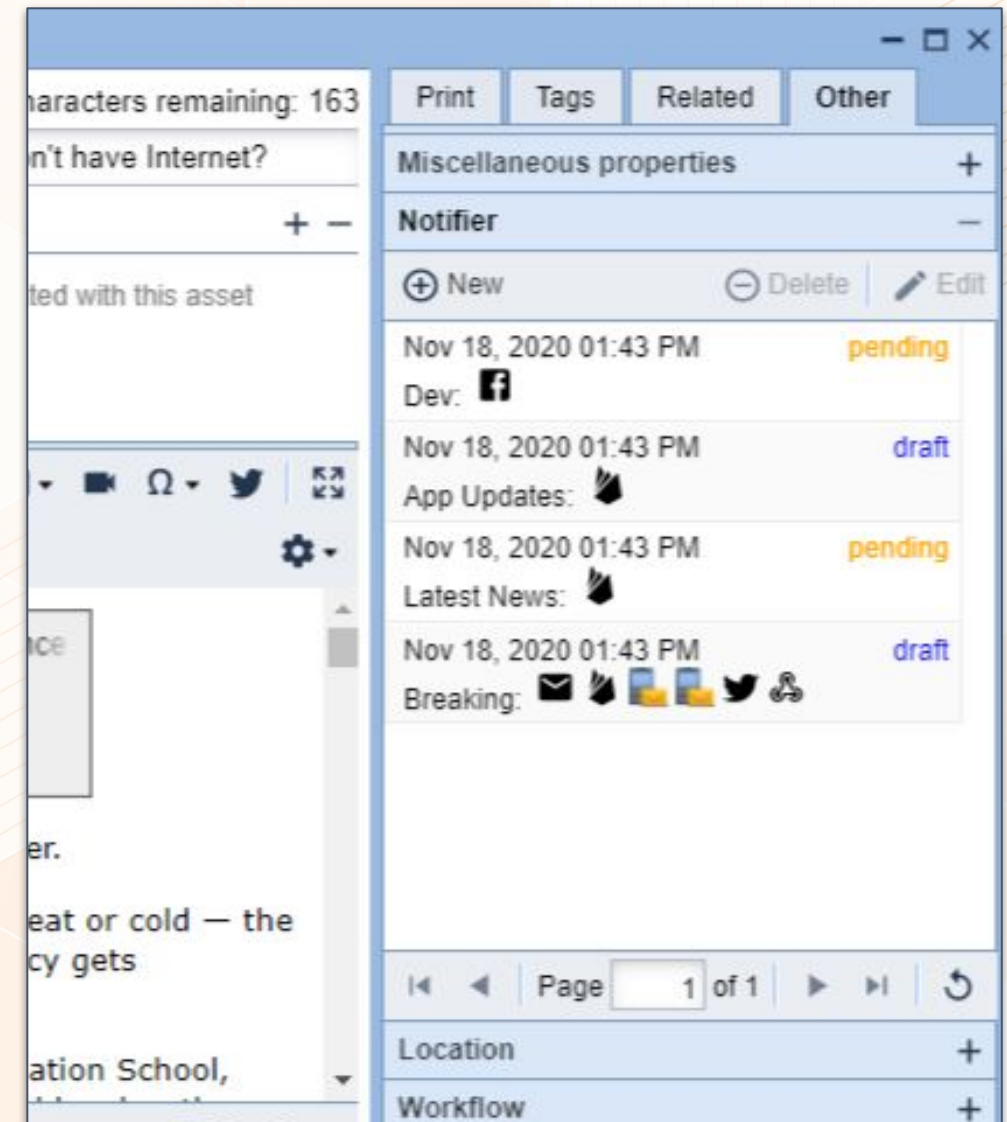- Multiple options inside of a single rule become "and" statements

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

Syndication hubs

- Feeds are brought into an external search app

- Create importers for certain tasks

- Add items from within editorial
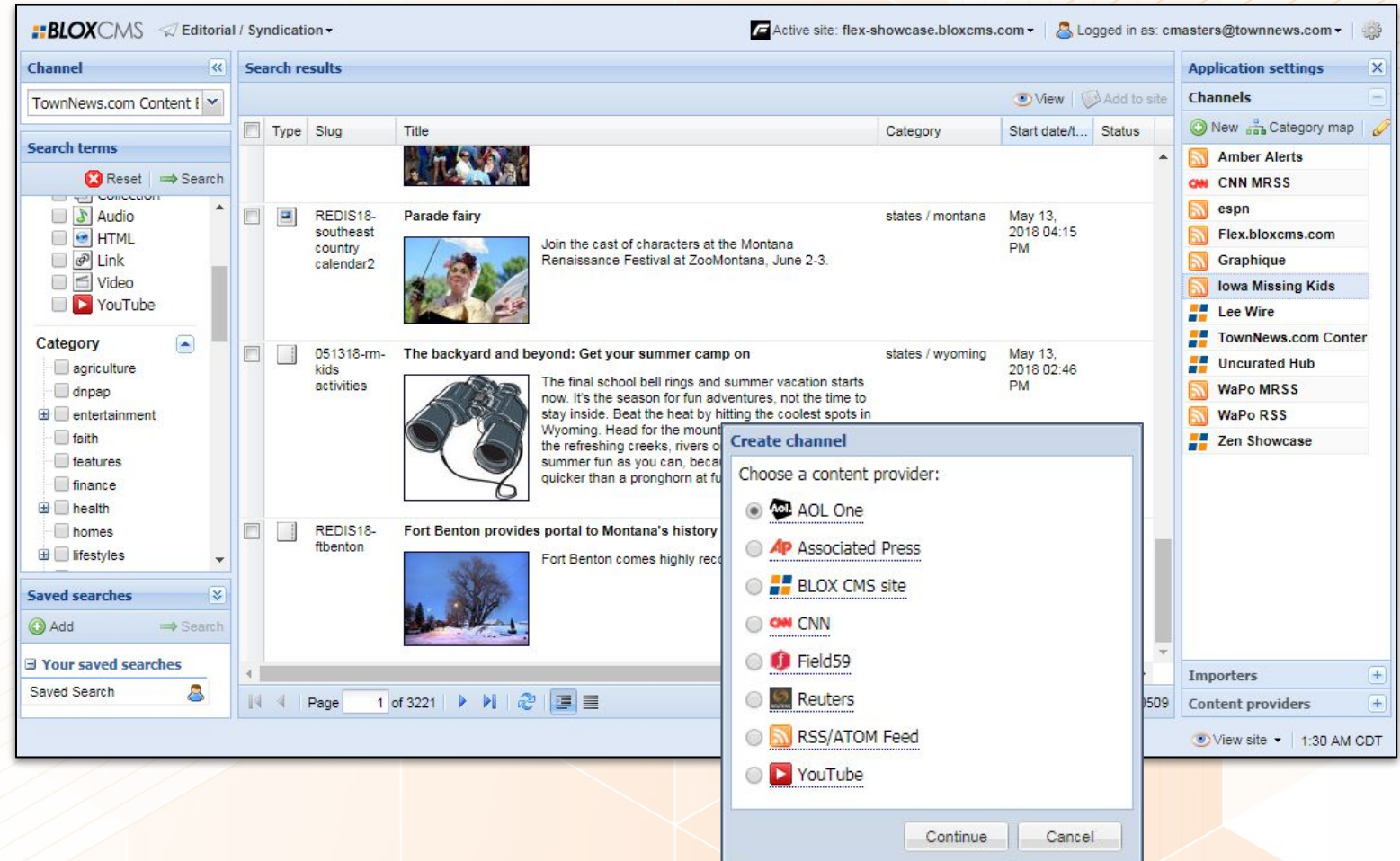
DEMO

Questions?

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- Documentation: help.TownNews.com

- Support: Call 800-293-9576 or visit support.TownNews.com

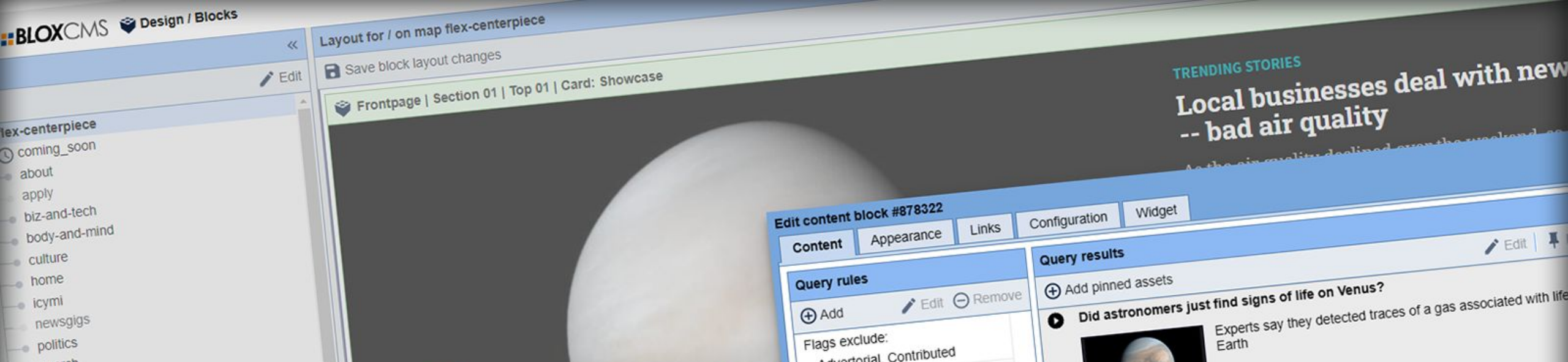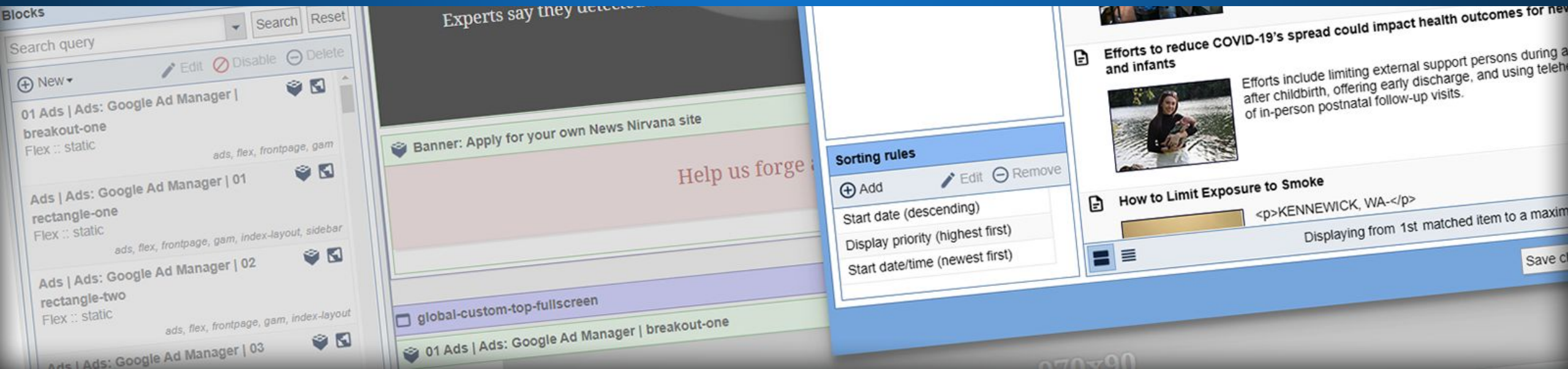- Partner Community: community.TownNews.com

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☐ **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.

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