

INNOVATION
NEWS NETWORK

**INNOVATION NEWS
NETWORK**
CLIENT PROFILE GUIDE

HELPSHEETS

Digital Publication Overview

Technical Information

Profile Content Guidelines

1. Section Icons

Content is sectioned into areas of interest

2. Headline

3. Standfirst

A small lead-in to the content. Should contain between 10 and 20 words.

4. Body Copy

The main profile content. Your profile should give an overall impression of how you can help your target audience, but be understood by a larger viewership. Word counts are variable and many different factors can affect your specific word limit. The following numbers are a guide:

1 page: approx 500 words

2 pages: 600 minimum - 1200 max

3 pages: 800 minimum - 2000 max

4 pages: 1400 minimum - 2800 max

6 pages: 2500 minimum - 3000 max

Scenarios that may decrease your word count include but are not limited to: Bullet points, sub bullets, numbered lists, length of words, multiple paragraph breaks, longer subheaders, length of standfirst, length of headline, length of contact details, amount of logos and box outs. Scenarios that may increase the word count include fewer paragraph breaks, fewer subheaders and references (references are included in a smaller sized font).

5. Images and Logos

We accept images at a minimum 72dpi but recommend 300dpi resolution. We accept images in rasterised formats - JPG, TIF, PNG, Ps - Or Vector formats - EPS, PDF, SVG, Ai. Please insure that all images are of a large size and high quality.

- We can provide stock images if needed. Please send either keywords for the image you need, or provide a link to your preferred image. We use www.shutterstock.com exclusively.
- Please send all images separately, as the original image files.
- If you wish to include images, please reduce your supplied copy between 100-400 words per image.

Please note: We do not accept images provided on MS Word documents or PowerPoint. Images provided in this format are reduced in size and quality to keep the file size down. Always send the original file.

The profile is designed using a specially-formatted template produced by Innovation News Network, therefore the client needs only to supply the profile text, logos and any images required (as stated above).



For large file sizes that may not send through email, or that may struggle to reach us in a timely manner, we suggest using a file transfer system (such as wetransfer.com). Please contact us if this is your intention.

If you require any additional logos, these may also be included if space permits. Images are included across one or two text column width and can only be placed at the top or bottom of columns, never breaking up text columns in the middle.

- Images provided under the recommended size will be advised to be resupplied at a large size and higher quality. Images that do not meet the minimum size will not be able to be used.
- If no images or an insufficient amount of images are supplied then the profile will be set with stock images. These can be replaced with newly supplied client images, alternative stock images or extra body text.
- We cannot guarantee that images will appear in specific locations where requested by the client due to the restraints of text and layouts, although we will endeavour to keep the images as close as requested. We recommend that images that are referenced in the body copy also have captions.
- If the client would like to implement, or avoid certain image layouts, please inform your production co-ordinator.

6. Contact Details

Please supply name, job title, company name, telephone, email, website and social channels

We request the client supplies their name, job title, company name, telephone, email and website. We do not include a postal address. Contact details will always be displayed at the end of the article, in the bottom right corner of the final page. They will be displayed in the following format:



- Title. Full Name
- Job title
- Company name
- +44 1234 567 890

Contact details and social media hyperlinked in icons

Useful example Profiles



House Style

Text

We use British English spellings for everything except in official names, e.g. the World Health Organization. Headlines are always centre aligned, the standfirst is justified and the main body copy is justified. Every article begins with the first word in capitals.

Fonts

The same fonts are used throughout the publication to ensure consistency.

Italics

Text is only italicised for latin words, species names and titles of publications such as books, films, journals, newspapers and TV shows. Report names are not italicised.

Please note: This is only a brief overview of the Innovation News Network house style and is not an exhaustive list. We reserve the right to amend profiles in order to adhere to house style.

Further Considerations

What is SEO?

SEO stands for Search Engine Optimisation, which is the process of increasing traffic to your webpage through organic search engine results.

The content of a page is what makes it worthy of a search result position. As such, it is important to create good content.

So, what is good content?

From an SEO perspective, all good content has two key elements - your keyword strategy and the way you structure your article.

Get the most out your article

To get the most out of your article we want it to be as user and search engine friendly as possible.

If there's a specific keyword you want to rank for in search engine results, e.g. 'light steel frame', you would include this phrase within the copy (in the headline, intro, subheadings and throughout the text).

If you know what you want to rank for but are unsure how to incorporate it into the text, you can add a note to our editors so they understand what you want to rank for and can edit the piece accordingly.

Our editors will research keywords, so if we find something more suitable we will make these changes. You can also have more than one keyword.

Our editors will edit your content as they deem necessary for SEO purposes, and we advise that you keep these amends in place.



Pull quotes are used to highlight short, specific sections of text already in the body copy”

Header

Box outs can be used to include additional text that is separate from the main body copy.

These are only to be placed at the top or bottom of columns.



SEO

Here are a few tips to follow when writing the content:

- Always include a headline – without this your content will not be searchable
- Use sub-headers – these will improve readability
- Always include an intro – this should entice the reader and not be repetitive of the headline
- Choose a keyword that targets the audience you are writing for. Consider how your audience searches on google. Don't be too broad. Consider longer keywords as opposed to one word.
- Write high-quality content, include stats, and place the most important pieces of information at the top of the article. Consider bullet points to improve readability
- Don't make sentences/paragraphs too long and keep terminology simple – this will improve readability
- Please also supply images/infographics where possible. Including an image for every 350 words improves SEO. (We will use stock photos if you do not supply anything)

You should also note that our digital editors will add internal links to related articles on our website for SEO purposes. This will be on the HTML version ONLY and NOT the pdf for the publication.

Spelling

As referenced in the 'house style' section of this booklet, we use British English spellings – realise, colourful, fibre – in all contexts apart from official names.

Subbing marks

When a templated article is returned to you for approval, you may notice the presence of double asterisks (**) in the body text. These are subbing marks, which let our design team know of text formatting (eg headings, italics, hyperlinks) and special characters such as subtext, supertext and symbols. They do not need to be removed from the text.

Trademarks

Our house style specifies that trademark symbols are only to be used in the first instance and implied thereafter, as peppering the text with trademarks creates visual clutter, which can distract from the content itself. We do not typically use trademarks or copyright symbols in headlines.

Unique copy

We would request that, where possible, you send us copy which has not already been published elsewhere, whether this is in another piece for our books or websites, on your own website or in a different publication. If we publish duplicate content it may not perform well in online searches and your article may receive reduced traffic from search engines. Therefore, if you do send us content which has been previously published, we will need to rewrite it to create unique copy.

Our editors are on hand to guide you throughout. It's important we know what you want to rank for so we can get the best out of your article

INNOVATION

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Production Department



+44 (0)1260 273 802



nataliej@innovationnewsnetwork.com



nataliem@innovationnewsnetwork.com



www.innovationnewsnetwork.com