

TIP SHEET

Making your post POP!

MULTIMEDIA + SEO FOR BOOSTING TRAFFIC TO YOUR SITE



WORDPRESS BASICS

SEO: SEARCH ENGINE OPTIMIZATION

- + **Use an SEO tool.** Yoast manages SEO in WordPress. MOZ manages outside.
- + **Keep tags specific.** Select 10 main keywords.
- + **Identify your goal.** If you want to increase Google Page Rank, keep headlines to 60 characters, descriptions to 160, title tags & subject lines to 140. If you want to engage your audiences, boost headlines to 90-99 characters.

PHOTO SLIDESHOWS

- + Add media > Create gallery > Upload files
(Or select from media library) > Create gallery

HYPERLINKS

- + Highlight word/ group of words
- + Click link symbol in toolbar and add link
- + Shorten links & track them at bit.ly (FREE)



MOBILE TOOLS



WordPress

FREE

- + iPhone & Android; view site & make post changes



Prezi Viewer

FREE

- + Viewer: iPhone & Android friendly; view via phone and control presentation remotely from phone



Google Drive

FREE

- + iPhone & Android; view presentations via phone



Microsoft Office

FREE

- + iPhone & Android; view documents via phone



RESOURCES & TIPS

- ✓ Add **quizzes** to your articles with Qzzr (qzzr.com). (\$)
- ✓ Add **audio** to your articles with Soundcite JS (soundcite.knightlab.com).
- ✓ hackastory.com/10-best-free-digital-storytelling-tools-for-journalists
- ✓ newsu.org/resources/digital-tools
- ✓ journaliststoolbox.org
- ✓ themultimediajournalist.net



MULTIMEDIA TOOLS

\$7.50/month

Social Media Trends

RiteTag



Identify trending hashtags on Twitter

FREE

Charts & Graphs

Infogr.am (infogram.com)



Create interactive charts and graphs

Google charts (goo.gl/KUeHgC)



Produce interactive charts using coding

Datawrapper (datawrapper.de)



Create charts & maps to embed in articles

FREE

Timelines & Maps

Google Maps (google.com/maps)



Embed maps to show locations & directions

Timeline.JS (timeline.knightlab.com)



Use Google spreadsheet to make timeline

StoryMapJS (storymap.knightlab.com)



Highlight locations of a series of events

FREE

Presentations

Prezi (prezi.com)



Present information on a virtual canvas

FREE

Slideshows

Slideshare (slideshare.net)



Design slideshow to embed in post

FREE W/ BASIC

PDFs

Scribd (scribd.com)



Download PDFs and embed into posts

FREE

Graphics

Canva (canva.com)



Create graphics without software

Meme Generator (memegenerator.net)



Easily create memes using free images

Easel.ly (easel.ly)



Produce infographics to embed into articles

ThingLink (thinglink.com)



Create an interactive story using images

Bethany Chambers

Director of Audience Engagement
bchambers@northcoastmedia.net

PIT&QUARRY