Visiting North East England

Contents

Who can post on the Visiting North East England Blog?

Anyone can write for us!

Contributors are able to contribute as many original articles as they like each month. Articles will be published usually within 4 days from submission. Articles will be featured and tweeted throughout the membership social media platforms, at least once. Directory Members' Articles will be featured and shared for up to 6 months after publication.   Guest Contributor Articles must be original and not be copied from LinkedIn or personal blogs. Following publication in the magazine, articles can be posted elsewhere after a period of at least 14 days.   This is to avoid search engine penalties for duplicate content.   We will allow reposting of member articles and blog posts. Such posts must be tagged with the original link. We will "no index" "no follow", such articles, but we will share them across our social media platform.

Articles must comply with our terms and conditions and we reserve the right to refuse to publish inappropriate material.

What types of articles can be posted on the Visiting North East England Blog?

We post articles, features, news and adverts which reflect our core target market. Our core target market are people who either live in, or visit the North East of England in the UK.   The broad topics we accept for the magazine are articles about:

- Places to Visit
- Attractions to See
- Traveller Experiences
- Things to Do
- Events to bookmark

These must be located within the parameters of our reach which is

Northumberland
Tyne and Wear
Durham
Teesside

Writing an Article - Guidelines

- Individual posts should run between 400 and 1000 words.
- Posts should be written in a clear, engaging and accessible first-person style that minimizes jargon and buzz words.
- The most successful articles contain interesting perspectives and new ideas, "Great tips" and experiences of the author.
- Articles should "add value" to the reader and give them some interesting information to read and think about, and should not be overtly promotional.
- Your bio contains all your contact information, so there is no need to input this information at the bottom of your article.   Your article should contain no more than two promotional links, these should not be keywords. (places to visit in Durham, Attractions in Northumberland) www.xxxxx.co.uk is acceptable. If more than 2 promotional links appear in the article, then we will automatically invalidate links, or refuse publication.
- Links to your site are available for readers, but because of Google's stance on guest blogging in order to gather backlinks, posts are marked as "No Follow". Your articles will still be included to be indexed by search engines.

- External links to interesting information for readers are accepted as long as they aren't promotional.

SEO guidelines:

- Your article should contain a keyword or key phrase. This keyword or key phrase will describe your article in a nutshell
- Develop an engaging heading. Studies show that the most engaging headings are those which are read most. Your heading must include your keyword or key phrase.
- Your article keyword or key phrase should appear 2 – 3 times for every 200 words.
- Include external link(s) to other useful information the reader might be interested in.
- An SEO checklist is available underneath the post, if you are familiar with this, please complete, otherwise, the magazine team will optimise your post. We may make minor changes which do not change the substance of the article, but will help the article more likely be indexed by search engines.

Images

- Please upload a featured image for your article. You must have the right to use the image with your article, and therefore we ask that you credit the image with the original source. If you do not upload an image, we will use one from our own stock.

Accuracy

- You as the author are responsible for the content you post, meaning any facts, dates etc. Should be correct and you should also spell check your article before submitting it.
- Although you as the author are responsible for the content you sent us, we have the final say on headlines, illustrations and placement of the article. If necessary we also require authors to confirm exclusive copyright, including the right to electronic distribution.

Advertisements

We do display advertisements on our site. The best way to display an ad is to sign up for our low cost membership. If you have other requirements, then contact us on info@visitingnortheastengland.co.uk

Uploading your Article

If you are a guest contributor please email us with your details and we will set up an account for you to upload your article.

Existing contributors or members, log into your account using the following link:

http://visitingnortheastengland.co.uk/wp-admin/

Once logged in, you will see the dashboard on the right hand side of the screen. Click on Posts, and then click on "Add New". You will then be able to either type or paste your article into the relevant

fields.   On the left hand side, you may choose your categories and tags. Further down you may set your featured image.   Once you are happy with the post simply click the button to your left "submit for review".   Once your post has been reviewed we will either publish immediately or schedule for publication in advance.

Members only! - Important! If your post is a re-post or repurposed, please provide the original link!

Completing your Profile

It's important to make sure you are happy with your BIO, as the BIO comes at the top of the article and is one of the first things readers see when they click into it. Simply click on "profile" on the menu on the right under the dashboard and scroll down to "name". Complete the required fields.

We have created a help sheet as there are certain requirements that need to be met in order to make sure your BIO works properly

Fanciest Author Box User Details

Display Fanciest Author Box — ☐ Do not automatically add Fanciest Author Box to your posts, pages and custom posts.

Photo URL — [ ] [Upload]
Photo URL (optional, if left empty Gravatar image will be used), ideally image should be 64x64 px.
You can upload your own profile picture to go with your BIO!

Twitter — ExampleUsername
Your Twitter username (example: thematosoup).
No needs for URLs or '@' Just add your Twitter username!

Facebook widget type — ○ Follow ○ Like
Use Follow for profiles (must start letting people follow you first) and Like for pages.

Facebook — ExampleUsername
Your Facebook username or ID. (example: thematosoup)
Same goes for Facebook! It will not work if you enter a URL. Just add your username.

Google+ — +ExampleUsername
Your Google+ ID. (example: 104360438826479763912 or +SlobodanManic)
For Google+, Just enter your Google+ ID with a '+' in front of it, alternatively you can enter that last part of your Google+ URL

LinkedIn — [ ]
Your LinkedIn username or full profile URL. (example: slobodanmanic or http://www.linkedin.com/in/slobodanmanic)
You can use either your full URL or just your username for LinkedIn!

YouTube — ExampleUsername
Your YouTube username. (example: ThematoSoupChannel)
Just like Twitter and Facebook, YouTube only requires your username and will not work with a URL.

Pinterest — ExampleUsername
Your Pinterest username. (example: slobodanmanic)
Same goes with Pinterest!

Position — Example Position
Your position.
You MUST enter the position you hold at your company in order for your company and company website to show up on your BIO.

Company — [ ]
Your company.

Company URL — [ ]
Your company URL.

Custom tab — [ ]
Custom tab content

Sharing Your Article

We want to make sure your work is shared widely and we would love you to share as widely as you can. Here are some ideas for sharing.

1) Twitter
2) LinkedIn
3) Facebook
4) Google+
5) Your LinkedIn
6) Add your article to your LinkedIn Profile
7) Share with any Google + communities you are a member of
8) Share on any Facebook pages you own. Or come and like your post on the [Visiting North East England Facebook Page](#)
9) Send the link to your article in your newsletter, or link to the bottom of your email.
10) You can share your article from our [Pinterest platform](#)
11) You can share either your article or the full magazine from Slide share (We will soon be posting monthly editions to Slide share)
12) Your networks can download a PDF of the Slide share if they are interested in doing so.
13 Use the share buttons on the left hand side of the Website and at the top and bottom of each post.

Helping the Community to Grow

We want to help you to get your message out. In order to do so we want our community and readership to expand and grow steadily.   We have a number of social media platforms, which we share and promote your articles, and we would be forever grateful if you would:

a)   Come and like our [FACEBOOK PAGE](#)
b)   Come follow and like our [GOOGLE+ PAGE](#)
c)   Come and follow our [LINKEDIN PAGE](#)
d)   Come and follow our [PINTEREST BOARD](#)
e)   Follow us on [TWITTER](#)
f)   Add our [RSS](#) to your twitter stream

Please follow us, and **SHARE** your own and your fellow contributors work over whichever social media platforms are best for you!
Thank you, we appreciated you!

Further Questions

We are here to help you. If you want further assistance or want to contact one of our team, simply email info@visitingnortheastengland.co.uk