

Easy as 1-2-3: Blogging Techniques

Post an article a day and cultivate a larger online audience

Community newspapers are driven by exclusive local content, strong partnerships with advertisers and most importantly an involved and interested readership. Making a newspaper's website a routine destination for readers is important. One way we believe weekly papers can gain an edge on the internet is by adopting some blogging techniques: specifically, offering your online readers one new story every day, even on the weekends. These could be breaking news, small exclusive articles, or previews of what is in the works for the next edition of the paper. This content can either be added to your front page or we can create a special "Daily News" button for your daily content.

Benefits of posting a new story every day:

- Daily content will encourage readers to check your website more frequently, increasing traffic along with ad revenue.
- Search engines look at a number of factors in ranking a website including the amount of original content and the last time the website was updated, therefore the more frequently the site is updated, the better your rank.
- If you are using our Paid Module, daily content will increase the value and attractiveness of online subscriptions by providing another 'website exclusive' feature.
- Over time, readers will turn to the newspaper's website for breaking news knowing that it is updated daily.

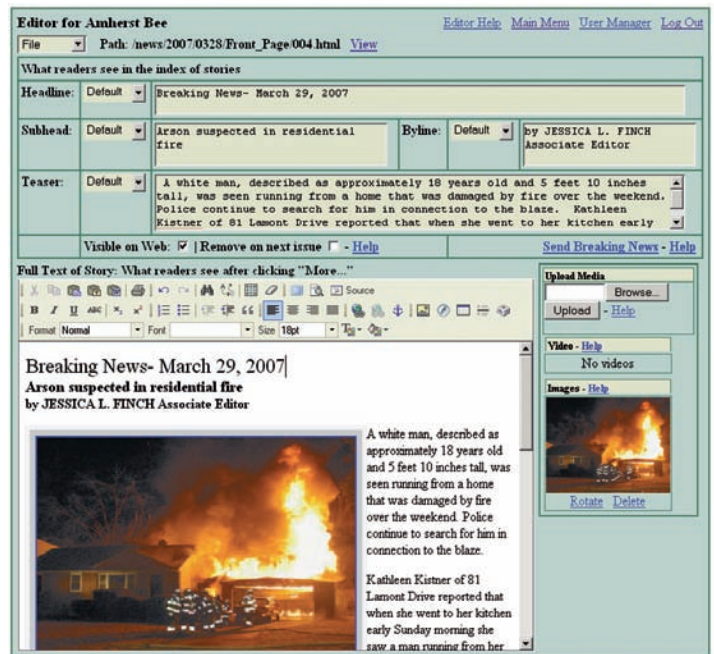
Simple steps for posting your story:

1. Written content needs no preparation; you can just copy and paste from a word processor. Images need to be in JPEG format.
2. Log into Our-Hometown's Story Studio HTML editor: <https://www.our-hometown.com/StoryStudio/edit.cfm>
You will need a Publisher Login in order to access this; please contact us if you do not already have one.
3. Paste your article's text content into the large text field at the bottom of the editor. The headline, subhead and byline should also go in this large box. Don't worry about the upper text fields just yet. We suggest a text size of 18pt for the headline, 13.5pt for the subhead, and 12pt bold text for the byline. The body text of the story should stay at the default 12pt Times New Roman font.

Next, *copy* the headline, subhead and byline to the appropriate upper text fields. These fields control the preview version of the story (which your reader sees before he or she clicks to view the complete text). We recommend noting the current date in either the "Headline" or "Subhead" fields. Also copy the first few sentences of the story into the "Teaser" field.

You can check the option "Remove on batch" to have the article removed when the next edition of the paper is published (to avoid duplicated content).

Finally, post the story by selecting the "Save" option from the Command menu in the upper left corner. To post your story to the front page, navigate to "News" - (Year) - (Month and date of



current issue) - "Front_page" and give your story the filename "0001.html" to assure it appears as the uppermost story. For additional stories, adding a zero at the front ("00001.html") will make it appear above the first story, or adding 1 to the final digit ("0002.html") will make it appear below it (but still above the normal weekly stories). If you would prefer a special location to post your daily content, contact us and we will set one up for you.

For more detailed instructions on the HTML editor, including how to insert images, refer to this tutorial:

<http://www.our-hometown.com/StoryStudio/editor.pdf>

Keep your readers interested and informed!

Posting a new article every day takes very little effort and will encourage readers to visit their community newspaper's website more often, thereby increasing your website's value. Additionally, the skills you learn will help you whenever you have breaking news to post or when you need to edit an existing online story. This is at no additional cost to you; it just takes a few minutes a day to post content that is already being created in your newsroom.

Start posting daily content today!

Contact an Our Hometown representative for more information:

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