

THE OGM EDITORIAL GUIDELINES

INTENTION:

What is the intention of the article?

Please note: The statement of intention helps our design team in the creative process and is a very important step in the overall design of articles published in print and online at The OGM.

READER EXPERIENCE:

What is the EXPERIENCE you want to leave the reader with? Ensuring you know the outcome of the readers experience supports you in telling a story that is relevant and has very specific outcomes. Reader engagement increases exponentially when you craft or architect a story that leaves people touched, moved, inspired and motivated to act or perform in new and creative ways.

CRITERIA:

Is your topic and the content ENGAGING, EDUCATIONAL and ENTERTAINING? Could it be more so? Does the article ENLIGHTEN the reader from various industries and demographics? Could it be improved upon?

THE VISUAL EXPERIENCE

VISUALS are crucial elements of telling a story.

Our design team will work with you to help you create a powerful first impression.

In doing so they would need your assistance to enhance your story with any or all of the following:

INFO-GRAPHICS – Think “NEW” and “INNOVATIVE” - they should tell a story

GRAPHICS – facts, figures, graphs, charts, statistics

PHOTOS – in high res 300dpi+ (file formats in pdf or jpg)

THE STORY

COPY (content) comes second to supplementing information and visuals:

Our creative team prides itself on publishing highly visual content by telling a story through imagery and facts. As well stories must be creative, innovative and super engaging. Please limit your word count between 700-1000 words to get the highest number of readers.

In order for your story to be shared and ranked high on google search algorithms it must be unique. ANY duplicate content will get lower rankings so be creative, be **UNIQUE** and be **ORIGINAL** in content and get the best ranking and search results with The OGM!

YOUR STORY DETAILS:

Does the header (title) grab the readers attention right away? Is it relatable? Will it draw the reader in and entice them to read? Does it strike an interest? If you saw this header on the front cover of the magazine on a newsstand would you stop and read it?

Did you include the author's name for the byline?

List all the sources/captions for the supplementing information that are necessary for your story.

PUT IT TO THE TEST....

Are you 100% satisfied with it? If not, what is missing?

PROVIDE KEY WORDS

12 - 15 KEYWORDS extracted from article:

In order for OGM readers to find your story and content, please create "searchable" words that are the key messages in your story. This process builds relevance and brings readership to your article.

CONTENT THAT IS RELEVANT IS KEY

The OGM provides content to readers in the area of their interest. In this light we have developed 40 verticals on www.TheOGM.com platform for which to categorize your story. Please scroll down to the bottom of TheOGM.com website to view all the verticals we publish in and pick that sector which you feel is relevant. IE. Aviation, Drilling, Finance, Legal, Exploration, etc....

Things to remember:

As the contributor you will generate content that satisfies a global audience without the use of highly technical academic language Can anyone in and out of the Energy industry understand it?

PUBLISHING RIGHTS

Have you secured rights to the content?

SIGNATURE: _____

DATE: _____

OK you are all set to go! Take pride in the fact that you have done all the great things that make a story worth reading and worth sharing! GREAT JOB!

YOUR STORY MEANS THE WORLD TO US and we are EXCITED TO HAVE IT! Thank you for your submission and we look forward to sharing it with The OGM global energy community and we look forward to providing it to you published so that you too can share it with your energy network!

THE OGM - "U PUBLISH IT"

Creating the worlds largest community of ENERGY READERS AND WRITERS