



## THE OGM EDITORIAL GUIDELINES

### What is the Intention of the Story?

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.

### Design an Outline of the story Before You Start

How do you want it to go. Write your main points in sequence.

### What is the 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.

### 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. They also rank very well on google. There’s programs out there that can automatically generate infographics for you now. Try Piktochart.com
- **GRAPHICS** – facts, figures, graphs, charts, statistics are all super engaging.
- **PHOTOS** – use photo’s that are relevant. in high res 300dpi+ (file formats in pdf or jpg)
- **VIDEOS** - support your rankings, readership and time spent on your site.

### The Story

Everyone loves to hear a story but they hate to read a brochure. Tell a story and bring personal connecting content to the experience. Longer stories rank better on google. 1500 - 2000 words work very well online. Use a headline that ranks well and is engaging. Use numbers and lists in your headlines. Use headlines that ask questions.

Unique Content: 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!

### Story Checkpoint

Ask yourself these questions of your story: 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. Did you put a call to action at the end of the article or strategically within your body of the story?

## Content Relevancy

The OGM provides a portal that 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, pick the vertical that is right for your story.

## Use Common Language:

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?

## Keywords Are Key

You should spend 50% of your time on writing and 50% of your time on Keyword research. There are three types of key words: Head, Body, & Long Tail (Long Tail are where you want to spend your time).

## One Word - Or Head Keywords

These are very tough words to rank because millions of people use these single words. They would be examples like drilling, oil, food, map, insurance, vitamins, marketing. These are not good words to use as keywords because there will be too much competition and people may not find your story/blog/post.

## Try a BODY key word

These are 2-3 word phrases - they also have a lot of competition.

## Long Tail Keywords

More than four words long and they are very specific. This is where you should focus your efforts for much better rankings. 70% of all Google searches are long tail and that's why it's important to stay there.

## Review your story and ask yourself these questions.

Is the headline supremely engaging? Is the headline 8 words or less? Is the headline a question, numbered list or feel quick and easy to connect with? 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? Does it rank well on Google? Have you searched the key words that people use on Google to ensure it matches? (more on this below).

## Story Tools

You can use tools to show what words and phrases rank the highest. You should write your stories relating to the highest ranking searches. You can spin a post to ensure it ties into those high search key words and ensures you rank higher. Ranking higher will mean reaching more readers and potential clients.

## SEMRush.com

SEMRush is the absolute BEST tool for searching keyword results. It will download the top 10,000 words of your search. It also searches your competitions ranking. It also allows you to track your on website word performance with google rankings each month. Buy the PRO package for 69.95 - it's worth it if you plan to be a regular writer, blogger or poster online.

## Adwords

If you are purchasing Adwords from google you will be able to boost your story to a higher position but it's a paid ad. You can also avail of keyword search in adwords. Google adwords automatically populates the highest ranking words in your sector and this keyword planner is free.

To go there go to google adwords. Sign up. Take a look around and watch a video that shows you how the program works. Under the Tool Section you will find a Keyword Planner. Keyword Planner is a free on Google Adwords account. Keyword Planner gives you the top 100 key words per search. If you can't afford SEMRush this is the best option.

Select your keywords (up to about 30) and associate them with your story.

## Editorial Integrity

Have you secured rights to the content? Does it belong to you. Is it original?

Once you have satisfied your criteria above and are ready to publish your post simple post it on the U Publish it portal on TheOGM.com and submit this written and signed document to [tinaolivero@theogm.com](mailto:tinaolivero@theogm.com)

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

For any questions or concerns please contact Tina olivero@theogm.com 709 770-0677

## Congratulations

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

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