



# **INNOVATION**

N E W S N E T W O R K

eBook  
helpsheets

# Suggested elements

## Text elements

Standard text elements we set all booklets with, unless requested otherwise:

- 1 Headlines
- 2 Subheaders
- 3 Page numbers
- 4 Headers/footers
- 5 Contact details (Usually added to back cover)

Other text elements we can include and suggest the client to consider:

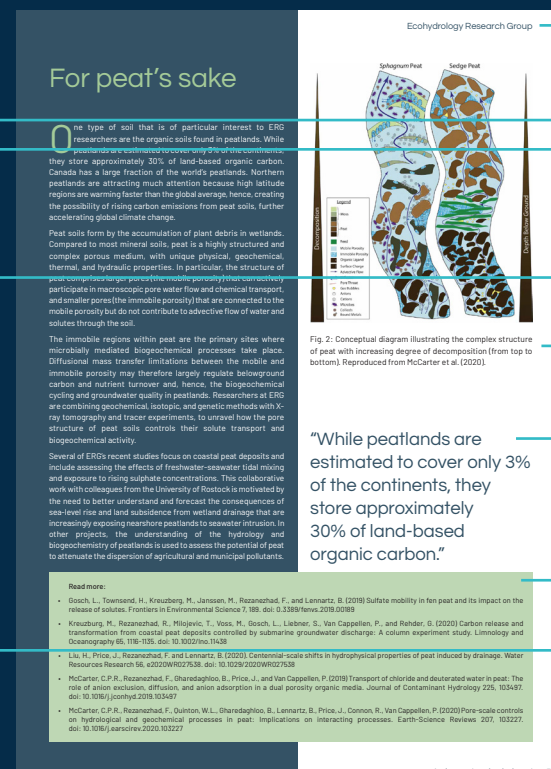
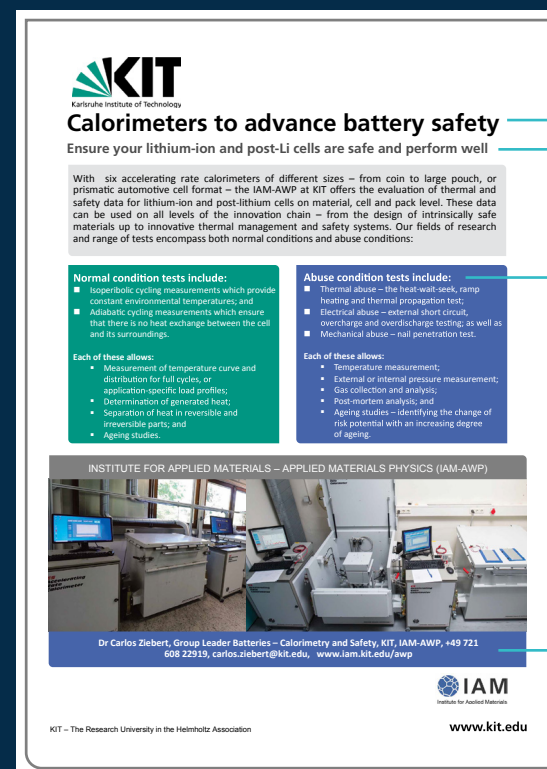
- 6 Pull quotes
- 7 Standfirst
- 8 Image captions
- 9 References/Further reading

## Design elements

Suggested design elements to include:

- 1 Logo
- 2 Images
- 3 Colour - Background, borders, text etc. Often client company colours unless requested otherwise.
- 4 Graphic elements - Shapes, details, particular layout styles etc. For example, these can be included to mirror the logo or website.
- 5 Font - Client can request fonts to be used in the eBook. We may request client to send font files if we don't already own them.

**Brand guidelines - We are happy to follow any brand guidelines sent to us by the client.**



## Images

We request all images to be supplied as the original, high quality image file. eBooks are set to a minimum 300dpi. If the image quality falls below this we can replace with images from [www.istockphoto.com](http://www.istockphoto.com). The client is free to choose any images from iStock they wish.

We request images to be sent in vector or rasterized format - jpg / png / pdf / eps etc. They can also be supplied as Illustrator or Photoshop files.

**Please do not supply images on Word documents or Powerpoint.**



# eBook examples

**Front and back cover:** Includes title, logo and contact details.



**Standard word count:** Around 1000 words per spread. Even mixture of image and text.



**Text heavy:** Around 2000 words per spread. Smaller headlines and font. Few, if any images.



**Image heavy:** Less than 500 words per spread. Larger headlines, images and added elements, such as pull quotes.





# Further considerations

## What is SEO?

SEO stands for Search Engine Optimisation, which is the process of increasing traffic to your webpage through organic search engine results.

The content of a page is what makes it worthy of a search result position. As such, it is important to create good content.

### **So, what is good content?**

From an SEO perspective, all good content has two key elements - your keyword strategy and the way you structure your article.

### **Get the most out your article**

To get the most out of your article we want it to be as user and search engine friendly as possible.

If there's a specific keyword you want to rank for in search engine results, e.g. 'light steel frame', you would include this phrase within the copy (in the headline, intro, subheadings and throughout the text).

If you know what you want to rank for but are unsure how to incorporate it into the text, you can add a note to our editors so they understand what you want to rank for and can edit the piece accordingly.

### **Here are a few tips to follow when writing the content:**

1. Always include a headline – without this your content will not be searchable
2. Use sub-headers – these will improve readability
3. Always include an intro – this should entice the reader and not be repetitive of the headline
4. Choose a keyword that targets the audience you are writing for. Consider how your audience searches on google. Don't be too broad. Consider longer keywords as opposed to one word.

*Our editors will research keywords, so if we find something more suitable we will make these changes. You can also have more than one keyword.*

5. Write high-quality content, include stats, and place the most important pieces of information at the top of the article. Consider bullet points to improve readability
6. Don't make sentences/paragraphs too long and keep terminology simple – this will improve readability
7. Please also supply images/infographics where possible. Including an image for every 350 words improves SEO. (We will use stock photos if you do not supply anything)

**Our editors will edit your content as they deem necessary for SEO purposes, and we advise that you keep these amends in place.**

**You should also note that our digital editors will add internal links to related articles on our website for SEO purposes. This will be on the HTML version ONLY and NOT the pdf for the publication.**

Our editors are on hand to guide you throughout. It's important we know what you want to rank for so we can get the best out of your article.

## Spelling

As referenced in the 'house style' section of this booklet, we use British English spellings – realise, colourful, fibre – in all contexts apart from official names.

## Subbing marks

When a templated article is returned to you for approval, you may notice the presence of double asterisks (\*\*) in the body text. These are subbing marks, which let our design team know of text formatting (eg headings, italics, hyperlinks) and special characters such as subtext, supertext and symbols. They do not need to be removed from the text.

## Trademarks

Our house style specifies that trademark symbols are only to be used in the first instance and implied thereafter, as peppering the text with trademarks creates visual clutter, which can distract from the content itself. We do not typically use trademarks or copyright symbols in headlines.

## Unique copy

We would request that, where possible, you send us copy which has not already been published elsewhere, whether this is in another piece for our books or websites, on your own website or in a different publication. If we publish duplicate content it may not perform well in online searches and your article may receive reduced traffic from search engines. Therefore, if you do send us content which has been previously published, we will need to rewrite it to create unique copy.



# INNOVATION

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