

TIP SHEET

Making your post

POP!

MULTIMEDIA + SEO FOR BOOSTING ENGAGEMENT



WORDPRESS BASICS

SEO: SEARCH ENGINE OPTIMIZATION

- + Use an **SEO tool**. Yoast manages SEO in WordPress while tools like MOZ manage it outside.
- + **Keep tags specific**. Select 10 keywords—or a single great one.
- + **Identify your goal**. If you want to increase Google Page Rank, keep headlines to 60 characters, descriptions to 160 & title tags to 140. If you want to engage your audiences, boost headlines to 90-99 characters.

PHOTO SLIDESHOWS

- + **Drive page views**. Add media > Create gallery > Upload files

HYPERLINKS

- + Highlight words/group of words, click link symbol & add URL.
- + Shorten links & track them with bit.ly or short.cm. (FREE*)



MOBILE TOOLS

FREE*

LinkedIn Advanced Search *iPhone/Android*

- + Find people by location, company or title



Fast.com *Web app*

- + Check your internet speed for livestreaming



Photoshop Express + Mix *iPhone/Android*

- + Combine/modify photos, add text & post to social



OfficeLens *iPhone/Android*

- + Turn white board handwriting into modifiable text



Calendly *Web app*

- + Web app; view documents via phone



Clips *iPhone*

- + Put videos together & record voiceover w/ captions



Hyperlapse *iPhone*

- + Provides video stabilization w/o a tripod

EZGif.com *Web app*

- + Instantly turn video into GIF & add captions/text



RESOURCES & TIPS

- ✓ Add **quizzes** to your articles with Qzqr (qzqr.com) or CredSpark. (\$)
- ✓ Add **audio** to your articles with Soundcite JS (soundcite.knightlab.com).
- ✓ **Emulate a journalist** at newsu.org/resources/digital-tools.
- ✓ Get **new tools monthly** at journaliststoolbox.org.
- ✓ Or get a **full training suite** at themultimediajournalist.net.



MULTIMEDIA TOOLS

\$49/year+

Social Media Trends

RiteTag

Identify trending hashtags on Twitter

FREE*

Charts & Graphs

Infogr.am (infogram.com)

Create interactive charts & graphs

Tableizer (tableizer.journalistopia.com)

Convert spreadsheets to HTML

Datawrapper (datawrapper.de)

Create charts & maps to embed in articles

FREE

Timelines & Maps

Timeline.JS / StoryMap.JS

Use a Google sheet to make timeline/map

FREE

Presentations

Prezi (prezi.com)

Present information on a virtual canvas

Slideshare (slideshare.net)

Design slideshow to embed in post

FREE*

Journalist's Tools

ExpertiseFinder.com

Find someone to interview for your blog

Hemingway Edit (hemingwayapp.com)

Edit your copy for readability & grammar

FREE*

Video

Verse

Create interactive multimedia libraries

FREE

Graphics

Canva (canva.com)

Create graphics without software

Meme Generator (memegenerator.net)

Easily create memes using free images

Easel.ly (easel.ly)

Produce infographics to embed into articles

ThingLink (thinglink.com)

Create an interactive story using images

