



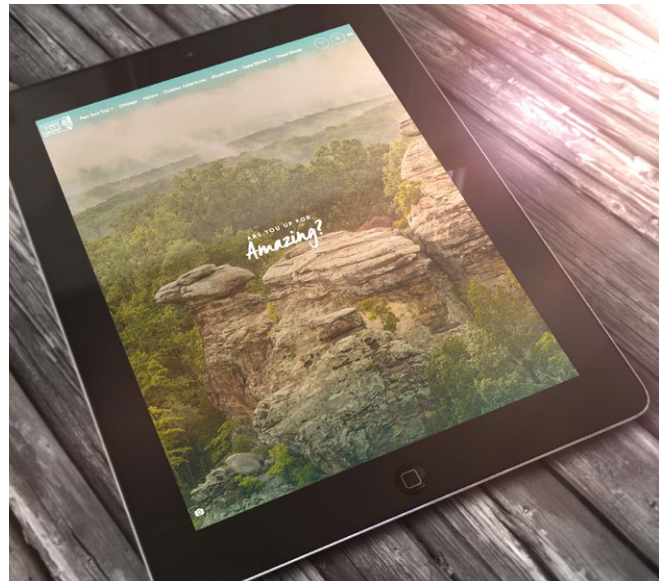
HOW TO WRITE ARTICLES FOR ENJOYILLINOIS.COM

Travel Illinois is the heart of enjoyillinois.com, a captivating digital magazine combining articles, imagery and video to inspire visitors to Illinois.

Here we publish

- » Content from the magazine
- » Blog posts
- » Illinois Made content
- » Content by influencers and local experts
- » Videos
- » Photo stories
- » Instagram content by Illinois visitors and locals

Visit enjoyillinois.com/travel-illinois



A NOTE ON TONE

EnjoyIllinois.com is intended to be inspirational as well as informative. Articles should read like your favorite travel magazine or travel blogger, rather than dry factual newspaper articles.

- » Write to the visitor as you would to a friend. Be warm, friendly, and informal.
- » Please address the visitor as you. "You can go camping in Starved Rock State Park".
- » Don't write about visitors in the third person.
- » If possible, write in the first person, as if you are the person having the Illinois experience. "I went to Starved Rock State Park this weekend with my friends".
- » Use the active voice.

A NOTE ON IMAGES AND VIDEO

Travel Illinois articles are designed to be strongly visual. Illustrate your article with as many high-quality images as you can.

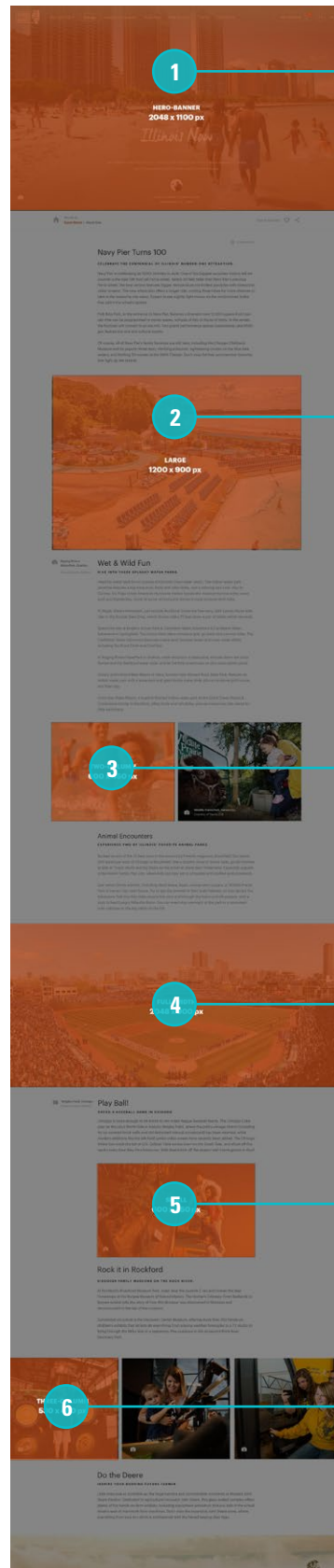
At a minimum, you should include a hero image and three images in your article. The longer your article, the more images it should include.

You may include a video in your article. The video must be hosted on YouTube or Vimeo. The video play button will appear in the hero image, so you need a hero image as well as a video.

Image size guidelines

Images must meet these size guidelines. Do not resize small images to be larger images, as they will look grainy and unattractive and will be rejected when your article goes through QA.

1. **Blog post Hero Image:** 2048 px wide x 1100 px high
2. **Blog post large image:** 1200 px wide x 900 px high
3. **Blog post two column image:** 600px wide x 450 px high
4. **Blog post full width:** 2048 px wide x 900 px high
5. **Blog post small centered image:** 600px wide x 450 px high
6. **Blog post three column image:** 530px wide x 450px high



Blog post Hero Image
2048 px wide x 1100 px high

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Blog post three column image
530px wide x 450px high

EXAMPLE OF IMAGE META DATA



TITLE: Letty Mae’s Tearoom, Morris, Illinois

Please note this title must be meaningful and descriptive. This title appears when a user interacts with an image, so the image file name is not good enough.

IMAGE CREDIT: Adam Alexander, courtesy of Morris CVB.

This credit appears when a user clicks on an image.

IMAGE DESCRIPTION: Cold strawberry soup, fresh salads and decadent pastries make Letty Mae’s Tea Room a good lunch option in Morris.

This description appears when a user clicks on an image.

ALT TEXT: Cold strawberry soup, fresh salads and decadent pastries make Letty Mae’s Tea Room a good lunch option in Morris.

This alt text appears in organic image search results. It also appears if the image is blocked, and screen readers for the visually impaired will read this text, and make the image accessible to these users. Alt tags for images are mandatory under the State’s digital accessibility guidelines. Your alt text may be the same as your image description.

EXAMPLE OF PAGE/ARTICLE META DATA

META TITLE: Girlfriend Getaway along the I&M Canal

The page title should be no longer than 50 characters including spaces. This title appears in organic search results, and ideally will match the title of your page or article.

META DESCRIPTION: In the 1800s, the Illinois and Michigan Canal fueled commerce from the Illinois River to Chicago. Today, follow the canal for a history-infused, shopping-filled getaway.

The meta description should be 150-170 characters including spaces. This description appears in organic search results. See it as a mini advert for your content.

A NOTE ON KEYWORDS

Well-chosen keywords can help IOT’s new website rank well in search results.

Keyword tips

- » For each article, choose one unique keyword that matches the main topic of the page.
- » Ideally, choose keywords that have a good search volume.
- » Try to use different keywords for each article, to avoid competing with yourself for organic search traffic.
- » On each page, aim to include the focus keyword in the following:
 - H1 heading
 - First paragraph on the page
 - Two to three times in the main body copy
 - Meta Data (meta title and meta description)
 - Image Alt tags

YOUR ENJOYILLINOIS.COM ARTICLE CHECKLIST

Articles must include

- » 750–1,000 words on the topic. Feel free to write more, 750 is a minimum word count and articles upwards of 1,000 words perform better than shorter articles if they are well structured and accompanied by plenty of images.
- » Articles with short paragraphs and descriptive sub-headers work better for web users, as they are easier to scan-read online.
- » A hero image 2048 px wide by 1100 px tall with a descriptive title and alt tag text. Alt tags for images are mandatory under the State's digital accessibility guidelines, and they also help win organic search, so please ensure that all images have full meta-data. More on image meta data on page 3 of the document.
- » A minimum of three supporting images with descriptive titles and alt tag text. The longer your article, the more images it should have.
- » Page title and Meta description for organic search. The page title should be no longer than 50 characters including spaces, and the meta description 150-170 characters including spaces.
- » Links to enjoyillinois.com. Please hyperlink your article to business listings, other articles, trip ideas and landing pages on enjoyillinois.com.
- » Links to external information. Please hyperlink your article to relevant external information.
- » Make all articles actionable, with a closing call to action explaining how to book, where to get more information etc.

