

[HOME](#)[ADVERTISING](#)[NEWS](#)[EDITOR CONTENT](#)[SITE](#)

**Below is a check list to help us publish Native article that perform well on our news sites for our advertisers.**

### **Publishing the Article:**

- ☐ **Headline:** Uses a proven formula (How-to/list), with primary keyword, and is under 60 characters
- ☐ **Opening Hook:** Address the reader's pain point or question and promise a clear outcome. Includes primary keyword.
- ☐ **Includes Subheadings:** Clear H2s/H3s within the article. ("Step 1...", "Step 2...")
- ☐ **Step-by-Step Advice:** Articles are written in an easy-to-read format. "Think," can they scan the article and understand the context?
- ☐ **Include Expert Voice & Credentials:** Include a byline for the expert and a brief bio within the article.
- ☐ **Images:** Include images that tell a story, size the images correctly, sourced correctly, and caption.
- ☐ **Include Internal Links:** Include links that link to previous articles from this expert.
- ☐ **Include External Links:** Link to authoritative sites, including sections on the expert's website. Ensure the links open in a new tab.
- ☐ **Include a clear Call-to-Action:** Include links to ask the expert a question and/or for the reader to share on their socials.
- ☐ **Publish the article in all relevant sections on the news site.**
- ☐ **If applicable, include a Lead-Gen Element:** This could be in the form of a downloadable PDF/Checklist, a poll, or lead gen question using Audience

### **Checklist for Promoting Articles:**

- ☐ **Radio station:** Run radio commercials promoting the feature and rotating Experts. Include the expert's current topic to attract listeners to the site for more information. Run on ALL radio stations.
- ☐ **Publish** the article **in all SECTIONS** that are relevant.
- ☐ **Newsletter:** Include the article in a dedicated position in the newsletter for featured content.
- ☐ **Publish** in the **radio station's newsletter**.
- ☐ **Include on the carousel** a minimum of 24 hours, the week the article is published.
- ☐ Provide the **(News Site) Expert Badge/Logo** to the advertiser to use in their marketing.
- ☐ **Add a What's Happening Widget** for (News Site) Expert.
- ☐ **Include an internal link** to other Expert articles
- ☐ **Include the sponsor widget** for the Expert.

- ☐ **On-air mentions** - Have liners available, mentioning a tip and how to get more of these.
- ☐ **SEM**
- ☐ **Targeted Display & Retargeting**
- ☐ Provide **sponsor** information and links to **promote on their social channels**.
- ☐ Are we providing branded assets like a guide or checklist to download?
- ☐ Post the article on different social media
  - Facebook
  - Instagram
  - X
  - LinkedIn
  - TikTok
- ☐ **Provide a checklist to the sponsor** on how to promote the article and effectively use their Expert Badge.