



**HEALTH**  
EUROPA

# Special Report helpsheets



# Client Special Report guidelines

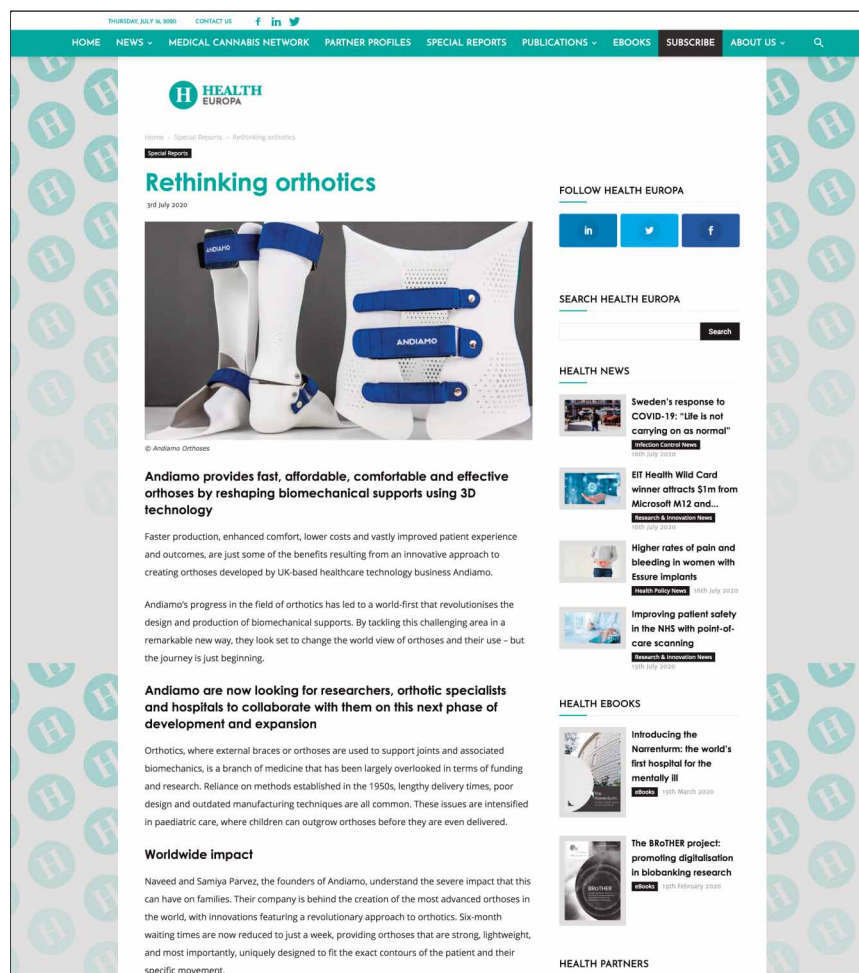
## Special Reports - Technical Information

**A special report is to be produced under the following guidelines:**

- Up to 2000 words per report
- One main image, landscape
- One image of your logo
- Contact details of author including, name, organisation, e-mail and web address and phone number

**The purpose of the reports are to be informative to the reader, they can be used to:**

- Highlight current news
- Lobby on policy and other issues
- Highlight current research practices and focus areas



# 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.



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