Moeraki Boulders, Waitaki

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newzealand.com

HOW TO CREATE ARTICLES TO SHOW ON NEWZEALAND.COM

There's an art to writing good articles to display on newzealand.com. Below you'll find some tips to help you create content travellers will love.

Getting started

Before you start writing yout article, here are some important things to note:

- Articles on newzealand.com are designed to provide information and tell stories about special features, experiences or attractions in New Zealand to help international visitors plan their trip to New Zealand.

- If you have a tourism business, please note that product listings, rather than articles, are used to advertise your product offering. Please see the Operator Database User Guide for more information on creating a new business and product listings.

- Articles that describe a particular business or product without offering additional information (like travel tips or stories about the area) are not considered good content, and will not be published.

- If the article you're publishing is based on a media release, please see the note on media releases at the bottom of this document.

Note: Product listings and deals generate 83% of all referrals from newzealand.com to business websites, making them more valuable than articles for generating traffic to your website and produicts. Articles generate less than 1% of referrals.
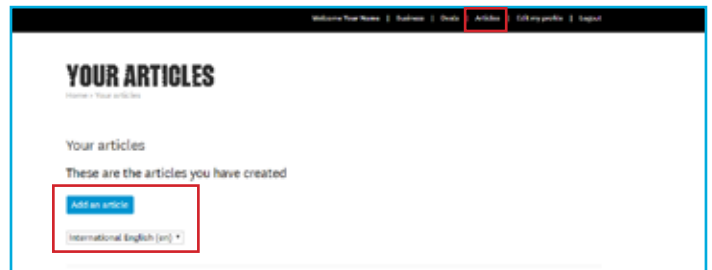
Please consider this when deciding if writting articles are where you would like to invest your time.

Creating an article

To create a new article, log into your account on the Operator Database - **https://register.newzealand.com/en/home/**

Click on **'Articles'** in the navigation bar in the top right-hand side of the page.

Select the market you would like your article to show in from the drop-down options before you begin writing your article. The market you select here is the one your article is published to.

Then click the **'Add an article'** button to start creating your article.

Step 1: Add text content

Title

To start writing your article you must first enter a title. Your article title should be clear and relevant. It should imply what the article is about and where it refers to, so as not to be misleading. For example, '5 Fun Family Activities' would be better written as '5 Fun Family Activities in Hamilton'.

Click **'check avaliability'** to ensure your title is not already in use as the title will form part of your article's URL.

Summary

The Summary introduces the content of your article. This should be interesting and work as a hook to entice readers to click on your article to read more. This will be shown in the search results on newzealand.com.

Body

Keep the body content succinct and to the point, but not too brief. 250-400 words is optimal. Note that paragraphs should be kept to two or three sentences. Large blocks of text are hard to read.

Use subheadings or section titles to introduce key points. These make it easy for the reader to scan your article. To create a subheading, highlight the text and select your desired heading size in the drop down menu.

Add links to your content

Links to other articles on newzealand.com and your product listing are helpful to readers - however **external website links are not permitted.** To create a hyperlink, highlight the text you want to link and click the 'globe and chain' icon. Paste in the newzealand.com URL you want to link to and click OK.

Always test that your links are working after publishing.
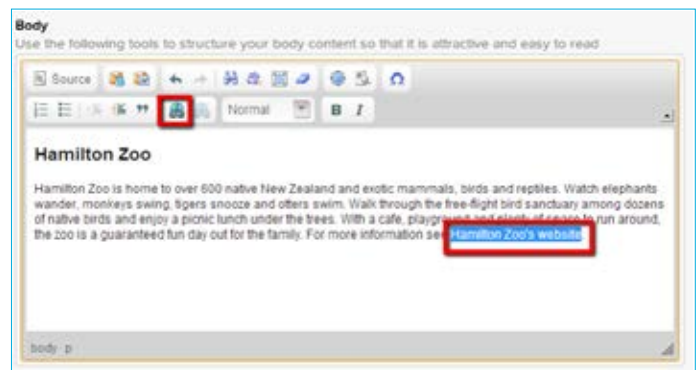
Add tags to your article

Tags help readers identify and navigate to your article in response to their searches on a specific topic. Tag your article with the main topics covered in your article. Each article can have a minimum of 1 tag and a maximum of 5 tags.

What tags you add to your article will determine where it displays on newzealand.com.
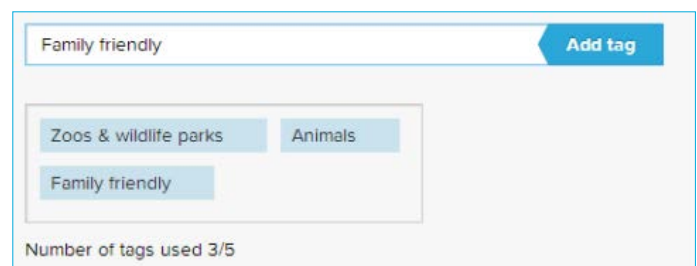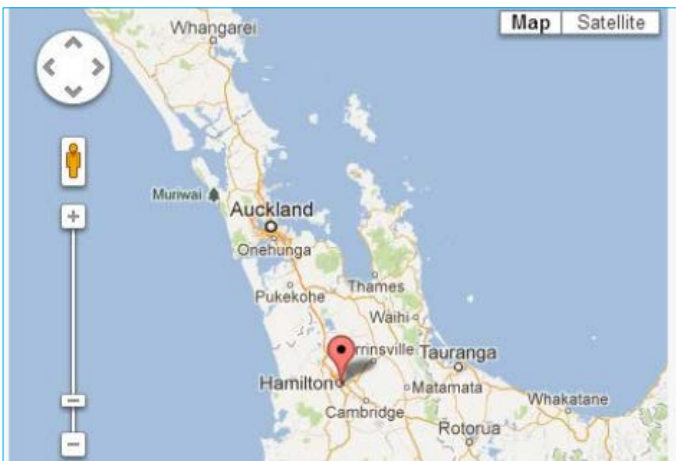
Once you're happy with your content, click **'Next'**.

Hooker Valley, Mount Cook National Park

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Step 2: Set your location

Choose a location for your article by dragging and dropping the pink pin to the correct location on the map. Note that you don't have to choose a location, but it is recommended to give your article context.

Once your location is set, click **'Next'**.

Step 3: Add images and video

An article must have a minimum of either one photo or a video to ensure it displays in the best possible way. It is recommended that images are at least 1920 pixels and to have no more than eight images in a single article.
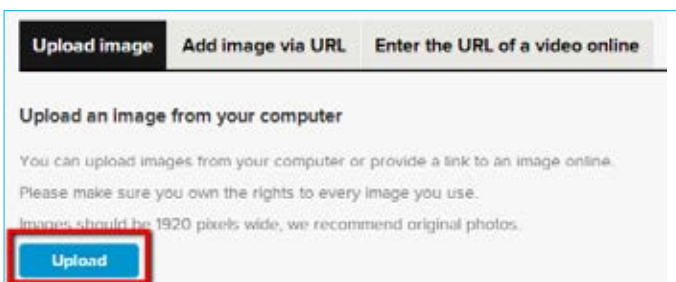
To upload an image from your computer, click **'Upload'**. Choose the image you want on your computer and click **'Open'**.

Next, provide a descriptive caption for each image and video – make sure it is relevant to your article.

TIP: Use your best landscape (horizontal) image as your first image. This will appear in the Articles tab as a preview to your article.

To upload an image or video that is already online, click the **'Add an image via URL'** tab. Enter the URL of the image or video (eg. from Youtube) and click **'Add to gallery'**. Add the caption and credit.

NOTE: If your article focuses on a video, you still need to write a paragraph or two in the body of your article to accompany it. Articles that have video content only (and no words) will not be accepted.

Kuirau Park, Rotorua

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Step 4: Publishing settings

Before submitting the article for publishing, don't forget to link your product listing to your article. This will place your business contact details next to the article. To do this, select your product listing name in the dropdown list under **'Related listing'**.

Once you've completed your article click **'Submit for publishing'**. Subject to our approval, your article will be published within 5 - 7 working days.

TIP: Always check your article right after publishing by clicking the 'Preview' link. Check your layout, text formatting, links and images to make sure they're looking good.

If you need to make changes, click **'Articles'** in the navigation bar at the top right-hand side of your Operator Database account, then **'Edit'** (under the article you've just created). Then save and submit for publishing again.

NOTE: All articles on newzealand.com have an automatic expiry date of a year. If you would like your article to continue displaying on the website, you will need to re-publish it.

Media Releases

Tourism New Zealand has an email address for receiving media releases; this is the preferred channel for you to communicate information relevant to media. Please feel free to add news@tnz.govt.nz to your media release distribution list.

Your release will help inform the work done by our PR and Trade teams in Tourism New Zealand's major markets, and may also be used to generate articles on our international media website.

Top tips for articles

Here are some final tips from this guide to compare with your article for the best article possible:

- Make sure you publish the article to the site version for your target audience.

- A succinct article of 250-400 words is best to keep reader's attention.

- Paragraphs and subheadings help with making your article easy to read.

- Hyperlinks to relevant newzealand.com pages and listings are useful. No external links are allowed.

- Relevant, high quality images and/or videos will make your article more professional and interesting.

- Landscape/horizontal images display the best in search results and on the full published article.

- Make sure to 'preview' your article after publishing to ensure it is displaying as you would like.