

# News Release Guidelines

Please follow the guidelines and specifications below to ensure that your news release will be approved for distribution.

## 1 - Headline

### Free WordPress Troubleshooting Guide Fix Themes Plugin Problems Report Launched

Share This Press Release



## 2 - Summary

WP Compendium, the leading WordPress guide site for non-technical users, has launched a new Troubleshooting Guide for business owners. It helps them take their business to the next level with a range of step-by-step tutorials and how-to tips.

## 3 - Media

Round Corner, Australia - October 4, 2017 - NewsNetwork/ —

## 4 - Body Content

A new online troubleshooting WordPress guide has been launched by WPCompendium.org, the leading online WordPress resource for non-techies. Using this online resource, businesses choosing to manage their own WordPress site can save thousands of dollars troubleshooting and fixing common WordPress problems and errors.

More information can be found at: <https://wpcompendium.org/wordpress-management/wordpress-troubleshooting-guide>.

The new guide provides step by step information and guidance with clear and focused tutorials, packed with screenshots, on how to troubleshoot and fix dozens of WordPress problems and common issues that people have when using the platform.

It is written in an easy to read way and produced with non technical users in mind, so that even people who are new to the WordPress platform and who don't have any design or coding experience can make the most of the guide.

With easy to follow screenshots and processes, it is designed as a troubleshooting guide for any time a conflict or issue arises with WordPress plugins and themes. These can often be the most complicated aspect of a WordPress site, but using the new guide, website owners are able to ensure that everything runs smoothly.

It offers detailed instructions and step-by-step tutorials on how to backup WordPress, offering peace of mind in case things go wrong, and showcases different ways users can transfer files between computers and hosting servers with solutions to many common WordPress errors. It also provides a glossary of WordPress installation files for non-techies, streamlining the entire process.

By using the new guide, business owners can benefit from key insights and knowledge to help them grow their online platform and boost their web presence. It underscores different ways people can use WordPress to grow their business, with detailed step-by-step tutorials so that the reader can easily follow.

Regardless of the size of the company, the new guide can help site owners to take their business to the next level. Full details can be found on the URL above, where interested parties can find more information.

Contact Info:

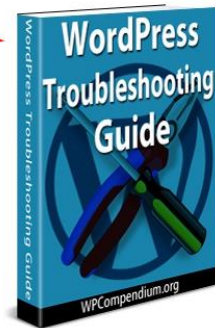
Name: Martin Aranovitch

Email: [media@wpcompendium.com](mailto:media@wpcompendium.com)

Organization: WPCompendium.org

Address: PO Box 48, Round Corner, NSW, 2158, Australia

For more information, please visit <https://wpcompendium.org>



## 5 - Company Details & Contact Info

# 1 - Headline

- Not too long and have an active verb and subject (under 80 characters – max 15 words).
- Headline must accurately reflect the content of your press/news release.
- Headline must be newsworthy (important and recent enough to be announced).
- Do not use special characters and symbols in headline, such as ™ or ©.
- Create 2 x Headlines – 1 x News Release Headline And 1 x Blog Headline

# 2 - Summary

- Summary should clearly describe content of news release.
- Summary should be one to two sentences long.
- Create 2 x Summaries – 1 x News Release Summary & 1 x Blog Summary
- Maximum 45 words for News Release summary (blog summary can be longer).
- Do not use first paragraph of news release as summary.

# 3 - Media

- Attach only one image per release not more than 1MB in file size (jpg, png or gif only).
- Can add video or video URL to news release.

# 4 - Body Content

## General Guidelines

- Content should have a legitimate news angle (announce something new and/or timely).
- Tone should be formal and factual.
- Don't write your news release like an advertisement or a sales letter.
- Don't announce discounts, bonuses, price cuts, sales, coupon codes, products/service promotions, or advertorials.
- Content should have an impartial tone. Don't include opinions, questions, or duplicated content.

## Content Guidelines

- News release must be at least 300 words long.
- Ideal content length = 300 – 400 words
- Include the city from where the release originates (i.e. company headquarters, main store or principal place of business).
- Use only 3rd person language (i.e. don't use "I" or "we").
- News releases should not contain sexually explicit material, illegal material or profane language.

***Don't promote:***

- Escort services, sexual enhancement products or supplements.
- Mortgage, pay day, cash, short-term or long-term loan services.
- Affiliate product reviews, product reviews or trials.
- Radical, political, or religious opinions/views.
- Intent to harm or exact personal revenge against a person or group.
- Unauthorized use of stock ticker symbols.
- Online gambling.
- Illegal device unlocking, rooting or jail-breaking of devices.
- Content about e-cigs, green coffee, raspberry ketones, HCG, Kratom, Garcinia Cambogia. etc.
- Spam related words that will be filtered out by spam filters.

## **Formatting**

- Content should have no grammatical or spelling errors.
- Use uppercase and lowercase lettering appropriately.
- Make sure that each paragraph is spaced out with a line.
- Ensure that your news release is formatted properly (e.g. no unnecessary double spacing).
- Use appropriate punctuation and symbols.
- Avoid inserting JavaScript or other markup languages in your news release (e.g. `<strong>...</strong>` or `<em>...</em>`).
- ONLY links (e.g. `<a href="URL">...</a>`) are acceptable.

## **Links**

- Make sure that hyperlinks are formatted correctly.
- News release links should be limited to 1 per 200 words.

## **Call To Action**

- Add a call to action at the end of your news release (e.g. contact, book an appointment, download a guide, etc.)
- No call to action = No results!

## **Contact Information**

- Include available contact information where possible.
- Don't place email addresses within the body of the news release (see "Company Details" section).

## **Structure**

- Minimum 300 words. Maximum 800 -1,000 words.
- Structure Outline:

- Initial paragraph
- 3-5 main points (use 5Ws – see below)
- 1-2 links
- 1-2 quotes
- Call To Action

#### Tip #1: Use The 5 Ws

- Who (person or business) is this news release about?
- What is the news release about?
- When is the event/release/promotion happening?
- Where is the event/release/promotion happening?
- Why is the person or business doing this?

Tip #2: Traditionally, a news release is written as an "inverted pyramid." The most important information is at the top and the less important information is at the bottom.

## 5 - Company Details

This should have been entered when setting up your client account and is automatically added to the news release during the submission process:

- Name (who to contact or interview)
- Email
- Organization
- Address
- Phone Number
- Website

Make sure to review your details before final submission.



If you plan to write your own news releases or would like to understand how to maximize results from news releases, we recommend going through our **News Release Traffic Formula** course.

The News Release Traffic Formula course will teach you how to create effective news releases that will boost your search rankings, drive more traffic to your website, and send new leads to your business.

For more details about the course and additional resources, go here:

<https://contentmanagementcourse.com/content-promotion/press-releases>

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