

Text Upload Guidelines

- Add the <!--more--> tag after the first paragraph (approx. 2-3 lines max.)
- Section headings should be in <h2> tag. There should be at least 1 Section heading <h2> in your post. Subheadings can be <h3>.

Interlinking

- While Giving External Links, use

- While Giving Internal Links, use

- Website | Reviews
- Website | Reviews | Facebook
- Website
- Reviews
- Facebook
- ...

Parameters we will follow:

UTM_Parameters

Weekend Travelogue	?utm_source=travelogue_wk
Travelogue	?utm_source=travelogue
Business Blogs	?utm_source=Blog_bs
General Blogs	?utm_source=Blog_gn
Business Blogs (Honeymoon)	?utm_source=Blog_bs_hm

- Select post categories according to the article. (A category “Bot” is for SEO article)
- Select a feature image for every post
- Do not forget to change the name of authors

Intrapage Hyperlinks [to be inserted at the end of the blog]

<style>

```
div.nav-links {
```

```
display: block;
```

```
float: left;
```

```
width: 100%;
```

```
padding: 0 20px 10px;
```

```
}
```

```
div.nav-links a {
```

```
display: inline-block;
```

```
float: left;
```

```
margin-right: 4px;
```

```
font-size: 13px;
```

```
webkit-box-sizing: content-box;
```

```
-moz-box-sizing: content-box;
```

```
box-sizing: content-box;
```

```
-o-text-overflow: clip;
```

```
text-overflow: clip;
```

```
text-decoration: none !important;
```

```
margin-top: 5px;
```

```
border: 1px solid #c8c8c8;
```

```
font-style: normal;

border-radius: .25em;

padding: .2em .6em .3em;

line-height: 23px;

}

div.nav-links a:hover {

    background-color: #009688;

    color: white;

}

</style>
```

Image Upload Guidelines

Avoid images other than jpeg/jpg/gif

For JPEG or jpg:

- Image width to be equal to 700 pixels
 - Find big images and then resize them so that size matched 700 pixels in width
- Image Size to be less than 100 KB. Cover image can be up to 200 KB in size.
 - a. Violate this only in exceptional scenarios and let the editors know.
 - b. Otherwise your blog might be rejected.

For GIF:

- All GIFs to be less than 400 pixels in width.
- Please don't upload GIF greater than 1000kb (please refrain from using too heavy gifs)
- If using GIF as feature image:
 - a. please upload a jpg image of its first frame (or similar looking image of small size) ALSO!!
 - b. keep the same name.
 - Example: shahrukh.gif is a feature image then shahrukh.jpg should also be there.

While adding Images to Blog:

- All images (and other media like video also) are to be added inside a div tag
 - Example : `<div></div>`
- Set Link To : None
 - (you will see this in right bottom corner when inserting media box is open.)
- Give Descriptive title and alt-text.
 - a. Alt text is usually a sentence of 10-15 words.
 - b. it should be an explanatory description of what is in the image.
 - c. Ideally the alt text should be keyword driven which would give us an edge in SEO.
 - d. Image name is the name of the image . For example if the image shows Taj Mahal in Agra, the name of the image would be "Tajmahal-Agra". Do not use underscore (Tajmahal_Agra)

- Give credit to the image owner/photographer : `<div></div>Image Source`
- **Adding Caption:**
 - a. `<div>[caption id="attachment_86917" align="alignnone" width="700"] Lakes in Kashmir[/caption]`
 - b. `` or `` or both of these may be used
 - c. `86917` corresponds to Image ID

Adding Table to Blog:

```
<table border="4" width="653" cellpadding="4">
<tbody>
<tr>
<td style="text-align: center;" bgcolor="000000"><span style="color: #ffffff;"><strong>Text
11</strong></span></td>
<td style="text-align: center;" bgcolor="000000"><span style="color: #ffffff;"><strong>Text
12</strong></span></td>
</tr>
<tr>
<td style="text-align: left;"><span style="color: #000000;"><strong>Text
21</strong></span></td>
<td style="text-align: center;"><span style="color: #000000;">Text 22</span></td>
</tr>
<tr>
<td style="text-align: left;"><span style="color: #000000;"><strong>Text
31</strong></span></td>
<td style="text-align: center;"><span style="color: #000000;">Text 32</span></td>
</tr>
<tr>
<td style="text-align: left;"><span style="color: #000000;"><strong>Text
41</strong></span></td>
```

```
<td style="text-align: center;"><span style="color: #000000;">Text 42</span></td>
</tr>
<tr>
<td style="text-align: left;"><span style="color: #000000;"><strong>Text
51</strong></span></td>
<td style="text-align: center;"><span style="color: #000000;">Text 52</span></td>
</tr>
<tr>
<td style="text-align: left;"><span style="color: #000000;"><strong>Text
61</strong></span></td>
<td style="text-align: center;"><span style="color: #000000;">Text 62</span></td>
</tr>
<tr>
<td style="text-align: left;"><span style="color: #000000;"><strong>Text
71</strong></span></td>
<td style="text-align: center;"><span style="color: #000000;">Text 72</span></td>
</tr>
</tbody>
</table>
```

Blog Categories & Respective Tags

1. Destination: Shimla, Himachal Pradesh, North India, India, domestic/ Kuta, Bali, Indonesia, Asia, International, places to visit
2. Season: seasons, winter/summer/autumn/monsoon, December/Nov/
3. Honeymoon: couples, romantic, honeymoon
4. Topical: things to do, nightlife, adventure, shopping, trekking, road trips,
5. Accommodation: Places to stay, hotels, resorts, hotels and resorts, eco farms, homestays, farmstays, hostels
6. Food: street food, cuisine, breakfast, lunch, dinner
7. International: worldwide
8. Budget Travel:
9. Travelogues:

Additional Tags:

Bot, showForm, referralpopup, thumbsuppopup

For Infographics Post:

- Upload 2 images: use 1st image in editor box and use second image-url in embed code generator.
- Second image name must contains "Infographics-" .

For Embedding Playbuzz Quiz:

```
<script src="//cdn.playbuzz.com/widget/feed.js" type="text/javascript"></script>
<div class="pb_feed" data-embed-by="29cb1791-1899-4ae8-ac4f-2d81e44c56b8"
data-game="" data-recommend="false" data-game-info="false"
data-comments="false"></div>
```

For Embedding Slideshow:

```
<iframe src="" width="700" height="355" frameborder="0" marginwidth="0"
marginheight="0" scrolling="no" style="border:1px solid #CCC; border-width:1px;
margin-bottom:5px; max-width: 100%;" allowfullscreen> </iframe> <div
style="margin-bottom:5px"> </div>
```

For Embedding Maps in Post:

```
<strong>Location:</strong> <iframe src="" width="700" height="350" frameborder="0"
style="border:0" allowfullscreen></iframe>
```

For Embedding Youtube Video:

```
<iframe src="" width="700" height="360" frameborder="0"
allowfullscreen="allowfullscreen"></iframe>
```

For Embedding Google Maps

```
<iframe src="" width="700" height="450" frameborder="0" style="border:0"
allowfullscreen></iframe>
```

For Interlinking in Posts:

1. To interlink website page in new paragraph/line, use

```
<p style="text-align: center;"><a href="" target="_blank" class="bookpackages-link">Plan  
A Trip To Manali For Honeymoon</a></p>
```

2. To interlink any link within text, use

```
Text Link: <a href="" target="_blank" class="intext-link"></a>
```

3. To interlink Must Read section, usebook a holiday package

```
<p style="text-align: center;"><strong>Must Read:</strong> <a href="" target="_blank"  
class="mustread-link">...</a></p>
```

```
<p style="text-align: center;"><strong>Suggested Read:</strong> <a href=""  
target="_blank" class="mustread-link">...</a></p>
```

```
<p style="text-align: center;"><strong>Further Read:</strong> <a href="" target="_blank"  
class="mustread-link">...</a></p>
```

```
<p style="text-align: center;"><strong>Interested In This Tour?</strong> <a href=""  
target="_blank" class="bookpackages-link">Plan A Trip To ...</a></p>
```

UTM Parameters for Interlinking

Parameters we will follow:

- **Weekend Travelogue** • ?utm_source=travelogue_wk
- **Travelogue** • ?utm_source=travelogue
- **Business Blogs** • ?utm_source=Blog_bs
- **General Blogs** • ?utm_source=Blog_gn
- **Business Blogs (Honeymoon)** • ?utm_source=Blog_bs_hm

Sharing Link

1. **For Facebook:**
traveltriangle.com/blog/x-y-z/?utm_source=Facebook&utm_medium=FB_Wall&utm_campaign=WallPosts

2. **For Twitter:** traveltriangle.com/blog/x-y-z/?utm_source=twitter

3. **For group posting:**
traveltriangle.com/blog/x-y-z/?utm_source=facebook&utm_medium=fb_groups&utm_content=ABC

eg.

http://traveltriangle.com/blog/haunted-places-in-delhi/?utm_source=facebook&utm_medium=cpc&utm_campaign=Adespresso_HauntedDelhi&utm_content=HauntedDelhi&utm_term=interest

Apply google shortener: goo.gl

http://traveltriangle.com/blog/haunted-places-in-delhi/?utm_source=facebook&utm_medium=wallposts

http://traveltriangle.com/blog/haunted-places-in-delhi/?utm_source=facebook&utm_medium=facebookgroup

SS ID: traveltriangle

SS Password: travel_images