

By:	
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Title

Subtitle

(This Template is for: Features, Analysis, Everything We Know, Hidden Gems, Recaps, History Of, etc)

Go to “File” → “Make a Copy” → Change title to your article title, write article in the newly created document

Word Count: 800 - 2,500 words (not including title, subtitle, or headings)

Headings: Use Heading 3 in bold, up to 70 characters

Article Text: Arial, font size 12, line spacing 1.15, select “add space after paragraph” and remove extra spaces between paragraphs

Focus Keyphrase (Main search term, use in title, first sentence of article, & up to 12 times in the article)	
YouTube Trailer	
Keyphrase synonym	
Slug (Include focus keyphrase, hyphens between each word - example: title-review)	
Meta Description (under 156 characters, put titles in quotations. It will show up next to the title in search results, so avoid redundancies with the title, subtitle, & excerpt)	-

<p>Excerpt</p> <p>(200 characters or less, put titles in quotations shows up next to the article title on <i>Dead Talk News</i> article list, so avoid redundancies with the title, subtitle, & meta description)</p>	
<p>Must See Recommendation? (Yes/No)</p>	

Article Outline Template:

- **DO NOT** use the pronouns “I, we, me, us, you.” While reviews are the writer’s opinion, they need to be read as the voice of the website. Nothing personal should be said.
- **Spoilers** are allowed in these articles, but no more than necessary.
- **Do not quote other reviews or opinions on the film/show.** The reader needs your opinion and no one else’s.
- **Use an informal, but authoritative tone.** Avoid using phrases like “I think the film did great at.../I liked this because” and instead phrase sentences as statements: “The film really captured the essence of.../the film was enjoyable due to the captivating plot/characters”.
- **Do not mention ratings from IMDB/Rotten Tomatoes or other rankings**
- **If a franchise, mention the history/significance and how the new installment fits into the overall plot line or if it’s diverging from the original source material or presented as a reboot**
- **Include where to watch/stream/rent**
- **Put titles of films/series/games/books/albums in italics, episodes/chapters/song titles in quotations**
- **Add more/Remove unnecessary headings to fit your article.** Rephrase headings so they relate to your article
- **Delete the gray words**
- **Articles that are not reviews, listicles, or news need to have at least 3 points of discussion.** If the article is *Why Blank is the Best Blank*, it must explain why.
- **If writing an ANALYSIS, do not simply restate what happened in the movie/show. An analysis is a detailed examination of an element(s). Don’t say what happened, say why.**
- **If writing an Everything We Know article, cover plot details, cast, and any additional pertinent details.**
- **If there are no current details, it will be sent back. Make sure information you give is up to date.**

Introduction

1 paragraph

Use this section to set up the article. Explain what it is about and really entice the readers to keep reading.

Point One (70 characters max)

1-2 paragraphs (around 250-350 words)

Point Two (70 characters max)

1-2 paragraphs (around 250-350 words)

Point Three (70 characters max)

1-2 paragraphs (around 250-350 words)

Conclusion (70 characters max)

1 paragraph

With all the factors you've written about, give your overall rating. Would you watch it again, see it in theaters, or wait for streaming? Give your final summation without a star rating (ex. 4/5 stars). Tell people where you saw it and where it can be found. Maybe say something witty to close out the article.