News Item Template

TITLE:

(This appears in Google, on the top of the article's page, as well as in the main list of articles on your site. *No more than 60 characters, including spaces.* Make it interesting and be sure to keep pertinent information within the first 60 characters. More than 60 characters will be indexed by Google; however, only the first 60 will be displayed in search results.)

META DESCRIPTION:

(This appears in Google and is a brief, interesting description of the article. *No more than 160 characters, including spaces.* Someone who reads this blurb should want to read the rest of the article.)

AUTHOR:

CONTENT:

- Minimum 400 words.

- A key consideration here is timeliness. Do not report on a news event more than a week old. You have a little more leeway (perhaps 10-14 days) for scientific reports, but it's essential that the underlying news story be current.

- If you are an attorney, be very wary of reporting single-vehicle traffic crash news, unless there is reason to believe the driver was not at fault for the accident.

- Where possible, include geographic references that apply to your location (example: *An accident on 34th street in Jackson injured five people on Saturday...*)

- You may include <u>one</u> internal link to another relevant article on your website. It's perfectly okay to have <u>no</u> extra links. Do not link to your practice area page.

- This is supposed to be a restatement of a news event. Keep commentary to a minimum.

- Use tact. Don't overly promote your firm. If there were injuries or fatalities, end with a sympathetic sentence like "*We extend our condolences to the families impacted by this tragic accident.*"

RELATED LINK BOX LINKS:

You may include hyperlinked headlines of two or three related articles. They may be articles that that are already live on your site. Use full (absolute) links.

PRACTICE AREA:
(List the corresponding practice area from your site.)