



## Guidelines for the Travel Wisconsin Fall Conditions Report (FCR) Email Native Placement Program

Keep the following tips in mind when writing an article or blog for the Travel Wisconsin FCR email. By following these guidelines your content is more likely to engage users and result in traffic to your site.

### Good Examples of Articles and Blogs That Have Performed Well in the Past

Written by a Co-op Partner: [5 Things You Need to Know Before You Go: Oktoberfest](#)

Written by Travel Wisconsin (Longer than necessary, but information is presented well): [3 Walkable Small Towns with Big Charm](#)

### What should I write about?

Users reading the Fall Conditions Report email are looking for an article or blog that gives them ideas for fun experiences when they visit your area.

Your article could include information about some or all of the following topics:

- How or where to get outside and experience fall at attractions, festivals, or recreational areas.
- Best places for fall activities (trails, festivals, parks, etc.)
- Places to eat. It helps to mention something special they offer, if they have a beautiful view, etc. What makes these places special?
- Local insider tips. What are the best ways to experience your destination, festival, or business? Where should visitors eat, stay, and play?

### Still not sure?

- What do you love to brag about that will make visitors love to come to your community or business?
- If you have a visitor center, what kinds of things do people who call or stop in want to know about?
- Look at topics covered in articles on TravelWisconsin.com
- Pull copy from your own website to expand upon, and build the blog or article around it.

### Details

- Blog or article should be around 250-400 words in length.
- We typically refer to an article as something that contains a title, a subhead (optional), and an intro paragraph. Then it can go forward listing out things to do, etc.
- Should be accompanied by a high quality image in landscape format.
- Images that include people having fun are very effective, but it's most important to have an image of high quality with or without people.
- Users love articles that provide a list. "Top 5 Places for x" or "10 Things You Need to Know About x"