SourceSecurity.com Expert Commentary – Notes for contributing writers 2015

Introduction - our approach

Our objective is to publish a steady stream of engaging and provocative editorial features – generally from an "Expert Commentary" or "Thought Leadership" perspective rather than an interview angle. To do this, we invest a substantial amount of resource to understand:

- What topics the security industry is interested in
- Who / what is influencing the market

The process

We liaise with clients and other security professionals to determine key topics for Expert Commentary pieces. We do this by discussing what issues the client wants to write about, and by also offering clients guidance by means of suggestions and insights on the types of articles we are looking for; for instance:

- Articles on topics which are currently trending, with a sensitivity to topics which may have been popular at some point but may not be as relevant or exciting now (e.g. CFATS)

- Articles related to current events in the news (e.g. the school shootings in the USA sparked an expert commentary on school security)

- New angles and perspectives on not so new topics (e.g. video analytics has been talked about a lot so if we want to publish another article on video analytics, we want to publish one that puts a new spin on the topic)

Once these topics are outlined, we adopt the following procedure:

- The first draft of the article is created by the contributor / guest writer and submitted to us for editing. Our objective is to amend articles so that they are "picked up" more by search engines – which increases traffic to such pieces, maximising visibility. This involves:

o Inserting the titles and meta data with the relevant key words contained in the body of the article. This ensures that search engines archive the article under the correct keywords, thereby driving relevant traffic to the article

o Getting the most important / relevant keywords in the intro of the article to draw the search engines to the article and capture the essence of the article for the reader

o Adding sub headers with keywords to break up the article for readers and also further optimise the article for search engines to draw the relevant traffic to the article

o Shortening sentences and / or general article length to optimise for online reading

o Adding interesting images and captions to appeal to users

- Direct references to specific companies or products are removed as Expert Commentary articles are generic by nature; this also broadens the appeal of the article

- Once editing is complete, the article will be processed and scheduled for publication on the site

- When the article goes live a notification will be sent to the contributor of the article to advise of publication on the site

Originality checklist

We request that all Expert Commentary content submitted to be published on SourceSecurity.com is original. This is because many search engines, especially Google, discriminate against duplicate content. Therefore, Expert Commentary content that is submitted to SourceSecurity.com should not have been processed elsewhere before submitted. We have provided a short checklist to ensure you can check the originality of content before it is submitted to us for publication:

- Check internally and with stakeholders to see if the content has been published elsewhere

- Use various search engines such as Google to check whether the content has been published elsewhere. This can be done by searching keywords such as article title and relevant themes.

Processing lead time / embargo period

Our process is aimed not only at developing engaging articles, but also ensuring that the maximum amount of relevant traffic is drawn to them.

In order to ensure that the investment in creating these articles is not lost, **we require a 6-week period in which we can process the article and publish before it is amended or repurposed for other uses.** This is to ensure the article receives maximum exposure.

Many hard copy PR practitioners believe that sending an article out "general release" generates the most visibility through multiple platforms. However, optimising a single article on a premium platform generates much more exposure overall.

This embargo period ensures that the optimised article gains traction with Google before the feature is distributed on "general release."