

## Editorial guidance Publishing checklist

Here are some tips on making sure that your story is complete, accurate, and has everything that your reader needs.

- ✓ Don't start writing until you can summarise your article in a single sentence.
- ✓ Start strongly. What point do I want readers to take away? Make that the focus of the title and the intro.
- ✓ Write a title that stands alone.
- ✓ Write the intro to work with your title, to inform and interest the reader.
- ✓ Sentences: Keep to around 30 words per sentence. One idea per sentence.
- ✓ Paragraphs: Maximum three sentences per paragraph. One topic per paragraph.
- ✓ Use words that help your article flow, such as first, next and finally.
- ✓ Check: do you have all the elements you planned? Is anything missing?
- ✓ Final, final check: Check the spelling of the headline, links, check there is no text missing, check the attribution of the quotes.