

FreshTalk

Writing Guidelines

April 18, 2017

Recipe Writing Guideline

Type In Order	Mandatory	Optional	Writing Guidelines
Title	x		This is the title of the recipe and the name of the dish. This should always be at the top above the picture.
Author		x	Is applicable this is the name of the person who created the recipe.
Video Format	x		This should be displayed at the top and display the final outcome of the recipe. Make sure the video does not automatically play when users open the page. The video should be sped up which should last no longer than 1 minute similar to delish.com
Picture Format			Main picture of food item should be displayed at the top of the page. Must show pictures of the recipe process, which includes a picture for the beginning, middle, and end of the process. Put captions under pictures that indicate necessary information. For example; "popsicle molds from amazon." OR "Chinese rice wine" found at whole foods. This information can be quite helpful.
Recipe Info			This is a brief (5-7 lines) description of the recipe which would include an

			introductory statement, calorie information, and difficulty level.
Ingredients			List the ingredients in the order they are used in the recipe. Use the heading “What you need” Include both imperial and metric measures, tagging them with additional text so you can provide for both an American and Canadian audience. If there are more than 10 steps, divide them into smaller sections and label them accordingly, example; Required, Optional, What to do.
Directions			Use a numbered list to outline the steps in the recipe. Use the heading “What to do” writing the steps using active voice. If there are more than 10 steps divide them into smaller sections, labelling them accordingly.
Wine pairing			List the best wine to pair with the dish. Use the heading “Wine pairing” Include up to 5 wine pairings with a bulleted list.
Copyright			Include the copyright symbol, your name, and the year.
Rating			Provide a rating system in the recipe section of

			your site that allows users to give up to a five-star rating for the recipe. This is not required this is an element to engage users.
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Article Writing Guideline

About	Mandatory	Optional	Guide
Title	X		Title must be bold and most importantly the title needs to be controversial enough to attract the attention of your audience.
Photos	X		<p>Pictures should be used as follows:</p> <ul style="list-style-type: none"> • No smaller than width "635" height "415" • Photos should also be high resolution and relevant to the blog <p>No less than three images meaning one for the heading and two within the blog to break up the content.</p>
Format and style	X		Blogs should be at least 3-5 paragraphs long and should contain images in which the images are wrapped around the text. Colors should be consistent with the fresh talk theme.
Structure		X	<p>Include an intro paragraph to introduce what to expect.</p> <p>An example of this is given at the bottom of this chart.</p>

			Also, consider the blog listicle structure such as buzz feed ; this is the most popular blog style and the least time consuming.
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Example of an Intro Paragraph

Toronto is such a fabulous city and there are so many things to do in the city, which is why it's the perfect place for a girl's night out! Whether it's a night of bar hopping and clubbing or you prefer a relaxing spa day at the Four Seasons or the Shangri- La trust that Toronto has got you covered! Here are the top ten ideas to have a fabulous girls night out!