**AT&T GEO TARGETED BLOG GUIDELINES**

* **Client Info -- \*New Info\***
  + **AT&T** *(do* ***not*** *include ‘experience’ anywhere in the blogs, even though their URL shows that)*
  + **Main URL**: <https://attexperience.com> (NOT att.com)
    - New website as of Sept 27th – they are finishing a few things on it but it is live
    - Blog URL: <https://www.attexperience.com/blog/>
  + **Must include one link to the locator page for that state** 
    - Ie: <https://www.attexperience.com/locations/search.html?q=california>
  + Tie in their products & services while providing great content for each state they are found in
    - Product/Service keywords will vary by blog and are on order form spreadsheet
    - Target at least a few cities where an AT&T experience location is found per blog
      * Most topics for the blogs have ideas that include an AT&T experience location but some do not so those will need to be looked at more in-depth
    - The second tab on the order form spreadsheet sent over has the AT&T cities on it, by state
  + Try to make them different, not just about using phones for taking a pic or navigating. For example- create ideas of *how* to get the best photo of the destinations or when mentioning apps, list out the best apps for that particular area and include links to the app and/or images (if allowed)
  + The articles should provide links to all appropriate content. \*On the sample blogs MW had to go in and manually add a bunch of links so we would like to make sure that is part of what is done already
    - Include actual sites of the locations or things we are linking them to
    - Give actual app links for people to download (ie- surfing app when talking about surfing in Cali)
  + They should not link to articles that are providing the same info as ours. In the top Florida beaches blog that was done, it linked to another article that was a list of top Florida beaches. We need to provide original articles with quality links
  + Include internal and external links in each blog
* **Images**
* 5 images for each blog – great images that match the content and stand out
* Please mark the images not only with the id # by blog but *also* with the section/paragraph each image matches to, like the below:
  + Stock Image (Arlington): File # 152724378
  + Stock Image (Austin): File #183423816
  + Stock Image (Houston): File # 25655929
  + Stock Image (San Antonio): File # 120964238
  + Stock Image (Big Bend National Park): File # 107255690
* **Products & Services -- \*New Info as well as New URL’s\***
* Cell Phones
  + Key products: iPhone, Samsung Galaxy, LG
  + Note attexperience.com does not yet carry actual phones online, only in stores, so if linking “cell phones” please use the link below
  + <https://store.attexperience.com/-cell-phones-/LP-In-Store-Cell-Phones.html>
* Wireless Plans
  + Key products: AT&T Unlimited & More, Unlimited & More℠ Premium, Mobile Share Flex℠
  + https://store.attexperience.com/-wireless-plans-/LP-Wireless.html
* Connect
  + Key products: Cables, Chargers, Docks, Keyboards, Memory
  + <https://store.attexperience.com/-accessories-connect-/LP-Connect.html>
* Protect
  + Key products: Cases, Screen Protectors
  + <https://store.attexperience.com/-accessories-protect-/LP-Protect.html>
* Listen
  + Headphones, Earbuds, Headsets, Speakers
  + <https://store.attexperience.com/-accessories-listen-/LP-Listen.html>
* TV and Entertainment
  + Key brands: DirecTV, U-verse
  + <https://store.attexperience.com/-directv-/LP-Directv.html>
* Latest Deals: <https://store.attexperience.com/-deals-/LP-Deals.html>