# THE RAIL

## The Rail Media Editorial Guidelines 2016

## AUDIENCE

Our target audience is restaurant managers, operators and owners -- anyone who's running a bar or restaurant on a day-to-day basis. They're the decision makers of their business and wear lots of hats – everything from marketing and finances to personnel management and operations to risk management and maintenance. They're busy people with a lot on their mind. We want to make their life easier by giving them shortcuts and great tips & tricks to improve their business to make those razor thin profit margins a little thicker. And, on occasion, we simply want to entertain and delight them.

## VOICE + TONE

- **Thought Leaders:** We strive to be thought leaders in the industry, looking at major problems, rising trends, and innovative ideas effecting the restaurant industry.
- **Data Driven:** Use stats and studies from reputable researchers when possible.
- **Problems & Solutions:** Our readers love to know what they're doing wrong or poorly, but be sure to give them some solutions to those problems, too.
- **Visual:** Be as visual as you can in. All forms of multimedia are welcome to drive your message home.
- **Tone:** Casual and friendly, like you're talking shop with a friend over a few drinks.

## CONTENT

### Headlines
- Ideally under 8 words and 65 characters long (with spaces)
- Incorporates a [keyword phrase](#)
- Should be brief but descriptive
- Use strong action verbs & adjectives
- Use numbers when applicable ("3 Ways You're Doing The Thing Wrong", "7 Times We Laughed At These Posts" etc.)

### Content
- 750-1500 words
- Content should center around your keyword phrase
- Includes 3-5 subheads
- Use bullet points (when applicable) for easy scanning
- Animated GIFs are welcome
- Paragraphs should be relatively short
- Gives a call to action. Content shouldn't just present questions but also provide answers.

**SEO**
- Include at least one link to another *Rail* story or landing page relating to the post content and keyword phrase
- Include at least one link to outside sources (blog post, video, podcast, infographic, whitepaper, downloadables, etc.)
- The post summary should include the post's keyword phrase and any alternate keywords while also accurately describing the post's content.
- The post summary should be between 150-160 characters (including spaces).

## WHAT WE NEED FROM YOU
- Headline
- Your post (Word or Pages document)
- Post summary
- Author Bio (approx. 50 words with any links you want to share)
- Author Headshot (JPG or PNG)
- Any multimedia you want to embedded in the post
- Your contact info (internal use only)

If you would like additional guidelines, you can visit our Submission Guidelines page or email Editorial.