

How to make the most of Cambridge Network's news section

Cambridge Network News features highly in Google (and other) searches so you can use it to good effect to promote your business and raise your profile.

Most importantly, make sure you are adding NEWS. The clue is in the word – that is, it needs to be about something new – a new idea, product, technology, contract, recruit etc. It can also be a 'thought leadership' piece where you want to express an opinion on a topic of general interest, but please take note of point two below.

Some writing tips

- Write in the third person, not the first person (e.g. 'Cambridge Network is a good source of traffic for your website', NOT 'Cambridge Network are a good source...' or 'We are a good source...')
- The exception to this rule is blogs written in the first person (e.g. 'I attended a conference' / 'We are delighted to welcome Joe Bloggs'). HOWEVER, if you are writing in the first person and post your blog on a site other than your own, it is imperative that, at the outset, you attribute the writing to a person, otherwise no one will know who you are (e.g. 'Judi Coe, Cambridge Network's editor, says...')
- Try to use the active voice of the verb instead of the passive (e.g. 'The board considered three items' NOT 'Three items were given consideration by the board.')
- Never start a sentence with a number. Spell out numbers in words up to nine, then use numerals
- Write short sentences. Short sentences are easier to read. Simple as that.
- Understand that commas exist to break up lists and to allow the reader to take a breath. They are not designed to be shoved willy-nilly into every sentence, so that you can keep on going, using commas instead of full stops, making sentences run on for miles. It makes more sense to turn the writing into two sentences, or three. Think about it.
- Avoid EXCESSIVE USE of Capital Letters. All headings should be sentence case
- Avoid complex, flowery language. Who are you writing for?
- Avoid long words where short, simple ones will do. Avoid jargon and slang
- Never (or hardly ever!) use exclamation marks!
- Use bullet lists to break up long sections of text
- Always try to include an image – you will attract more readers