



Video Criteria	Outstanding	Proficient	Incomplete	Score
Introduction & Conclusions	<p>Article Quickly Explains why they should read the post. Sections have great opening and closings. The opening is anywhere from 2-5 sentences long.</p> <p>Points: 20</p>	<p>Explains Why the reader should read. Sections have good openings and closings. The 3-5 sentences long.</p> <p>Points: 10</p>	<p>Article is missing intros and conclusions to important sections and the overview of the post!</p> <p>Points: 0</p>	/20
Content Creativity	<p>Article Content is Coherent, Factual, insightful, and reflects the article topic. Specific viewpoints are researched, tested, and backed by factual content. Content is SEO Friendly.</p> <p>Points: 20</p>	<p>Clear and Coherent content that sparks interest on the article Topic. Shows Specific view points, but not backed by factual information/testing.</p> <p>Points: 10</p>	<p>Article is missing creative content. No factual evidence is provided in the article.</p> <p>Points: 0</p>	/20
Text, Structure, and Media	<p>Post Has appropriate, and attention catching headers. The post is structured in an orderly manner. Also provides videos, photos, and graphics supporting article claims. Use lists, and bullet points to organize.</p> <p>Points: 20</p>	<p>Attention catching headers. Post lacks structure and organization. No videos, photos, or graphics supporting claims</p> <p>Points: 10</p>	<p>No headers, Media, or structure through out the article</p> <p>Points: 0</p>	/20
Writing Quality	<p>Post has very little spelling and grammar errors. Sentences make sense, and words/terms aren't repetitive.</p> <p>Points: 20</p>	<p>A few spelling and grammar errors, but sentences don't make sense and repetitive words/statements throughout.</p> <p>Points: 10</p>	<p>A lot of spelling and Grammar errors. Repetitive sentences and statements.</p> <p>Points: 0</p>	/20
Photos, Graphics, back links	<p>Article Includes 3-5 High quality photos, graphics or links. The original Photos, graphics or links make sense to the claims of the article, and compliments the article content.</p> <p>Points: 20</p>	<p>Article Includes 3-5 Graphics, Links, or Photos. Does not compliment claims to the article.</p> <p>Points: 10</p>	<p>No Photos, graphics, or links.</p> <p>Points: 0</p>	/20
Total Score:				/100

Hunting Blog Post Outline:

- ★ Intro
- ★ Build Up Events
- ★ Climax Of Hunt
- ★ Descending Events
- ★ Outro

Blog Post Required Check List

- Engaging Topics/Headlines. Ask Audience Questions
- Featured Image
- 3-5 Videos, Photos, Links, and or Graphics
- Edit your Article 2x before submitting. Grammar, Spelling, points that do or don't belong.
- Add more content to areas that aren't explained enough.
- Link to products, resources, and mentions within the article.
- Article should be between 600—3,000 Words

***Display:**

- Education
- Entertainment
- Sportsmanship
- FeatherNett Outdoors Representation
- Ethical Hunting
- Safety
- State/Federal Conservation Laws

Blog Post Types:

- Story
- Educational
- Gear Reviews
- Top Products (Top 10 Hunting Attractants)
- Tips & Techniques

Post Title Formula= Odd # + Superlative (Power Word) + Exact Keyword Phrase

Superlative Words= Free, Best, New, Greatest, Better, Sensational, Amazing, Important, Simple, Secret.

Negative Superlative= Worst, Bad, Don't, and Never.

EXAMPLES:

7-Worst Hunting Products in 2022

9-Best Hunting Products in 2022

11-Greatest Hunting Secrets in 2022

5-Amazing States to Deer Hunt