



# **THE REACH**

---

AIMING FOR TRANSPARENCY



**/wp-admin**

## **Word press as a content management system**

- Ease of use (php, mysql, Dashboard, Themes, Visual Editor)
- Preference based on experience
- Popular method of building a website practical in our workplace
- Back up function (All export)
- Security (Jetpack or other: will implement when on private server)

**DeSiGn...**

RED

BLACK

Photoshop

**IMMERSIVE JOURNALISM**

0  
1  
0  
0  
1  
0  
1  
0  
0  
1  
1  
0  
1  
0  
1



ACH THE REACH THE REAC

**THE REACH** THE REACH TH

CH THE REACH THE REACH

# BACKGROUND

ACH THE REACH THE REAC

**THE** REACH THE REACH TH

**REACH** THE REACH **THE RE**

H THE REACH THE REACH 1

ACH THE REACH THE REAC

• **PHOTOSHOP**

• **BRAND  
PRESENCE**

# SITE TITLE AND HEADER IMAGE



**I've created my header image in photoshop using free image of Tower bridge, part of my patch, as a background. I found the on Pixabay under cco license**

**<https://pixabay.com/en/london-bridge-night-london-bridge-1143467/>**

## **Using Images and Videos**

**Images and Videos on Pixabay are released under [Creative Commons CC0](#). To the extent possible under law, uploaders of Pixabay have waived their copyright and related or neighboring rights to these Images and Videos. You are free to adapt and use them for commercial purposes without attributing the original author or source. Although not required, a link back to Pixabay is appreciated."**

**Even though I'm not displaying my site title because of my header image, i still input 'th rach, now my site has a title on my browsers tab too,**



## Reviews



### The Old Operating Theatre and herb garret Museum

🕒 November 29, 2018 👤 halden 💬 0

A historical day out. Located in historically rich, Old South up a narrow staircase spiralling inside of an medieval church an old operating theatre. [...]

## THE HATE U GIVE

### THE HATE U GIVE Review

🕒 November 22, 2018 👤 halden 💬 0

T.H.U.G. L.I.F.E. Based on a young adult novel by Angie Thomas: hate u give little infant's f\*\*ks everything. The movie empathetically unfolds the infamous [...]



### Review: Arch climbing's Bermondsey bouldering Building one

🕒 November 10, 2018 👤 halden 💬 0

# WIDGETS

## TAGS



## TAGS

- KEYWORDS
- Suggestion

## RSS FEED

- RELATIVE
- INFORMATIVE



## GUY'S AND ST THOMAS' NEWS RSS FEED

Read the latest issue of the GiST November 20, 2018

A new edition of the GiST, the quarterly magazine from Guy's and St Thomas', is out now!

**The Princess Royal opens new emergency department at St Thomas'** October 31, 2018

One of the busiest emergency departments in the NHS has been officially opened by the Princess Royal (on Tuesday 30 October) after being completely rebuilt.

**Student has innovative surgery to repair her heart** October 30, 2018

A medical student who was born with a genetic disorder has undergone pioneering surgery to prevent potentially-fatal complications from the condition.

## TWITTER

- DRIVING BOTH WP AND TWITTER AUDIENCES
- SOURCE OF INFORMATION/NEWS

@thereach7 - November 14, 2018

Jeremy Corbyn LIVE interview: Labour leader vows to BLOCK BREXIT - 'Get OUT of the way' <https://t.co/mT8lADslub>



@thereach7 - November 8, 2018

BREAKING NEWS: Scotland Yard have named the 16 yo boy stabbed in tulse hill on Monday as a John Ogunjobi #Lambeth

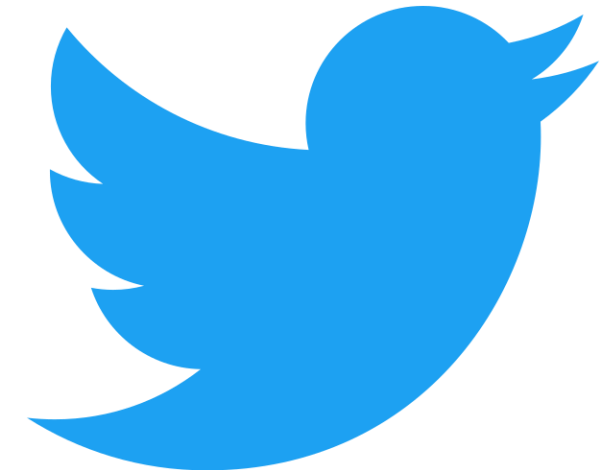


@thereach7 - November 8, 2018

A red meat tax will be detrimental to those with small shopping budgets. With an unstable roll out of UC and a rise... <https://t.co/9kcZE5YI7Q>

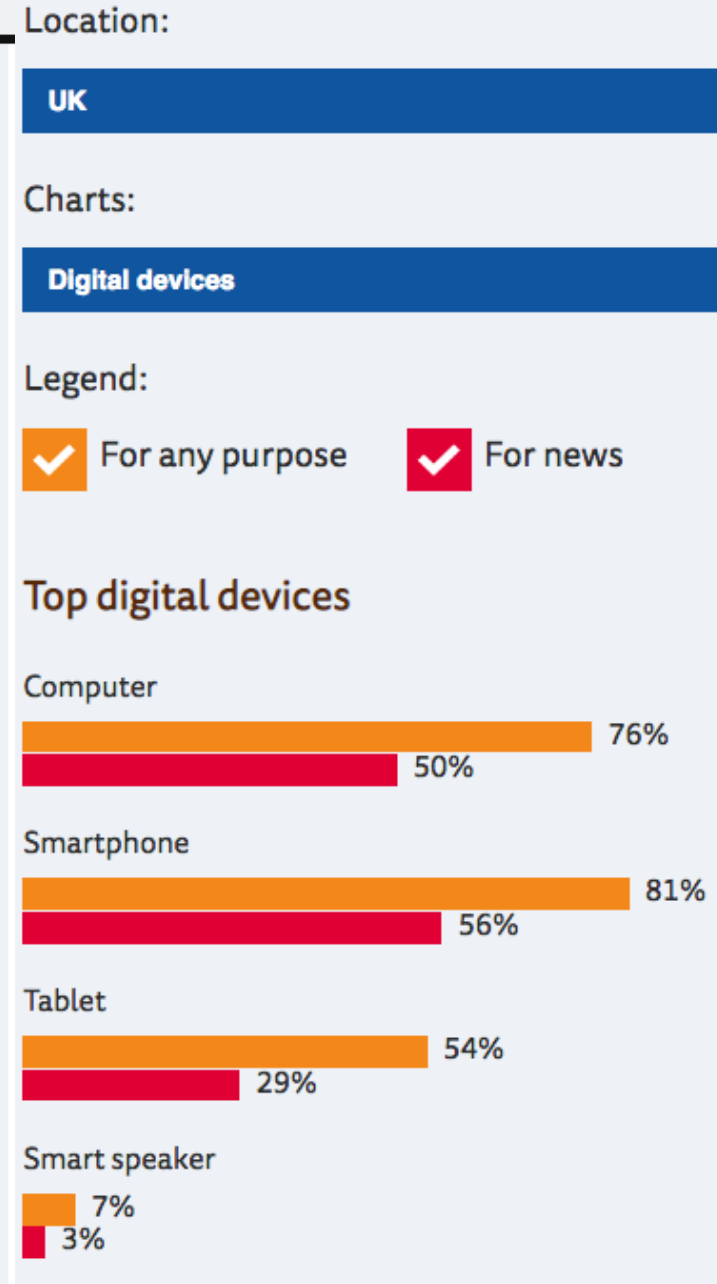
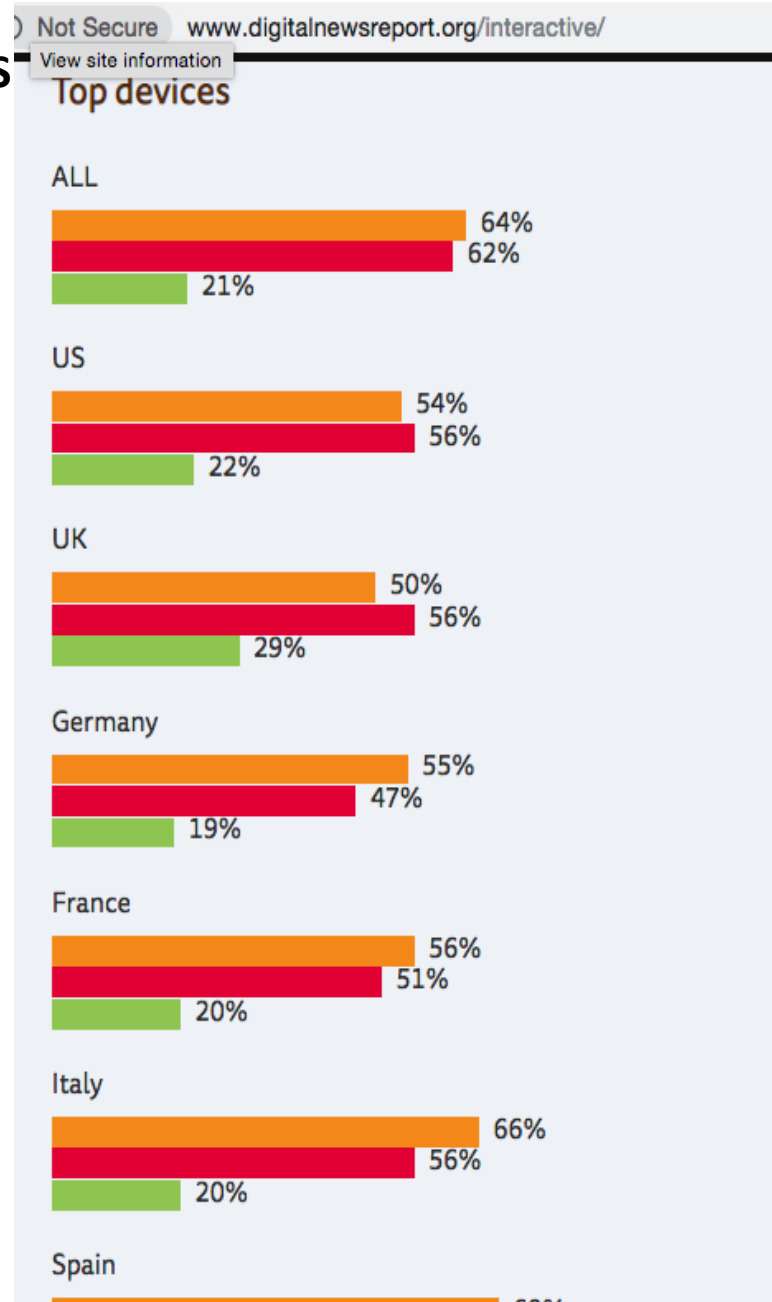
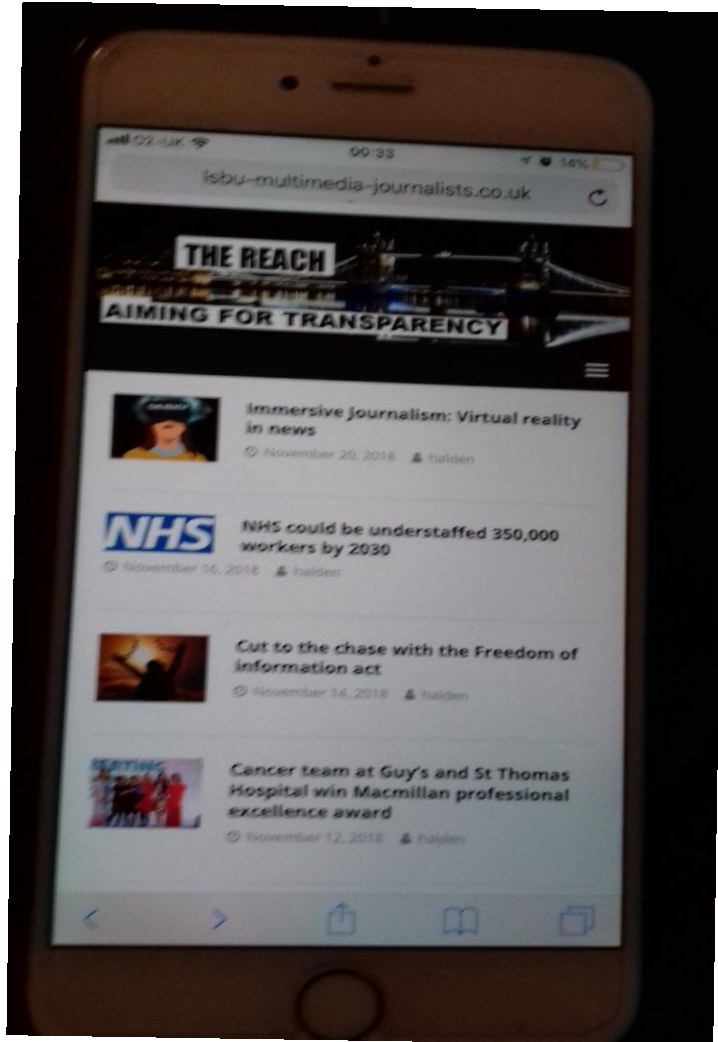


 Follow @thereach7



# MOBILE FRIENDLY

- THE REACH IS RESPONSIVE TO MOBILE PHONES





# SEO

- Improved search engine ranking with YoastSEO
- Slug
- Meta description
- Keywords
- Hyperlinking

## Snippet Preview

Contact - THE REACH

www.lsbu-multimedia-journalists.co.uk › halden › Contact-The-Reach

Click to see the contact information for The reach. Ask a question or send in your story to the the fast growing online blog aiming for transparency.



## SEO title

+ Insert snippet variable

Title Page Separator Site title

## Slug

Contact The Reach

## Meta description

+ Insert snippet variable

Click to see the contact information for The reach. Ask a question or send in your story to the the fast growing online blog aiming for transparency.

Close snippet editor

- Meta titles also found by Alexa (if site was granted permission)
- Keywords in Alt text function on WP used with publication images helps google get a better understanding of my subject title, better ranking the site