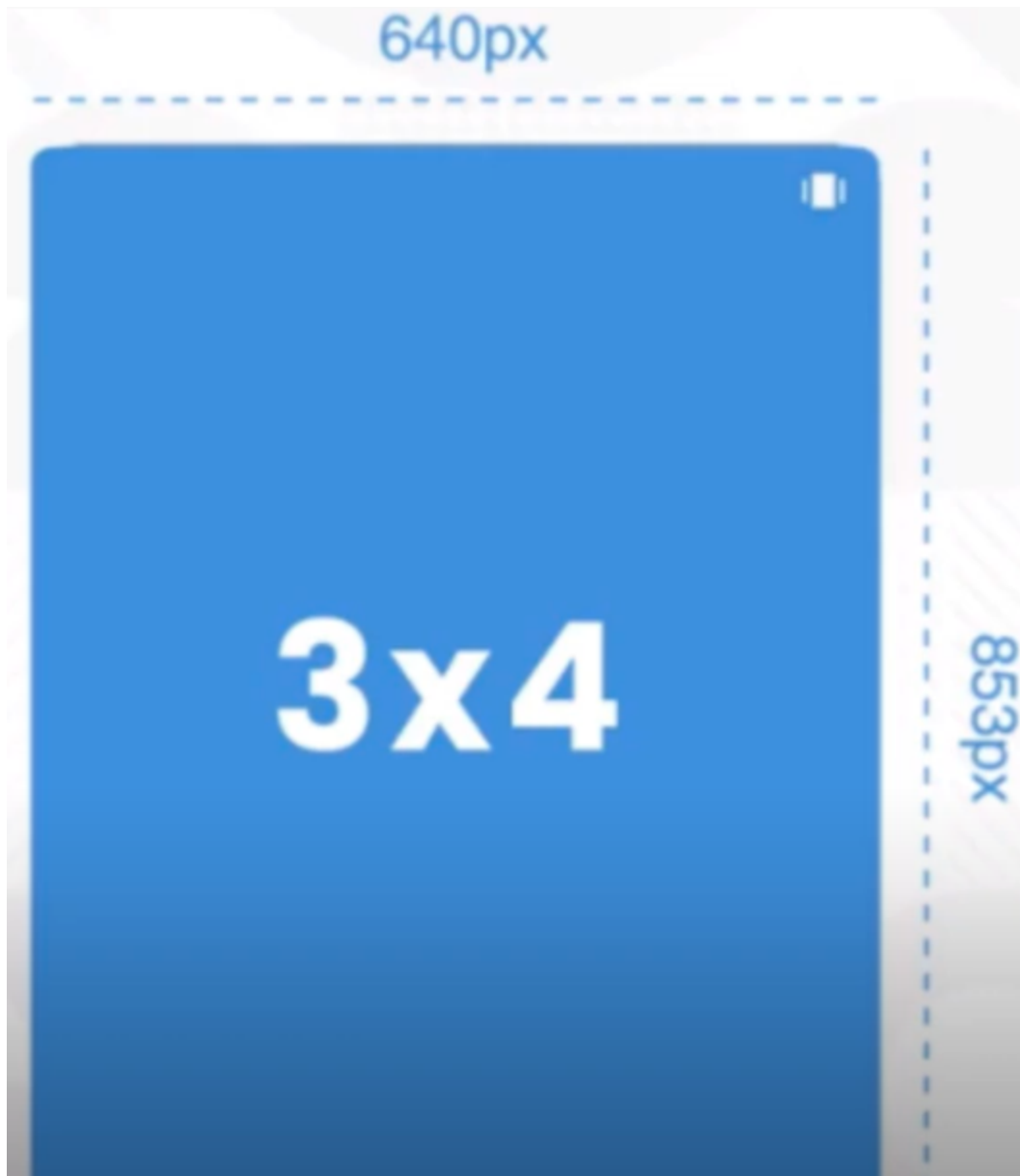


# Web stories - lessons learned

- Make sure text is visible on phone, don't drag it down too much!
- Make sure you have - you don't burn text in the image, use the plugin
- Don't make web stories too long, 10 images are enough
- Google sees this as a regular web page - So follow all best practices for a web page
- Real stories
- Always point them to your site- don't leave stories self contained
- Not too much texts on the images, only small videos
- Content Strategy - yes, we can create companion stories with crux of the article but of course with re-wording. Works best with - Companion articles, how tos, Step by step, recipe, comparison.
- Keep them simple - don't put a lot of stuff in your story image. Always - link out if it becomes complex.
- Wordpress plugins tracks in Google analytics
- Image specs



- you can run ads in your stories
- Evergreen content is best. Unlike social stories, web stories lasts forever.