

SmartMatch™

BEST PRACTICE GUIDE

CONTENT

2021



This serves as a guide to help you get the most out of your content when using SmartMatch™.

This will take you through how to use both editorial and media content, as well as, tips for setting up a successful SmartMatch™ campaign.

EDITORIAL CONTENT GUIDELINES

When using SmartMatch™ you can upload your content straight to the platform, by using the URLs or editing it manually.

DO

- Webpages, PDFs
- Insights, Research and Thought Leadership content
- Minimum of 250 words of continuous text
- General interest subject matter
- Strong headline
- Engaging opening text
- Makes sense as a stand-alone statement
- Broad range of topics

DON'T

- Product-specific content
- Company-specific content, e.g. press releases
- Less than 200 words of continuous text
- Niche subject matter
- Content which is time-sensitive
- No clear, engaging opening text
- Doesn't make sense as a stand-alone statement
- Narrow range of topics

VIDEO CONTENT GUIDELINES

SmartMatch™ do not currently run playable videos in the ad unit, but you can upload your videos to use in the same way as your editorial content.

DO

- Videos with transcripts or text description
- Shorter videos (under five minutes)
- Insights, Research or Thought Leadership content
- Strong headline
- Engaging subject matter
- Makes sense as a stand-alone statement

DON'T

- Videos without any transcript or text description
- Longer videos (over five minutes)
- Product-specific content
- Company-specific content, e.g. press releases
- Niche subject matter
- Doesn't make sense as a stand-alone statement

TOP TIPS FOR A SUCCESSFUL SMARTMATCH CAMPAIGN

It may sound obvious but write content that is relevant to publishers. Keeping an eye on the subjects that are currently topical and outputting relevant content items has the potential to significantly improve overall campaign performance.

Post new content regularly to your site. The more content you include, the greater the likelihood of an editorial match. And as you create more posts, your Google ranking will increase too.

Include a variety of content. Avoid repeating the same topic as broader content will be expose your advertisements to a wider range of news articles. 5-6 URLs is the ideal minimum for good results.

Aim to include some evergreen content. A selection of the posts should be sustainable, lasting and continue to be relevant beyond the day it is published.

Do not be discouraged if one content piece isn't performing today. The news is constantly evolving and tomorrow that content piece may be the best performing article.

SmartMatch campaigns are quickly and easily set up by dropping in the URL of your content page. The corresponding ad will generally generate automatically, without any interaction. Some content pages require you to copy and paste the title and copy, this is because the page hasn't been set-up with Open Graph meta-tags. It may be worth a quick call to your web designer to see if these can be included as it will make the creation of your ad campaigns even more straightforward and seamless.

SMARTMATCH ADVERTISEMENT CHECKLIST

- Content in focus
- Strong headline
- Strong CTA
- Change colours to stay inline with brand guidelines
- Upload logo

CREATIVE EXAMPLE

Image: Scaped from the article site



The “do’s” of content marketing in a crisis

Striking the right note, at the right place and time, is critical to establishing trust with your audience. Misplaced content is a missed opportunity—or, at worst, a brand liability...

[Read more](#)

Headline: Extracted from article’s own headline

Body copy: 1st few lines of the promoted article. Copy ends with ellipsis (“...”) to motivate readers to click to read on

CTA: Drives to the article’s landing page

SmartMatch™

Logo: Drives to the article’s landing page

Promoted by Smartology 



Any queries or comments contact our Customer Success team at
support@smartology.net