Guest Posts on GBE/GBE L



Green Building Encyclopaedia

Scope of Guest Posts on GBE website

Guest topics will be in UK English

* But may also have translations
* Layout to be determined, possible two columns side by side

Editorial Control

* GBE Green Building Encyclopaedia has its scope, but this is broad and expansive
* All Guest Posts need to be related to this scope or it is irrelevant to GBE existing users
* It needs to be educational and informative and aspire to improve our situation
* Occasionally there are positives and negatives, the positive must outweigh the negatives
* Low cost alone is not a positive

Geography

* GBE’s Focus is UK
* Since many good product available in the UK are manufactured in the EU we extend this to EU manufacturers
* For International products to be included requires the products to be significantly better performance than those available in the UK and EU
* GBE would consider developing other websites to support other continents
* GBE will not promote cheaper copies of OEM’s products
* GBE promote innovative products that meet HERACEY™ below

Guest Posts should engage with one of more of the following overarching issues:

* GBE’s Definition of Sustainability: HERACEY™
* Healthy
* Environmental
* Resourceful
* Appropriate
* Competent
* Effective
* Ethical
* Yardstick (means to measure or benchmark)

The topic of Guest posts must be related to:

* Environmental & Social: (Must address some positive issues/criteria)
  + Development
  + Infrastructure
  + Surveying
  + Construction
  + Buildings
  + Structures
  + Services
  + Interiors
  + Landscapes
  + Occupation & Facilities Management
  + Other issues will be considered on application
* Economic:
  + Wider Value Engineering opportunities
  + But we are not interested in:
    - Cheap-only products
    - Individual cost cutting
    - Individual cheaper substitution
    - Plastics unless they offer effectiveness to other parts of the adjacent materials
    - Chemicals and chemical recipes
    - Hazardous materials
      * SVHC
      * SIN listed
      * On other violet lists

Guest Posts may take the format of any of the following:

* Information and Education:
  + Case Study
  + Evidence Based Case Study
    - Performance Calculations
    - Value Engineering
    - Carbon Effectiveness
  + Questions & Answers
  + Problems & Solutions
  + Articles without product promotion
  + Design Method
  + Calculation Method
  + Equations
  + Calculators
  + Data Sets
  + Manufacturing Methods
  + Building Method
  + Method Statement
  + Jargon Busters: Technical or Architectural Philosophy
  + Checklist: Design, Process, etc.
  + Issue Paper
  + Brainstorming a project
  + Brain Dumping a Subject
  + Others on application
* Promotion
  + Problem Solving Product, Accessory, System promotion
  + Educational Articles with Problem Solving Product promotion
  + Book Promotion
  + Publication Promotion
  + Service Promotion
  + Consultancy Promotion
  + Company Promotion
  + Software or App Promotion
  + CPD Promotion
  + Others on Application
* ICT Formats
  + Seminar: PowerPoint, PPT or PPTX or equivalent on application
  + Webinar Video: on GBE, YouTube, Vimeo, or provider’s website
  + Podcast Audio: on GBE, On other sites with links
  + PDF Attachments for downloading or reading on line
    - Product information or specifications must not be locked to prevent writing project specifications from the content
  + PNG Images
  + Datasets: Excel, Calculators, Equations, (No locked cells, sheets or files)
    - HTML off-site data interrogation codes not permitted on GBE Website
    - But will consider for other dedicated websites
  + No embedded code for interrogating or gathering anything
  + Others on application
* Any combination of the above or others on application

All Guest Posts

* Will have their own dedicated page
  + With their own long URLs and Short URL page number
  + For inbound links
  + In bound links to be Rel: DoFollow (Reciprocal link(s) required)
* (H1) Heading to suit subject (ideally 4 words maximum)
* Dedicated topical image(s) (PNG provided by guest)
* 1/3 width column for text 1/3 column for image 1/3 column for links (GBE standard format)
  + About or Index or both (H2)
  + Text/Image/Links
  + Footer: © source, author and date
  + (2 HTML links: Company website, Author website)
  + Outbound link to be Rel: DoFollow (Reciprocal link(s) required)
  + May include Download files (PDFs)
* 2/3 width column for text and images 1/3 column for links (GBE Second format)
* 3rd Column will be for GBE to link all relevant pages to and from the Guest Post.
  + Page or Post Topic Group navigation pages (H2) (HTML links to Navigation pages)
  + Pages or Posts (HTML to individual page) (currently >2000 pages to choose from)
* SEO optimized, enabled by Yeost (Green traffic light ideally, orange at worst if green is impossible)
* Comments enabled (managed, edited or filtered by GBE)
* Others on application

No cost:

* Read and assess the topic
* GBE Initial Assessment Yes, Possible or No for GBE,
* If No:
  + No further progress, inform Agent
* If Possible:
  + Review and suggest improvements, via Agent
  + Reconsider improved Guest Post

Costs include:

* if Yes…..
  + Agree 1/3 or 2/3 page block format
  + Processing time to add page or posts
  + Add Guest Post text and reset format to GBE page format
  + Add any images and files to media library and to pages or posts
  + Add links to website and author
  + 1/3 column right hyperlinks to other pages of GBE website
  + SEO of page, images and files
  + Outbound links: Default Rel: DoFollow
* Initial cost; £250
* Annual renewal:
  + Educational: None
  + Promotional: £125/annum

Optional extra costs:

* If the Guest post is to be written by GBE
* Receive all relevant information
* Read and assess the topic
* GBE Initial Assessment Yes or No for GBE, if Yes:
* Write Article
* Send for review
* Edit Article
* Initial Cost: £500
* Annual renewal:
  + Educational: None
  + Promotional: £125/annum

Optional GBE Collaborate Services:

There is a full range of additional services and a budget calculator on GBE website

https://GreenBuildingEncyclopaedia.uk/collaborate/services

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