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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