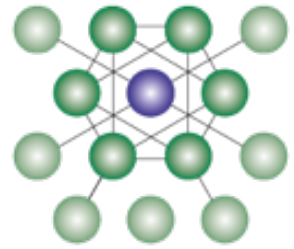


Guest Posts on GBE/GBE L

GBE



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>