

Stories Best Practices Checklist

Critical

Recommended

Storytelling

Storytelling Best Practices

| | |
|-------------------------------|---|
| Video first | Video is more engaging than text or images. Use as much video as possible and append with images and text. |
| Bring your perspective | Go beyond the facts. Share your opinions. Be the protagonist of your own story. Make it relatable. |
| Have a narrative arc | Create suspense in your story from one page to another. Explain the situation. Deliver payoff for sticking with you to the end. |












Design

Design-oriented Feedback

| | |
|--|---|
| Keep text to minimum | Avoid including multiple pages with walls of text. Consider reducing text to approximately 280 characters per page (the length of a tweet). |
| Don't block text | Make sure text is not blocked by other content on the page. Burned in text should be avoided to prevent text from being blocked when resized to fit various device sizes. |
| Keep text within bounds | Ensure all text in your story is visible to the reader. Burned in text should be avoided to prevent text from overflowing when resized to fit various device sizes. |
| Use animations mindfully | Bring your stories to life with animations, but avoid distracting or repetitive animations which can cause fatigue. |
| Use web stories specific call to action | When re-creating stories originally created for a social platform like Instagram, Snapchat or YouTube, be sure to remove any reader call-to-action specific to a certain platform. Make sure users are able to follow any actions suggested in your story. |
| Use full bleed videos and images | Include full bleed assets in your stories to create a more immersive experience for readers. |
| Avoid low resolution or distorted images and videos | Use high quality images, and take care when resizing images to portrait. Reference: Image Best Practices |
| Include subtitles on video | Add captions to your video to help readers better understand your story. Avoid captions that are burned into the video to ensure they do not overlap with other content or flow off the screen. Reference: Adding Captions and Subtitles to HTML5 Video |
| Add a logo to your cover page | Include a high resolution logo that represents your brand. |
| Shorten video length | We recommend videos that are less than 15 seconds per page, or 60 seconds maximum. |
| Include audio | Use high quality audio clips that are at least 5 seconds long with balanced volume, and ensure speech is audible. |
| Consider auto advance for video-only stories | Auto-advanced experience for video based Stories could work great for a leaned back experience. |

Technical

Technical & Metadata

| | |
|---|--|
|  Make sure story is valid | Web Stories must be valid AMP pages. To avoid invalid AMP issues, test your Story using the AMP Validator tool and fix any detected errors. |
|  Make sure story is discoverable | Be sure not to include a noindex attribute in your story, which will block Google from indexing the page and prevent it from appearing on Google. Stories should also be added to your sitemap. Your webmaster can troubleshoot this issue via the Index Coverage Report or Sitemaps Report in Google Search Console. |
|  Keep the title short | Titles should not be longer than 90 characters. We recommend using a descriptive title that is shorter than 70 characters. |
|  Make the story self-canonical | Web Stories should be self-canonical. The canonical tag in HTML should at least be of the same domain as the URL. Reference: Metadata Guidelines |
|  Keep the poster image free of text | Avoid using images that contain burned in text as this could obstruct the title of your story when it is previewed in Search results. If users are unable to clearly read the title, they may be less likely to click. |
|  Include the right Poster image size & aspect ratio Poster-portrait-src image size | The image linked to your <amp-story> poster-portrait-src attribute should be at least 640x853px and use an aspect ratio of 3:4. Reference: Metadata Guidelines |
|  Include the right Publisher-logo-src image size aspect ratio | The logo image linked to your <amp-story> publisher-logo-src attribute should be at least 96x96 px and aspect ratio of 1:1 Reference: Metadata Guidelines |
|  Include structured data | We recommend including structured data in your Web Story to improve its SEO performance. Reference: Implementing Structured Data |
|  Include title attribute for video-only stories` | We recommend including a descriptive title within a title attribute on your <amp-video> tags to improve your story's discoverability. Reference: SEO Guidelines |
|  Include alt text on images | We recommend including alt text on your images to improve your story's discoverability. Reference: SEO Guidelines |
|  Include og:image | We recommend including og:image in your <meta> tags to improve your story's discoverability. Reference: SEO Guidelines |

Other Resources

| | |
|---|--|
| <u>Enable web stories in Google search</u> | Developer-oriented guide on building Web Stories that meet the technical guidelines required to appear on Google Search. |
| <u>AMP stories website</u> | Developer focused Web Stories format capabilities. |
| <u>Story metadata & design guidance</u> | A visual guide on how metadata settings impact your previews of Web Stories on Google. |
| <u>Web accessibility</u> | Tips to help ensure your Web Story is accessible to all users. |
| <u>Structured data guidelines</u> | Details on adding Structured Data to optimize your story's discoverability. |