

# Web Stories for WordPress

A new visual media for the open web!

Cathi Bosco



# It is absolutely time to get involved!



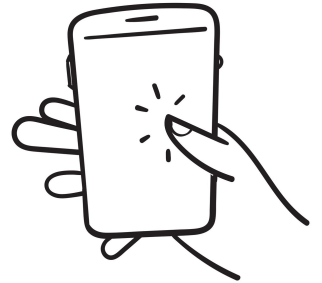
*Why How Who*



Why

# Why Web Stories & why now?

- Own your own content!
- Visual Storytelling, media-driven (experience-focused and interactive) - not text-driven
- As short-lived or as evergreen as you like (no walled gardens)
- Core content just like your blog posts and pages! (This is not social media)
- Indexed by Search!



<https://stories.google/showcase/>



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## Useful content concepts:

Include a beginning and an end - generally can fall into 3 categories:

1. Experiential
  - a. Inspires
  - b. investigative journalism
  - c. photo essay - note the 2019 Pulitzer prize winner
2. Events coverage
  - a. Recaps
3. Educational
4. Product reviews
5. Guides
6. How to's
7. Stories that answer a concrete question "How tornadoes form"
8. Listicle
9. Less narrative
  - a. 5 things that...
  - b. Best and worst of
  - c. Shoppable list

<https://stories.google/showcase/>



How

# Web Stories in the wild...



<https://stories.google/tools/>

**Web Stories for Wordpress Plugin**  
Easily create and integrate Web Stories onto your Wordpress site with a free, robust, and user-friendly editor built by Google.  
★ Most Popular

**MakeStories**  
Drag and drop editor with templates, illustrations, icons, and the ability to upload your own images and videos.  
★ Most Popular

**Newsroom AI**  
Newsroom Studio helps you create engaging, instant loading mobile experiences.  
★ Most Popular

**Unfold**  
An all-in-one platform that makes it easy for brands and individuals to create elevated content on social media, plan posts, and establish a durable presence with Blo sites.

**Jumprope**  
Jumprope makes it fast and easy for anyone to create and share engaging recipes, DIYs, travel guides and more from their iPhone or Android.

**Join Stories**  
Join Stories is a fast and easy tool to create and integrate stories on your website.

**Ampstor**  
Visually create Web Stories in a couple of minutes. Use pre-built templates, free media, and integrate with WordPress, Webflow, and other no-code tools.

**Product Stories**  
E-commerce tool that automatically generates Web Stories about products.

**StoryfMe**  
StoryfMe stands out as an all-in-one Web Stories platform. Made for brands & individuals, tailored for e-commerce, marketers and publishers.

**RebellMouse**  
Build AMP sites, posts, and Web Stories. Win search, social, and email. Fast. Flexible. Secure. Modern.

**Tappable**  
The collaborative Web Stories builder. Design immersive Stories, publish on a blazing fast CDN and measure engagement with zero-config analytics.

**Tick.co**  
Capture how you do something step-by-step on the go, then easily create and share how-to stories searchable both on Google and on the Tick Done platform.

**Vigeo Studio**  
Vigeo Stories Studio is the perfect solution for those who create a lot of content: accelerate your workflow with templates, automation and conversion tools.

**Visual Stories**  
Multi-site, multi-author blogging tools and WordPress editor to create Web Stories on your own domain.



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## Examples demo:

<https://www.inputmag.com/design/fords-mustang-mach-e-1400-prototype-makes-a-tesla-look-like-a-toy/amp>

<https://www.vice.com/stories/inside-my-mind-oliver-tree/>

<https://www.inverse.com/mind-body/abstract-art-changes-your-state-of-mind/amp>

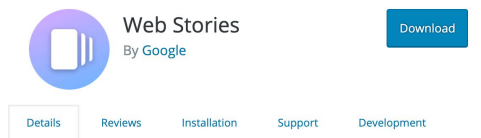
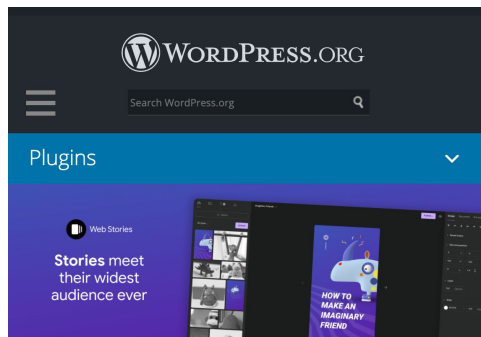
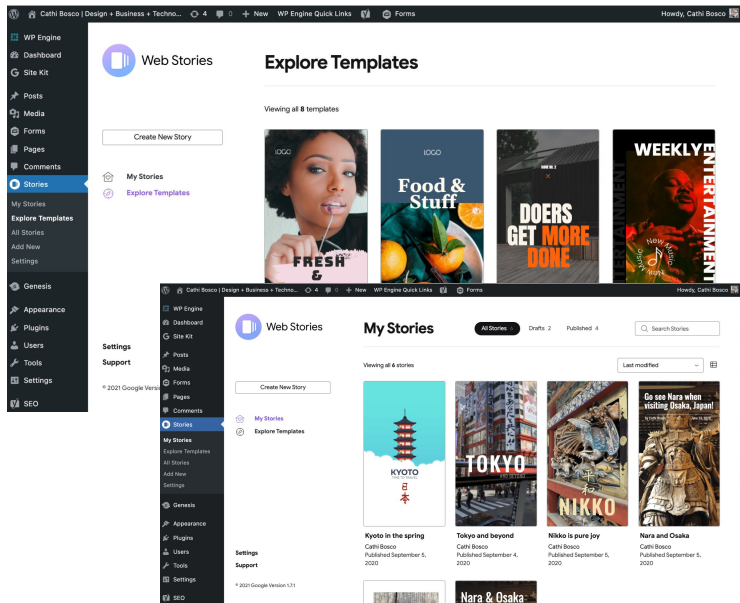
<https://www.cnn.com/ampstories/entertainment/how-we-love-thee-betty-white-let-us-count-the-ways>

<https://stories.google/showcase/>





# The WordPress way...



**Description**

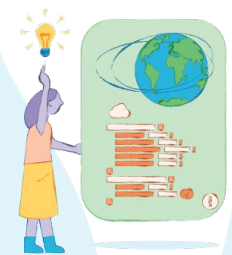
[Web Stories](#) are a free, open-web, visual storytelling format for the web, enabling you to easily create visual narratives with engaging animations and tappable interactions, and immerse your readers in great and fast-loading full-screen experiences.

**BENEFITS OF WEB STORIES**

## THE FOUR FREEDOMS



**THE 1ST FREEDOM**  
TO RUN THE PROGRAM  
FOR ANY PURPOSE.



**THE 2ND FREEDOM**  
TO STUDY HOW THE PROGRAM WORKS AND  
CHANGE IT TO MAKE IT DO WHAT YOU WISH.



**THE 3RD FREEDOM**  
TO REDISTRIBUTE.



**THE 4TH FREEDOM**  
TO DISTRIBUTE COPIES OF YOUR  
MODIFIED VERSIONS TO OTHERS.

**WordPress Bill of Rights**  
WordPress is licensed under the General Public License (GPLv2 or later) which provides these four core freedoms.

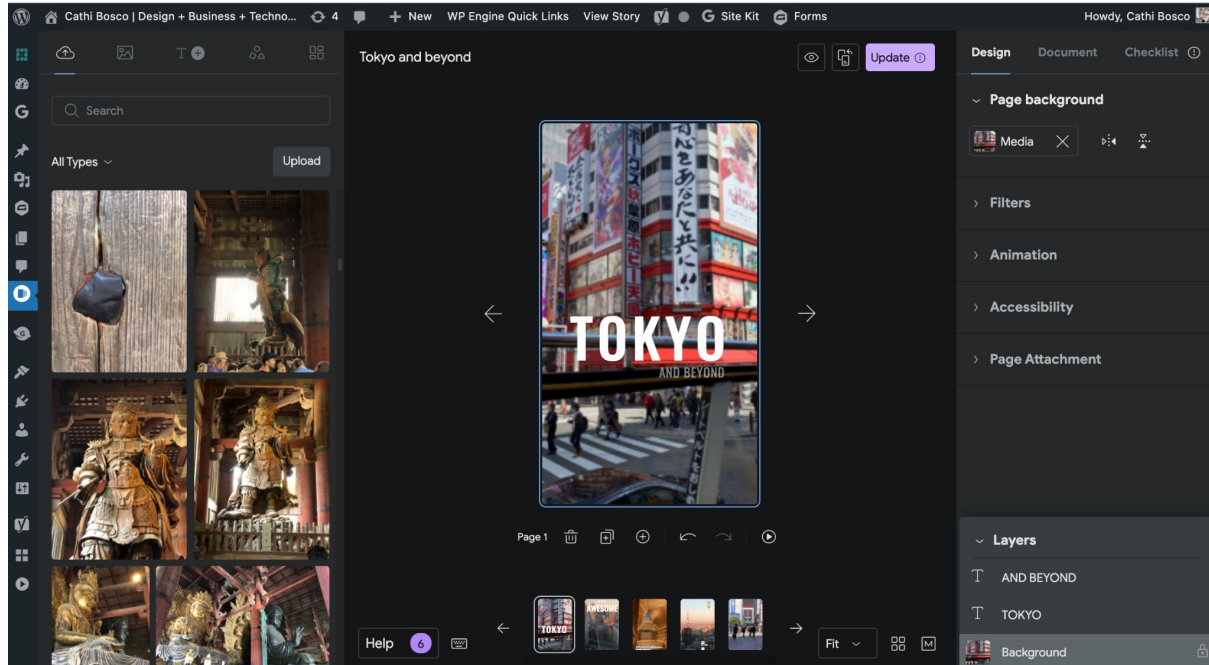
ILLUSTRATIONS BY CATRIE BORDO WITH COMPONENTS BY BEEL GROOVE



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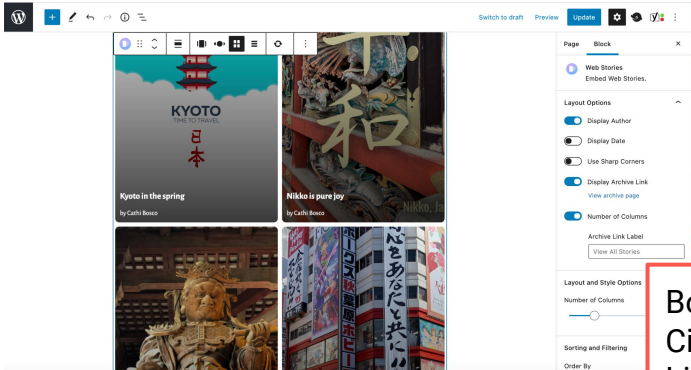
# The editor!



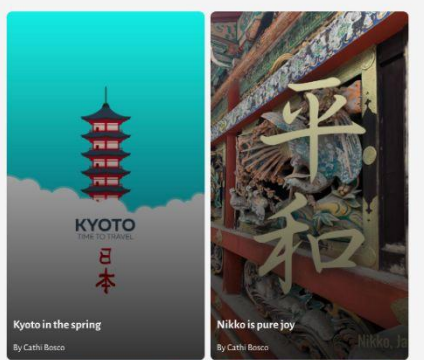
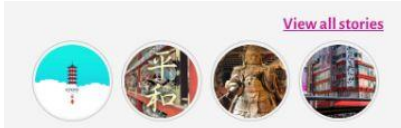
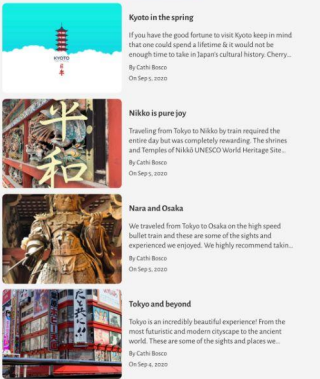
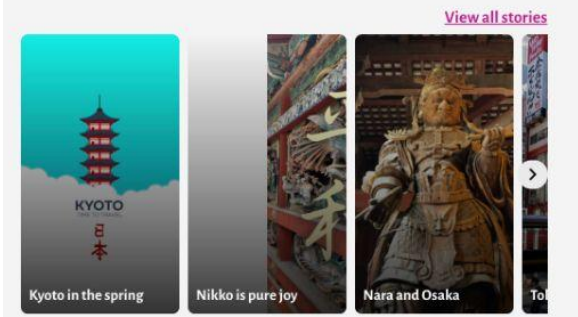
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# The block!



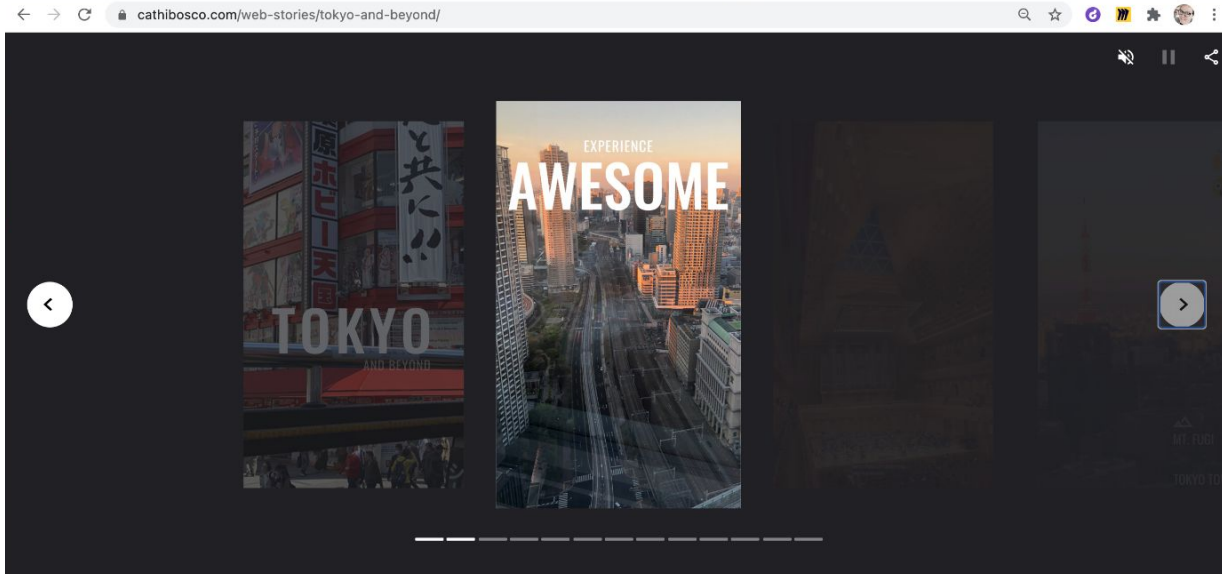
Box carousel  
Circle carousel  
List  
Grid  
Archive page!



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# Mobile vs desktop experience



No really,  
how?

# How to create an awesome visual story

## The Creation Process

1. **Source:** Choose the concept, story arc, and shoot, research places, prepare media, strategize monetization



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5. **Measure:** Research with analytics for story completion, outbound links, page attachment engagement, average load time, abandonment rates (all optional)



# How to create an awesome visual story

1. **Blog posts creators start with the copy then find an image to visualize a point. However, Web Story creators start with the image and media, then write some copy to clarify the point.**



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1. **Blog posts creators start with the copy then find an image to visualize a point. However, Web Story creators start with the image and media, then write some copy to clarify the point.**
2. Create an outline
3. Choose a concept
4. Identify the story arc
5. Tool prep
6. Drafting the story (create from blank or template)
7. **Sourcing the content (images and videos are the most time-consuming task)**
8. Create the story in the editor
9. Add the metadata and final landing page with link(s) to your story.
10. Publish the story



# Tips

Tell a relatable, interesting story in an engaging way. Be authentic, expressive, and suspenseful. Do not create or publish stories with an ill-conceived attempt to capture traffic - **tell a compelling story in a visual way.**



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Narrative option to use your own perspective (1st person) or experience it through a person. Use interactions well.

- Text: less than 200 characters: You can use up to 200 characters of text per page. Google recommends you keep titles under 40-characters long. If you're having trouble making your text pop out, remember to use contrast and highlighting to your advantage.
- Video clips less than 15 seconds
- Single idea per page
- Use multiple media for immersive bite-sized. Pick media that matches your narrative.
- Non-linear construction
- Avoid using the same page design or animation 2 times in a row on multiple pages
- Choose typography carefully
- No text on cover image - displays in Google Discover with tile overlay on the cover image.



# How to create an awesome visual story

## When repurposing video and editing clips for a Web Story:

- Revisit the footage and review it to see the “story” content.
- Next, write a script - a new script.
- Prepare the asset and transform the video into clips (Video clips less than 15 seconds). It’s ok to use placeholders as you work in the editor too.



# How to create an awesome visual story

Considerations for inclusion in your story:



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# How to create an awesome visual story

## Considerations for inclusion in your story:

- Cover image
- CTA
- Vertical video
- Links
- Attachment page
- Continue video clips from page to page
- High-quality media is critical - Unsplash, etc...
- Use alt text on videos and images
- SEO titles - use descriptive titles for web pages SEO (like on posts)
- The background image/video should be center focused.... Cropping will occur.



# SEO

How to make your Web Stories visible on the web.

Do all the same SEO work you would do for any page on your website. Linked from within your website

- Sitemap
- Social media - share links to your stories
- Attach metadata to your Web Story -
- Publisher logo (square - 96 x96 large - w 8px padding for safety))
- Poster (portrait-src - high quality - not text or animations, use 3x4 aspect ratio with a resolution of 640x853)
- Title (Under 40 characters to avoid truncation)
- Publisher (under 20 characters to avoid truncation)
  
- Google's Web Stories test tool: <https://search.google.com/test/amp>
- Link to your Stories within your website and in other websites...
- No need to use /stories in the URL format
- Always add meaningful alt-text
- Use captions for videos! So they "work" when sound is off and great for SEO and accessibility
- Content is King! Providing high-quality content that is valuable and useful to users is KEY!



# Did you know?

Visual information can be processed **60,000 times faster** than text and is easier to remember.

Research tells us that people tend to **remember only 20% of what they read**, while around 37% of the population are visual learners.

<https://www.t-sciences.com/news/humans-process-visual-data-better#:~:text=Visualization%20works%20from%20a%20human.to%20the%20brain%20is%20visual>

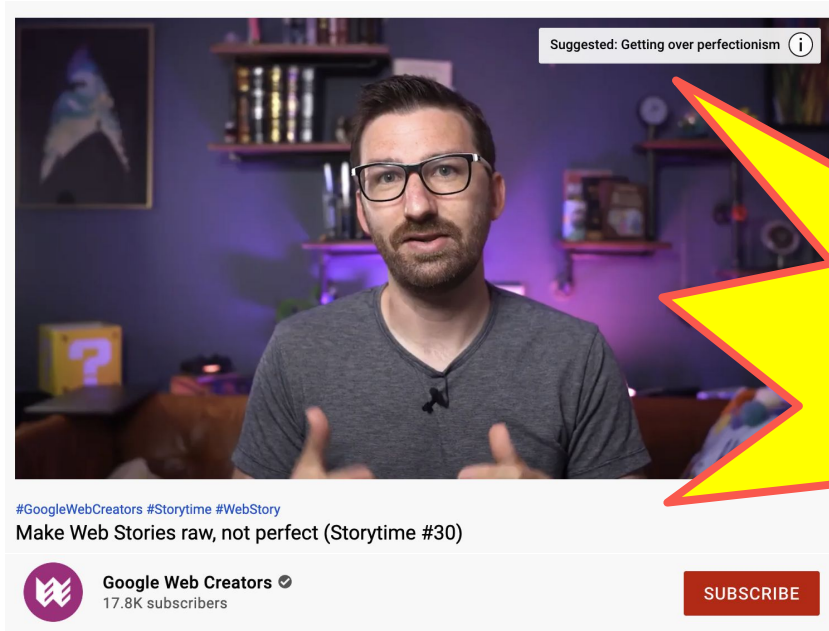


**Keep in mind, the first 2 to 3 pages in your Web Story must convey the merit of your story.**

**Videos make or break a Web Story.**



# Presentation does not = content!



<https://www.youtube.com/playlist?list=PLfVpQ9A6B0RNoQ3HTE9LQzgAdVzcb7tmt>



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**Your stories are surfaced in relevant users' Google surfaces, like Search and Discover.**

**Stories carousel is currently only available in US, India, and Brazil.**



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Who

# Case Study



## Recent Web Stories



Hailey Kinsel, Barrel Racer  
Meet barrel racing's Girl on Fire and the horse that lights the flame!



Debbie Dunning, Actress  
Breaking Down The Breakaway with professional roper, Jordan Jo Faltis



Breakaway Roping  
Breaking Down The Breakaway with professional roper, Jordan Jo Faltis



Wrangler By Pottery Barn Teen  
Wrangler and Pottery Barn Teen have come together to bring authentic western style to your open air.

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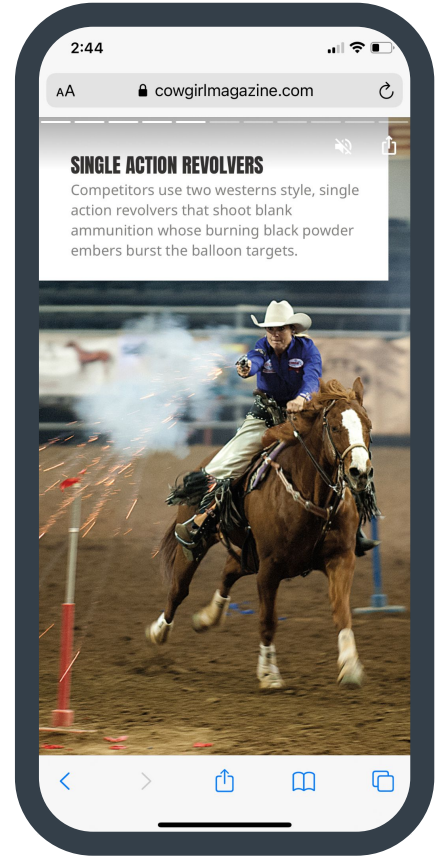


Kenda Lenseigne, Shooter  
Breaking Down The Breakaway with professional roper, Jordan Jo Faltis



Elizabeth  
Breaking Down The Breakaway with professional roper, Jordan Jo Faltis

Giddy Up With These Georgian Spurs  
Cowgirl, you can ride more confidently when you step on some spurs.



<https://cowgirlmagazine.com/web-stories/kenda-lenseigne-mounted-shooter/>



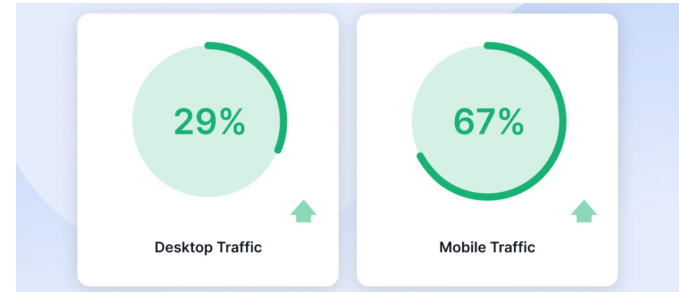
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## Cowgirl Magazine has almost doubled traffic engagement

- They now attract a lot more people from different areas as they are reaching new audiences after implementing Web Stories - thanks to the [team at XWP](#).



Early results

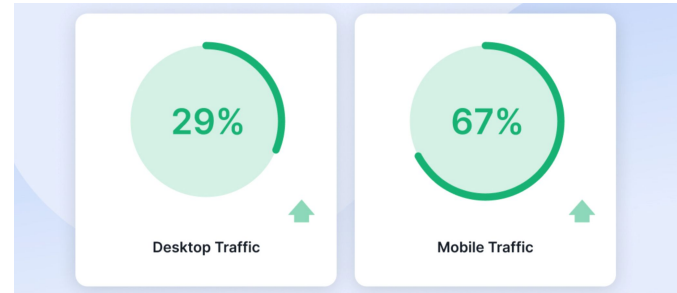
<https://xwp.co/work/cowgirl-magazine/>



@beth breeze

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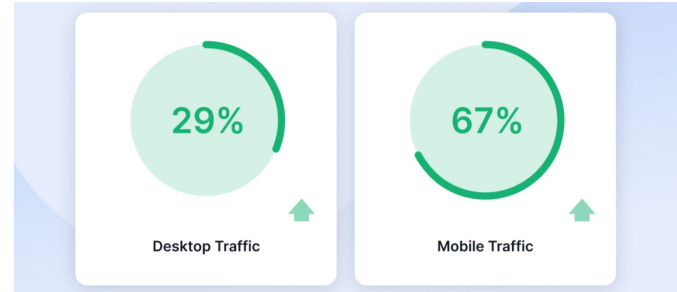


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- Adding Web Stories to their Media kit for monetization with their partners too



Early results

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“Visualization works from a human perspective because we respond to and **process visual** data better than any other type of data. ... In fact, the human brain processes images 60,000 times faster than **text**, and **90 percent of information transmitted to the brain is visual.**”

<https://www.t-sciences.com/news/humans-process-visual-data-better#:~:text=Visualization%20works%20from%20a%20human.to%20the%20brain%20is%20visual.>



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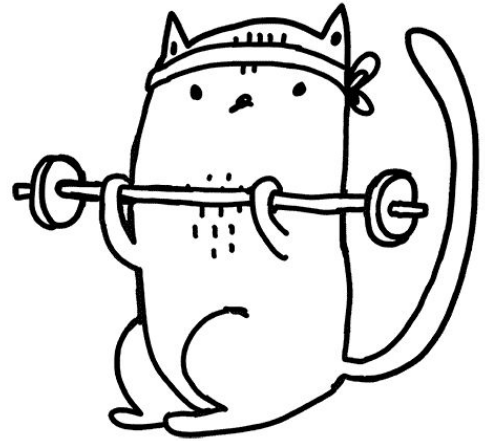


# Crafting compelling visual content isn't easy

To achieve great results like publishers succeeding with Web Stories requires an investment, experimentation, a solid strategy, and also a team of professionals trained to create successful visual content that executes on that strategy. **Video is critical.**

**Media carries the story - not the text!**

The return on investment (ROI) is great but does require tool time, staff resources, and storytelling skills to get **enough quality content published on a regular basis.**



# Thank you!

[www.cathibosco.com](http://www.cathibosco.com)

[www.uxatt.com](http://www.uxatt.com)

[www.rethink.fm](http://www.rethink.fm)

[twitter.com/bethebreeze](https://twitter.com/bethebreeze)

[linkedin.com/in/cathibosco](https://linkedin.com/in/cathibosco)



[Get the Web Stories for WordPress plugin](#)



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