

# WLG Website Tips

## Uploading Content

### [Upload Content](#) | [View Online Content Guidelines](#)

WLG members may upload the following types of content to the WLG website:

- Awards and Accolades
- Firm News (Brief report on significant transactions, cases and other matters in which the firm played a major role, or significant firm announcements including innovative transactions, noteworthy mandates, office moves, new practice areas, etc.)
- Legal Updates (Report on or analysis of major legal developments in your firm's WLG jurisdiction)
- WLG Collaborations (formerly "Success Stories", includes client matters, articles, webinars, or other collaborations on which you've worked with other WLG member firms)

WLG will consider content for spotlights on Practice Group pages, social media posts, and/or inclusion in WLG communications.

### Uploading Content

1. Log in to [theworldlawgroup.com](http://theworldlawgroup.com).
2. **Don't have an account?** [Here are instructions for creating a profile.](#)
3. Click **Upload**.
4. Check that your article conforms to [WLG's Online Content Guidelines](#).
5. Enter a Title, Publication Date, Short Description and optionally, upload a photo. The short description should be descriptive enough to entice readers to learn more.
6. Choose which categories (legal update, firm news, awards, etc.) apply to your submission and the practice groups/areas of interest.
7. Copy and paste your article text or alternatively, upload a PDF (be sure to include author info).
8. Click **Submit News**.

The WLG Staff Team will approve your news submission within 72 hours. Note that the Staff Team may make edits to title and description fields in order to boost keyword searchability on Google. Once approved, your article will appear on the website on relevant practice group and forum pages, on your firm's profile, and in the Knowledge Center.

### Basic Guidelines and Best Practices for SEO Optimization

- All submissions should be in **English**
- Keep titles **less than 40-50 characters** in length
- Utilize **Key Words** in article descriptions
- **Omit abbreviations** in titles and descriptions (e.g, WHO, FTC, CDC, etc.)
- Submission should be **specific to your member firm's home jurisdiction** or an open jurisdiction. [See complete online content guidelines here.](#)

Contact [Hanna Shea](#) or [Tori Drayer](#) with any technical issues or questions. [View a brief how-to video on these instructions for uploading content.](#)