How to write an article that Google will like

In short:
Write an article that **you would read if someone else had written it**: the article must be informative, provide information related to doubts, interests and questions from:

- a client looking for an interpreter or translator;

- a student seeking further **information on our profession** in order to choose their academic path;

- a professional seeking **information on issues they are not familiar with** (e.g. an editorial translator who is interested in consecutive interpreting techniques);

- a professional who wants to **remain up to date**;

- other reasons.

Choose the proper title while bearing in mind that the words in the title themselves help an article appear on Google's search results. If you want to stay creative, add a more appealing subheading, but the title is vital to explain in very few words what the article is about and to appear in the online search results.

Learn how to use bold! The bold font style catches the reader's attention.

Add pictures, but make sure they are not subject to copyright! **Take the pictures yourself**! Or find them on www.creativecommons.org.

Add links to videos.*

Add animated infographics.*

Add external links with further information.

Don't forget the initial presentation string (!) **Author**: visible in all PAP articles with the contact information of the PAP member.

Add what you think you would like to see in an article!

   *** You can choose whether to add them**

Pictures and infographics can be very large files, compress them here: www.compressjpeg.com/it/

Once you have published your article, don't forget to **share it on social media**! Firstly on Facebook, LinkedIn and Twitter. Don't forget specialised Facebook groups.
PAP will be successful if it has many members. When you share an article, **write a brief presentation of our project!**

What is our goal? For your article to rank so high up on Google's search results that clients see it and make a specific request: for example, you wrote an article in Italian on translation techniques related to renewable energy sources. We would like to help you get a call from a client who typed "translator renewables Italian" and found your article and telephone number, directly from Google.

How do you choose a topic? At least one of your articles must be about your **field of expertise**. Say you are an Italian interpreter living in Buenos Aires or Brighton and you aim at becoming/are a literature expert: one of your articles will have to be about simultaneous interpreting at literature conventions of Italian authors in Buenos Aires or Brighton. **You will describe the unusual aspects of your sector, vocabulary problems, you will attach a glossary**, name the authors you have already interpreted for or you would like to in the future. These are no easy articles to write, you can publish a few, while the others can have a more general scope.

Why did we create PAP, Parola ai Professionisti?

We realised that the **demand for translations and interpreting services on the web is on the rise** and we want to seize the opportunity. Moreover, this demand is often met by **laypeople** who offer ever-lower rates. We want to come together and tackle dumping.

Who can write PAP articles?

1) **Full or active members**: well-established professionals and new graduates in Translation and/or Interpreting. All candidates undergo a test for each language of their combination as interpreters or translators.
2) **Passive members**: students are enrolled in **Translation or Interpreting Faculties**, those who do not pass the selection test or who do not have enough work experience yet, or simply any professional who decides to contribute to the project by writing an article, but without becoming a full or active member of our network.

Passive members are welcome (also undergraduate and postgraduate students) and can write articles with their name and surname at the end of them. They will not be allowed to enter the group chat with job offers or write their own professional card. Those who join the group as passive members can ask for their application to be reassessed later on, in order to become an active member.

Come join us!