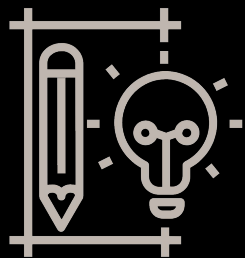




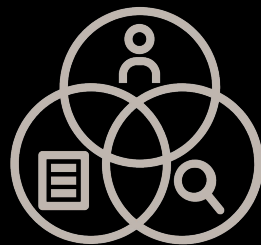
Practical tips for digital publishing

Best practices for publishing online

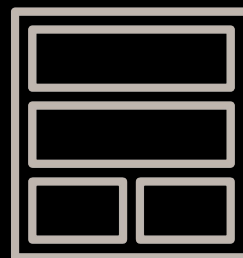
Journey Group is an
independent design company.
We've served clients
and causes since 1992.



Practices



Process



Tools

MAGAZINE

PODCAST

SHOP

ISSUES

FATHOM



ARTICLE

Acidhead: God Took Me Higher

I never could've reasoned or chanted or tripped my way into the absurd glory of the Gospel.

fly With Me
and

READ ARTICLE

Ashley Lande
Ashley Lande



Deeply Curious



Feature | Church Life & Ministry

The Hard Question of Missions

The path to redeeming short-term missions starts with asking ourselves the tough and critical questions.

LATEST STORIES



01.

Plan ahead.

01. Planning

- Involve the whole team
- Trust your instincts
- Optimize as you go
- Forget search and social, focus on subscribers

02.

**Deploy a super simple
authoring tool.**

02. Authoring

- Move your workflow into your favorite productivity suite
- Overhaul your templates once per year (and not in-between)
- Write/edit for screens

Creating



medium.com

Building

Readymag

readymag.com

Sending



mailchimp.com

EXPOSURE

exposure.co

webflow

webflow.com

 **substack**

substack.com

03.

Make good links.

03. Linking

- Use semantic URLs whenever possible
- Create value by summarizing linked content
- Start archiving today

Perma.cc ∞

perma.cc

04.

Use unique art.

04. Standing out

- Most people don't read most of the time—images are a big deal
- Soup up your stock
- Remember the three rule of art direction: *appropriate, consistent, and distinct*

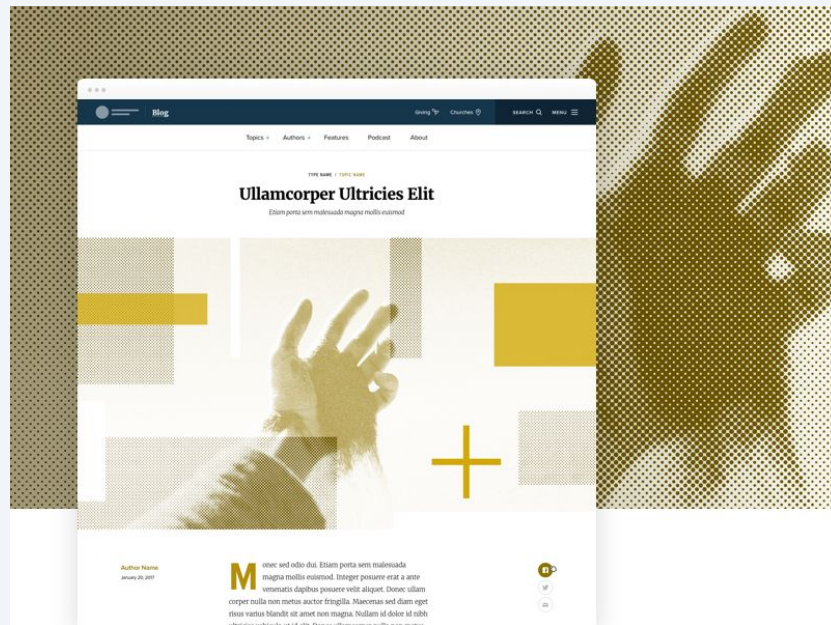
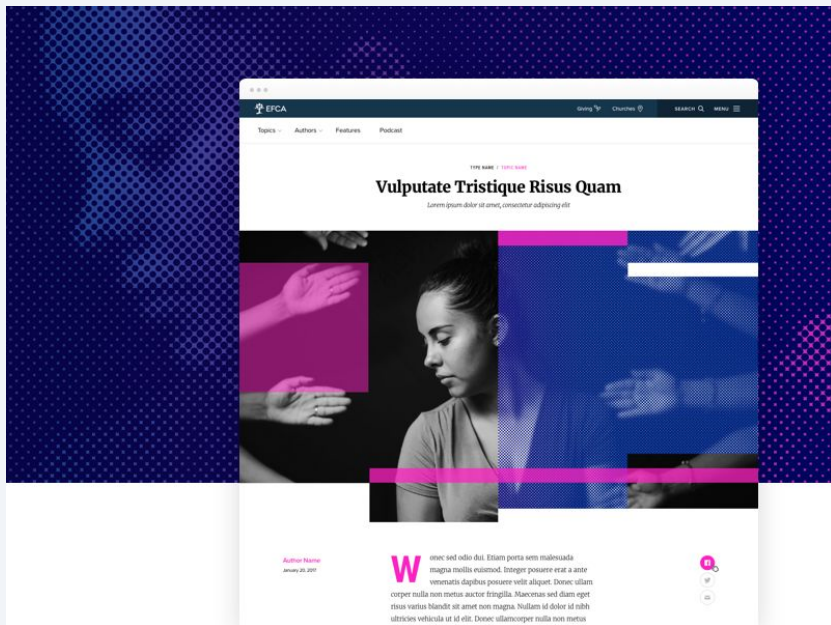


unsplash.com



Duotone

duotone.shapefactory.co







05.

Do more of what works.

05. Edit thyself

- Look at the data
- Single-variable tests are your friend
- Win the inbox, win the day
- When in doubt, leave it out



analytics.google.com



medium.com

Questions?

journeygroup.com

Zack Bryant

zackb@journeygroup.com

zbryant.com

Jeremy Cherry

jeremy.cherry@journeygroup.com

jeremydcherry.com