



ARTICLE TEMPLATE

mtl.org

**TOURISME /
MONTREAL**

Template for articles on mtl.org (leisure website)

Element	Example
<p><i>Title</i></p> <ul style="list-style-type: none"> ✓ Around 50 characters ✓ Clear ✓ Concise ✓ Topic of the article 	<ul style="list-style-type: none"> ✓ 10 places to eat authentic Mexican food in Montréal ✓ The best sports bars in Montréal ✓ A guide to Montréal's parks and green spaces
<p><i>Teaser title</i></p> <ul style="list-style-type: none"> ✓ 50 characters maximum, spaces included ✓ Can be more creative ☒ Do not do Title Case 	<ul style="list-style-type: none"> ✓ The Underground City becomes an art gallery ✓ International stars grace the classical stage ✓ Find your inner light
<p><i>Description (intro)</i></p> <ul style="list-style-type: none"> ✓ Summary of the article in the 160 first characters of your introduction (first sentence) <ul style="list-style-type: none"> ○ May show in a Google search* (see screenshot below) ✓ Use relevant keywords, especially in the first sentence ✓ Mention the specific year when the article is about an event/a specific moment ✓ A few sentences maximum 	<ul style="list-style-type: none"> ✓ A thriving metropolis with a heart of green, Montréal balances big-city comforts and culture with an abundance of sublime parkland. Walk up a tree-covered mountain in the middle of the city, picnic with locals by a fountain, read a book in a city square or snowshoe through wild nature parks – whatever the season, Montréal's green spaces are essential to city life.
<p><i>Section title</i></p> <ul style="list-style-type: none"> ✓ One title per paragraph ☒ No need to put titles in bold 	<ul style="list-style-type: none"> ✓ https://www.mtl.org/fr/experience/guide-parcs-espaces-verts-montrealais ✓ https://www.mtl.org/en/experience/montreal-en-lumiere
<i>Body copy for section</i>	
<i>Section title</i>	
<i>Body copy for section</i>	
<i>Section title</i>	
<i>Body copy for section</i>	
Etc.	

*As stated above, the summary shows in Google Search results:

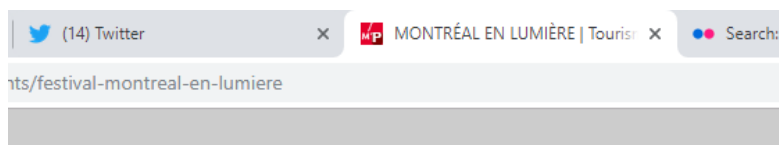
A guide to Montréal's parks and green spaces

21 août 2023 — A thriving metropolis with a heart of green, **Montréal** balances big-city comforts and culture with an abundance of sublime parkland.

Please use

- ✓ Links toward our website (unless the specific element you want to talk about is not on there, like a special event) using the search tool or google site search, by typing this on google (example): site:mtl.org “MONTRÉAL EN LUMIÈRE”
- ✓ Spelling of nouns as written on our website (unless there is a mistake)

Ex: MONTRÉAL EN LUMIÈRE (see tab title below)



- ✓ For articles related to food or restaurants, please write: the name of the restaurant or place, then the paragraph, then the address, and lastly write “Website”, with their fiche, or their website or social media (if we do not have a fiche).

Ex: from this article [Montréal's hidden patios](#) (see image below)

Jardin Nelson

Located right off Place Jacques Cartier in the heart of Old Montréal, Jardin Nelson has a hidden courtyard where colourful flowers and shrubs are set against the building's historic architecture. Complete with singing birds, it's a little corner of paradise!

407 Place Jacques-Cartier

[Website](#)

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[Website](#) 