Category Quiz

General Guidelines

- Create a quiz with multiple questions on a specific subject.
- Quizzes should be engaging, social, shareable and informative without losing conversational flare.
- Pay special attention to the demographic and voice guidelines for the destination site.

Introduction

- Hook the reader with the concept of the quiz. Be engaging, clear and concise.
- Aim for 25 to 50 words; fewer words are also acceptable.

Question Guidelines

- Include a minimum of five questions and a maximum of 20 for each quiz. Questions should be one to two sentences in length.
- Include a minimum of two and a maximum of 15 potential answers for each question.
- Each question and answer combination should be approximately 50 to 100 words.
- Each question includes an optional **"Additional Link"** field to provide a related article published on the destination site. To search the destination site for a related article on Google, precede your search query with "site:"followed by the specific destination site. For example, to search USAToday.Com Travel Tips for articles on Paris, you would google "site:http://traveltips.usatoday.com/ Paris" (without the quotation marks). In the **"Anchor Text"** field, write a brief sentence encouraging the writer to learn more about the topic by clicking the link. Strive for less than 12 words.
- Determine whether your quiz is testing the reader's knowledge or is an assessment and follow the guidelines below:

Knowledge Quizzes

- Consider questions that challenge commonly held ideas or that elicit a reaction from the reader.
- Write answers in either true/false or multiple-choice form, depending on the quiz title, questions and topic. When composing a true/false question, please include "True or False:" (without quotations) at the beginning of the question.
- In the "Explanation" field provide a short paragraph for each question detailing why the correct answer is correct. Provide relevant facts and information on common misconceptions. This field may be optional depending on the nature of the quiz. The "Explanation" should be two to three sentences or approximately 50 to 75 words.
- Indicate in the template which answer is correct.

Assessment Quizzes

- Create questions that will help readers assess some aspect of their lives, personalities, future choices, etc. depending on the topic and title of the quiz.
- Provide answer options one to two sentences in length that offer a variety of choices in response to the question. Focus on encompassing various viewpoints in the answer options.
- Answer options should generally relate to a specific assessment.
- Assign a point value to each answer. Keep answer point values consistent across questions to ensure readers will get the correct assessment.

Conclusion

- Write a 100- to 300-word conclusion displaying the possible results or conclusions for the quiz.
- Keep the conclusion upbeat and encouraging. Avoid passing judgment on the reader's score or assessment.

For Knowledge Quizzes

- Provide multiple conclusions based on the reader's score. Label each conclusion with the score range and separate the conclusions with a paragraph break. Alternatively, provide a one paragraph conclusion that can apply to the user regardless of their scores. Consider the length and topic of the quiz to determine the best approach. This field may be optional depending on the nature of the quiz.

For Assessment Quizzes

Indicate each possible assessment based on the point ranges that were assigned to each question. Separate each assessment with a paragraph break.

Images and Captions

- Choose an appropriate main image that relates to the content of the quiz.
- Include images for each question only when appropriate, unless otherwise directed.
- Choose horizontal images when possible.
- Do not include a caption for any of the images.

References

- Cite external sources and reference any material used for your research. Refer to theReferences/Sources section of the studioD Editorial Guidelines.
- Use credible references. Certain topics may require more research and references.
- Do not use Blacklisted References.

Resources

The Resources field provides pertinent information that expands on the article content. It is separate from the References section, which is used to cite material used as research. Think of this as suggested reading for the audience.

Example

[What's Your Study Style?](#)