WIRED Gear Team Links and Resources

Welcome to the team. Here's a quick cheat sheet to help get to know the teams here and some documents and services you should check out.

Our Tools

A Note on Two-Factor Authentication
Many of our internal systems require 2FA to access them. (All of the software listed above this line, for example.) You'll want to download Google Authenticator, a mobile app, which you'll need to keep handy in order to log in to any Conde Nast system, and our corporate VPN. If you want to use a Yubikey, that's supported too. If you switch phones a lot, you can also use your phone number as a second form of authentication.

Copilot
https://copilot.condenast.io
This is our backend CMS. We use it to publish everything on WIRED.

Slack
https://wired.slack.com/ for WIRED
https://condenast.slack.com/ for Conde Nast
We use Slack for day-to-day convos. Everyone at Conde Nast is on it. You can chat with anyone by direct messaging them. For now, Conde Nast's legal team asks every brand to retain Slack conversations for seven years.   WIRED doesn't love this policy, but it is in place. Be cautious about what you post in Slack. We use Slack a lot remotely, but try to keep very sensitive discussions off Slack as much as possible.   We can Zoom or chat in other ways if needed. Here are some Slack keyboard shortcuts and Tips.
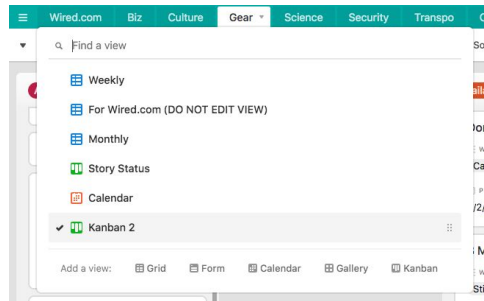
Gmail and Google Drive
We use Gmail, Drive, Docs, and Sheets across Conde Nast for our basic needs. Log in with your Conde email ID to use all of these.

Airtable
https://airtable.com/
WIRED's editorial teams use Airtable to plan what stories are going up, and when. Create a card for any stories you are actively writing/working on in the Gear tab. Include a Copilot editing link in the Link field, and a link to art (via Google Drive) in the Notes field. Add your name, the Gear section, and give notes to others in the Comments section, if needed. You can @ mention others in that field.

When you finish a story, move the card to Available and let your editor know. You can see everything scheduled to go live on the site in the WIRED.com tab. Note that editing filters may change them for everyone on the team. You can, however, edit your View to display info in various ways.

Trello
[Guides & Reviews Planning](#)
This is a board currently used by the reviews team for long-term planning for guides, ideas, article updates, and some event coverage. It's currently set up listing articles we hope to finish each month. Day-to-day workflow happens in Airtable.

SEO Keyword Finder
https://kwfinder.com/
Name: john_shehata@condenast.com | PW: CondeNast!*
We have access to KWFinder for Google keyword research. Keyword research can help know exactly what people are typing to find things on Google, aiding with articles and the SEO headline field in Copilot.

Resources

WIRED's Style Guide
[Here's a link](#)
Please read this over and consult it when you have questions about particular words, etc. You can also reach out to your editor or the Copy Desk in Slack ([#copy-desk](#)) if you have specific questions.

Copilot Special Coding
[Here's a link](#) (never save or publish this doc)
You can copy the code from this doc to make special link stacks or modules in articles. It's a big long list of special coding.

    Keyboard shortcuts to know:
- Command+Option+Minus(-) key = em dash—yay! (never use --)
- Command+Shift+V = Paste from Google Docs without auto formatting (good if you do your own coding in Docs)

WIRED's Ethics Guide Draft
[Here's a link](#)
This guide isn't published yet, but it gives a good idea of some of the rules that govern WIRED.

WIRED Subscription Code
If you need a WIRED subscription or yours has expired, [go here](#) and enter the promo code WIREDONES19. Follow the prompts to register or log in on the next page.

Examples of Articles

- **Reviews** ([Read about our reviews here](#))

- - https://www.wired.com/review/amazon-kindle-2019/
    - https://www.wired.com/review/google-home-hub/
    - https://www.wired.com/review/review-samsung-galaxy-s10/
    - https://www.wired.com/review/review-ipad-mini-2019/
    - https://www.wired.com/review/samsung-galaxy-buds/
  - **Buying Guides:** Typically written in the standard article template or Gallery template.
    - https://www.wired.com/story/best-smart-speakers/
    - https://www.wired.com/gallery/best-pizza-ovens/
    - https://www.wired.com/gallery/best-bluetooth-speakers/
    - https://www.wired.com/gallery/best-mattresses/
  - **How To / Advice**
    - https://www.wired.com/story/how-to-make-your-home-energy-efficient/
    - https://www.wired.com/story/10-surprising-things-you-can-do-with-your-nintendo-switch/
    - https://www.wired.com/story/how-shop-safe-amazon/
  - **Weekend Deals Roundup**
    - https://www.wired.com/story/weekend-tech-deals-garmin-dell-apple-and-more/
    - https://www.wired.com/story/best-android-phone-deals-weekend-bargains/
    - https://www.wired.com/story/weekly-deals-beats-iphone-se-razer-and-more/
    - https://www.wired.com/story/best-easter-sales-for-2019/
    - More here: https://www.wired.com/tag/deals/
  - **Other Kinds of Deals Posts**
    - https://www.wired.com/story/jbl-link-20-speaker-deal/
    - https://www.wired.com/story/lg-b8-c8-oled-deals/
    - https://www.wired.com/story/ipad-deals-for-april/
    - https://www.wired.com/story/amazon-prime-fire-echo-cloud-cam-deals/
    - https://www.wired.com/story/samsung-galaxy-s10-deals/
    - https://www.wired.com/story/best-ps4-bundles-deals-cheap/
    - https://www.wired.com/story/sony-playstation-classic-cheap/

Commerce Tracking, SEO, and Holiday Guides
Conde Commerce Event Recommendations
Conde SEO Event Recommendations
2019 Tentpole Sales Events Tracking
WIRED Commerce Revenue Tracker
WIRED SubID Tracking Sheet
These guides may not be up to date, but can help with some basic recommendations if you're writing pieces about specific events.

Retail (Affiliate) Linking Info

Retail Linking & Disclaimers
We keep readers as priority number one when writing all stories and guides, but since we are the chief product reviewers at WIRED, we're also responsible for affiliatizing links, or adding some code to them so WIRED can sometimes get a small cut of revenue from any sales that happen. Whenever you link to retailer buy pages, you'll want to make sure the link is affiliatized (if possible) and the link has a {: rel=nofollow} tag.

We also always disclose affiliate links (AKA commerce links, retail links) to readers using this disclaimer:

When you buy something using the retail links in our stories, we may earn a small affiliate commission. [Read more](https://www.wired.com/2015/11/affiliate-link-policy/) about how this works.

The disclaimer is automatically appended to reviews, goes at the end of the intro for articles that heavily feature retail links like buying guides (galleries) and deals posts. If a post is not intended to be about product recommendation, the disclaimer can go at the end of the article, just above the link stack.

Affiliate Linking

Clean up messy, long retail URLs: You'll notice that a lot of links may look like this "https://www.amazon.com/Moto-G7-Power-Unlocked-Warranty/dp/B07N929X4V/?creativeASIN=B07N929X4V &linkCode=w61&imprToken=pnqHLkImdkEiaYOXQF1aiw&slotNum=5&tag=w050b-20" when you grab them from your browser URL bar. Every site is different, but you can always shave them down. For instance, this URL can be shrunk to "https://www.amazon.com/Moto-G7-Power-Unlocked-Warranty/dp/B07N929X4V/".

Logins: You should have an individual login name and password for any service where the username and password isn't listed here. If not, talk to @JVC to get set up.

Automated Affiliate Linking

- **Amazon:** All Amazon links will auto affiliatize on WIRED.com. An affiliatized link will have "&tag=w050b-20" appended to the end. If you're putting an Amazon link in an email newsletter, you have to manually add "?tag=wirednl-20" to URLs.
- **Skimlinks:** Most other retailers also auto-affiliatize on WIRED.com through Skimlinks. To check whether a retailer is in our network, go to the Merchants tab of the Skimlinks hub. You will have to use the Toolbox Link Generator in Skimlinks to make links for newsletters.

Manual Affiliate Linking

Official Affiliate Linking Guide (For More Detailed Instructions)

When we link to products from the retailers below, we have to manually affiliatize our links, create or paste in a custom SubID/U1 tracking phrase for the article, like "bestpizzaovens", and then enter the URL and SubID into our SubID spreadsheet. It's annoying and tedious, but it's life.

- **Rakuten:** Walmart and Nordstrom go through Rakuten. Navigate to the *Links > Deeplinking* tab, select a store, paste in your URL, enter/create a SubID/U1 value for your article, and hit *Create Link*.
- **Avantlink:** REI.com links go through Avantlink. Navigate to *Ad Tools > Custom Link Builder > Create*, enter the URL and SubID (Custom Tracking Code) value for your article, and hit *Create Link*.
- **Impact Radius:** Apple, Lenovo, Allswell Mattresses, and Casper mattress links go through Impact. There's a *Create a Link* box in the upper right of the homepage. Hit the blue *Advanced*

link, then enter your retail link URL, custom SubID code for your article, and hit *Create*. Login: WiredCommerce | PW: wiredimpact1!

- **Partnerize (PHG):** HP links go through [Partnerize](). Navigate to *Content > Tracking*, select your retailer on the left, paste your link in the *Deeplink* field, and put your SubID in the *Pubref* field. Then copy the *Tracking link*. Username: Condenast | PW: CNxFarFetch18!
- **CJ:** Dell and Google Express links go through CJ. You have to make a bookmark in your browser to do it. Select *Add new bookmark* from the dropdown. In the Name field add: *CJ Deep Link.* In the second field input this code: *javascript:(function(){document.body.appendChild(document.createElement('script')).src='https://members.cj.com/member/publisherBookmarklet.js?version=1';})();* Hit Save and the tool should be added to your bookmarks. Login with your Conde email and the password "CNcommerce1". Be sure to customize your SubID in the Settings gear icon.

Where to Find Deals (and some other links)

- [Deals from Brad]() (Added each Thursday)
- [Aggregated lists of Deals]() (auto updates)
- [Slickdeals]()
- [Amazon Device Deals]()
- [Tech Offers on CJ]()
- [Newegg Promotional Calendar]()
- [WIRED's 2018 BF/CM Coverage]()
- [Amazon Prime Day 2018 Deals]()