

# Style Guide for The Traveling Tea Tavern Chronicles

**All newsletters should follow this format.** Note that it is optimized while also maintaining the Tea Tavern brand and tone.

Information architecture is *extremely* important. Whether something is an H1, H2, and *where in the document a section is placed* impacts SEO, GEO and AEO.

1. **Quest Introduction**
2. **Quick Answer**
3. **Traveler's Notes**
4. **Main Chronicle**
5. **Traveler's Tip** (optional callout)
6. **Frequently Asked Questions from Fellow Travelers**
7. **Sources & Further Reading**
8. **Traveler's Invitation** (CTA)

That consistency builds reader expectations, strengthens the Tea Tavern brand, and makes every newsletter inherently optimized for SEO, AEO, and GEO without having to reinvent the structure each month.

Always include SEO & Schema **in seperate document formatted for Tavern Master's ease of use.**

**Use common naming conventions of prior editions.**

**Newsletter:** Month Year Newsletter

**SEO & Schema Doc:** Month Year SEO & Schema

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