



March 15, 2023

Opinion vs Advice, Converting to GA4, and the Government Knows Where You Are

Hello Ruth Ann,

I've been thinking about how writers should be transparent when content veers from advice or facts into opinion or editorializing.

Bloggers can create categories and tags to clarify this. Newsletter writers should try to keep a consistent path and tone and note when they're switching gears. I limit this newsletter to writing advice and news related to writing and SEO.

In case you were wondering, the FBI has admitted it's been tracking certain people, using data many of us freely provide through apps and point-of-service transactions.

On that note, have a fabulous Ides of March!

Ruth Ann Monti

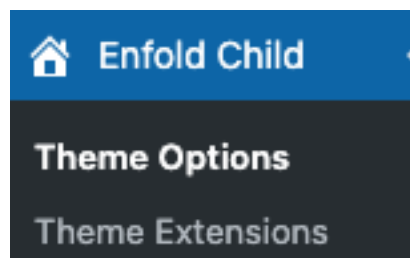
Writing Tips

You don't need to turn on a cable news show to know that the line between opinion and journalism is very thin. This blurring of news versus editorials is finally catching up to at least one media group.

Do your audience a favor and be honest with them - tell them when you take off your usual hat (advice, news) and switch over to opinion or editorializing.

This is easier for blogging. Every time you start a new post, you'll see prompts to add or create one or more topical categories. You can take it a step further and add tags to describe the subject(s) covered.

Be sure the categories appear on the live posts. You may need to go into the blog settings in your theme options to do this. Here's how it looks with the WordPress Enfold theme I use:



Related Entries

Disable related entries

Choose if and how you want to display your related entries are based on tags. If a post does not have an related entries will be shown)

Blog Meta Elements

You can choose to show or hide some of the default blog meta elements here:

Blog Post Author <input type="checkbox"/> Check to display	Blog Post Comment Count <input type="checkbox"/> Check to display	Blog Post Category <input checked="" type="checkbox"/> Check to display
Blog Post Date <input type="checkbox"/> Check to display	Blog Post Allowed HTML Tags <input type="checkbox"/> Check to display	Blog Post Tags <input checked="" type="checkbox"/> Check to display

[My Content Services](#)

SEO/Content News

If you (or a loved one) uses Google Ads, be advised that as of March 31, Ads will only work with Google Analytics 4 (GA4), [Search Engine Journal](#) reminds us.

You can opt out by contacting AdWords. However, GA4 conversion isn't as tedious as you might expect.



geralt/Pixabay

Like anything with Google, nothing is entirely straightforward, but I could convert without too many problems. Here's a [helpful conversion guide](#) from our buddies at Monster Insights.

You Aren't Paranoid After All

Do you worry that you're being tracked? Do people laugh at you when you bring this up?

Not that this is much solace, but you're right. The government *is* tracking some of us, and it's probably getting data from private consumer-facing companies.

[Wired](#) reported on March 8 that FBI Director Christopher Wray acknowledged that the agency had purchased US location data "for a specific national security project."

The FBI is not currently buying such data, he added.



"I will find you!" -
ArtisticOperations/Pixabay

The Department of Homeland Security is rumored to have purchased geolocation data from private firms.

How do firms get these data? It's collected by electronic payment processing tools and apps that track your location.

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