DEFINE BLOG

INTRODUCTION

SYNOPSIS

- Definition of blog
- Purpose of a blog
- > Structure of a blog
- > Types of blog
- **Examples of blog**
- Benefits of Blogging

DEFINITION OF BLOG

- Blog is a kind of website. It's a discussion or information site.
- It's a personal diary that people shared online.
- This is a Word Wide Web source.
- Basically, it's a shortened version of "Weblog".
- The posts are typically exhibited in reverse chronological order.
- It's a platform to share an individual subject with a group of writers.

PURPOSE OF BLOG

- Blogging for business
- Blogging for projects
- Blogging for earning money
- Blogging for personal use
- Blogging for connecting to the relevant audience.

STRUCTURE OF A BLOG

Each and every blog has a separate and standard feature and structure.

The common features of a typical blog will include,

- Header with the menu or navigation bar.
- Main content area with highlighted or latest blog posts.
- Sidebar with social profiles, favorite content, or call-to-action.
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

Basic blog structure

Header

with the menu or navigation bar

Main content

with highlighted or latest blog posts

Sidebar

with social profiles, favorite content, or call-to-action

Footer

with relevant links like a disclaimer, privacy policy, contact page, etc.



TYPES OF BLOG

Personal Blogs

- Collaborative Blogs or Group Blogs
- Micro Blogging
- Corporate and Organizational Blogs
- Aggregated Blogs
- ✤ By Genre
- By Media type
- ✤ By device

EXAMPLES OF BLOGGING

- \circ Food Blogs
- Entrepreneur Blogs
- Technical Blogs
- Travel Blogs
- Parenting Blogs
- Personal Development Blogs
- Money Blogs
- Mommy Blogs
- Adventure Blogs
- Fitness Blogs
- Word Press Blogs
- Photography Blogs

BENEFITS OF BLOGGING

- Promotion of Self-Expression
- Sharpening Creative Thinking
- Improving Writing and Communication Skills
- Get good information

CONCLUSION

The world is so careful about internet safety. So, the blog is to expand a student's mind in different ways. It also provides several benefits. In this online journal, you could talk about your daily life or share about things that you were doing. Then, people saw an opportunity to communicate information in a new way online.



What is Content Writing?

Content writing is writing about any topic given by the client for the goals set by the client. For example, one can write articles for a website's blog to highlight the main service of that website. This type of content writing achieves the goal of adding more information about that service in that website, plus adding new and good content to that website gives a boost to its traffic as well.

The job of a content writer is to write good content as per the requirements given by the client and suit their needs. If I'm asked to write an article for a client's website highlighting the automotive industry in today's ecommerce era, I would research the automotive industry, ecommerce trends in India, general buying/selling trends in India, and anything that can help me write an informative piece of content. I'll use this research to draft a piece that suits the needs of the client, which can be about increasing the authority of the website on the said subject matter. I'll use relevant images and keywords to make this piece SEO-friendly, because after all my piece is going to be online. And I'll submit it to the client after formatting it properly. Maybe someone else will put their name on my piece once it's online, but I'll be happy because I know that it came from me. Not feeling bad about your work credited to someone else is another job of a content writer :)

Content writing can be defined as the form of online writing which is closely linked to web marketing campaigns meaning creating the writing which appears on websites that are designed to sell or promote a specific product. The act is professionally performed by content writers who work according to the brief provided by a client. The writers are professionally qualified individuals who create pages keeping in mind SEO.

SEO content writing

SEO content writing is a content writing where pages are created keeping in mind SEO algorithms. SEO friendly pages get place easily on search engine results pages (SERPs). SEO content writing is a form of writing that helps websites become more visible to major search engines, including Google, Yahoo and Bing. A highly visible website with good content appears on the first few pages of results when someone searches for that topic.

Primary job of a content writer

With the passage of time, the demand for skilled web content writers has increased. This is because quality content often translates into higher revenues for online businesses.

Companies depend on content writers to perform several major tasks:

 \cdot Create content that allows the site visitors to get the information they want quickly and efficiently.

 \cdot Create content pages and other pages which are SEO friendly

 \cdot Produce content to entice and engage visitors

 \cdot Ensure efficient and focused web content gives readers access to information in a user-friendly manner.

 \cdot Create or copy edit to inform the reader

Content writers typically create content for the Web. This content can include sales copy, ebooks, podcasts and text for graphics. Content writers use various Web formatting tools, such as HTML, CSS and JavaScript, as well as content management systems to help create their work. Content writers produce the content for many different types of websites, including blogs, social networks, e-commerce sites, news aggregators and college websites. Aside from writing content, these writers might also be responsible for making sure the sites' pages and content connect. They're also responsible for setting the overall tone of the site. Content writers accomplish these tasks by researching and deciding what information to include or exclude from the site.

Clients expect content writers to not just be masters of languages but also great communicators. You need to be creative, persuasive and also SEO friendly (if you are writing for the digital medium).

As a content writer, you could be doing <u>website content writing</u>, <u>SEO content writing</u>, <u>Blog</u> <u>Writing</u>, or simply <u>article writing</u>. When taking up any of these have a clear brief from the client, or send in a questionnaire. It is also handy to ask for reference points.

For SEO writing, be aware of the keywords that need to be incorporated. Ask the SEO advisor about the keywords density and guidelines.

Article Writing can be on any theme or topics. It is again important to understand client expectations. Of course, write it for humans in the sense that users want to read it, spend time on the article and share it on social media.

Writing in a Hypertext Environment

What is hypertext?

Hypertext is simply a non-linear way of presenting information. Rather than reading or learning about things in the order that an author, or editor, or publisher sets out for us, readers of hypertext may follow their own path, create their own order-- their own meaning out the material.

This is accomplished by creating "links" between information. These links are provided so that readers may "jump" to further information about a specific topic being discussed (which may have more links, leading each reader off into a different direction). For instance, if you are reading an article about marine mammal bioacoustics, you may be interested in <u>seeing a</u> picture of a dolphin. Or you may want to Mear the sound it makes (~80K). Or you may even be interested in seeing <u>what a marine mammal sound "looks like" in a spectrogram</u>. You might even want to <u>find out more about sounds made by other animals in the sea</u>, thus leading you on a completely different, detailed path.

As you can see by these examples, this medium is not limited simply to text. It can incorporate pictures, sound, even video. So it presents a multimedia approach to gaining information--hypermedia.

Why use hypertext?

Because in general, humans learn better associatively. That is, we are better able to figure out material if we are allowed to move at our own pace, investigating that which interests us, and stimulating more senses through multimedia.

As Bush says in "Classic Technology," "All our steps in creating or absorbing material of the record proceed through one or the senses--the tactile when we touch keys, the oral when we speak or listen, the visual when we read. Is it not possible that some day the path may be established more directly?"

Also, hypertext operates very similar to the way our brains do--in a series of networks, or associations--as opposed to a linear path. "Hypertext software provides for the human element in the management of information...Since hypertext analogizes the way our minds normally work (that is, not in a straight line but in several dimensions at once), hypertext can be considered a thought machine. Some have claimed that the hypertext idea is one of those crucial ideas in intellectual history, akin to the development of the printing press of the computer itself" ("Manage Information the Way you Think." *Home-Office Computing*, 11/88).

The ability for people to learn more, or at least learn more pleasurably through hypertext, has been demonstrated again and again through testing. Researchers at the University of Texas Medical School at Houston, for example, created self instructional electronic texts on aplastic anemia, and compared students who used the electronic texts to those who used traditional learning methods. While test scores showed no significant difference in retention, time spent in study of the multimedia program was on average 15 minutes longer than for the syllabus. "Evaluation responses by the students were extremely positive and indicated a desire to have electronic texts available for required courses" ("Interactive Computer Based Programs," 1994).

And in two separate studies, learning disabled, remedial and regular education students were separated into three groups: lecture, lecture/computer study guide, and computer study guide. Results indicated that while the two latter methods were as effective as lecture, posttest and retention test scores were higher for computer study guide group ("Hypertext Computer Study Guides," 1990).

How to write for hypertext

For writers, whose job is to create order and meaning for readers, the medium of hypertext might at first appear to be disappointing. The readers are left to organize the material to suit them, making them in a sense, co-authors of the piece. In some advanced hypertext systems, the reader may even "add" to the document, making links to their own work, or tacking on comments. What purpose then, does the writer serve?

Believe it or not, writers do not have to relinquish all their control over a document when they enter the realm of hypertext. Rather than handing over the controls to an inexperienced pilot of information, it is the writer's job to make the destination extremely clear so that anyone could find it. At the same time, the writer should also anticipate any needs the user may encounter.

It is the same thing as writing a persuasive argument, where the writer must consider ahead of time all the arguments that may surface and provide beforehand suitable counter-arguments. Except in hypertext format, instead of holding your reader by the hand and dragging them step by step towards your irrefutable conclusion, you must have all arguments, all counter-arguments ready at all times.

This, of course, makes it very easy to end up with a confused, disoriented reader. There is that inherent danger--that your reader can become so side-tracked with ancillary information that they lose interest in or even track of where they begun. Paradoxically, it is also the joy of perusing information in hypertext.

So the dangers of disorientation are not always so devastating for the reader. It simply means that something has caught their attention--just not the same document they began with. However, there are going to be readers who will want a more linear approach, or may be looking for a specific piece of information, and will want to move directly and easily to it.

Herein lies the first and perhaps most important challenge to the hypertext author: organization. Maintaining that balance between control and using the hypertext format to its full potential takes careful planning--and the open-mindedness to recognize valuable links when you stumble upon them. The other categories that follow simply provide some guidelines in writing for hypertext, dealing with the most basic elements of writing: style, content, and audience (yes, you do have some control over audience!).

1) Organization

While readers do develop their own methods of moving about a series of documents, the author does create the master plan of a piece. Where the author provides links or doesn't, what content is left in or left out, and the placement or prominence of content (will it be encased in a "main text," or will it be located "outside" the main document in a link?) all contribute to the organization and impact of a piece.

Greg Stone, Director of Publications at the University of Massachusetts Dartmouth and codirector of the university's Advanced Electronic Communications Project, likens the approach to journalism. The reporters and editors are always making subjective judgments about what is more important. Now, the reader has control over that. According to Stone, the author is essentially saying, "This is really more important than that, but if you really think that's important, here's a link to it."

So you can present your information dominantly with links to "not so important" related material. Even if you do place "important" information in a separate link (either because it's a stand-alone piece, or simply too big or long to include with the original document), you can make that link pronounced in several ways. You could either place it in a dominant location in the text (at the beginning or end or by itself--much like the critical areas of other writing), or draw attention to that link by bringing in graphics or another attention-getter. Again, it still relates to other forms of writing in that you're trying to interest your readers, only now you have a multimedia format at your fingertips to draw in an audience.

2) Style

Rhetorically, a hypertext writer's style should still be generated for the intended audience. But the writer should also keep in mind the limits of readers' electronic capabilities. Most people accessing information will be doing so from networks with 9600 or even 2400 baud modems. The speed of their computers will vary, but you can bet that most won't be working from exceptionally fast mainframe computers. Because of this, large sized documents with long download times will not be appreciated. Neither will exclusive graphic displays bode well with users on a non-graphical browser (such as LYNX, which most students at UMass Dartmouth use to get into the university's server). A good example of this problem is *Wired* magazine's on-line publication, *Hotwired*. Anyone without a graphical browser just won't be able to view their main menu page, which consists of a brightly colored calypso graphic, "mapped out" for different sections of the magazine.

Keeping this in mind, authors might want to consider breaking up very large files into smaller ones. Or, in the case of graphics or audio, provide the user with alternatives: a smaller document with a shorter video or low resolution picture, and for those who think the final product will be worth the wait, a full-fledged longer movie or high resolution graphic.

The concept of breaking down information into smaller, easier to manipulate pieces is also important when considering the medium it will be viewed in. Text on a printed page and text on a scrolling screen are very different: it is much more difficult to orient yourself geographically in a scrolling document (to relocate information, or just to find your spot) than on a page. We tend to remember, if not on which page number, at least where on a page certain passages are located. This is not the case for a scrolling screen. Therefore, the hypertext writer might want to consider breaking up text into smaller pieces and linking them together, or providing internal links that divide the document into categories that the reader can easily jump back and forth to.

These links are very important. They provide easy access between documents, so users can jump from one document to the next, but still be assured that they can get back to the original point of entry. However, don't break the piece up too much so that the users have to plow through several "menus" before they get to the final product. They may get impatient and lose interest.

If your hypertext project is meant for advertising or marketing, you might also want to consider "branding" your document. According to Andrew Fry, "Branding reminds your audience that they are within specific boundaries. It is because of the modular, free flowing nature of global hypermedia that branding is so important. You want your audience to know where they are so they can get there again, and not only through one specific entry point" (<u>"Publishing in the New Mass Medium,"</u> 10/94). Branding, to a small extent, seems to counteract the goal of the web--presenting a seamless world of information accessible by free association. But it is a necessary element if you are to have your audience associate the page they are viewing with your organization or product.

Branding is accomplished by creating a very tight series of inter-document links, and by maintaining a set style guide for all the documents within the piece. Fry also calls for maintaining a mood and a common bond across several media documents.

3) Content

The amount of competition on the web is nearing that of the print medium. In January of 1993, there were 50 known web servers providing hypertext information. By October, there were more than 500. By June of 1994, there were 1,500. And obviously the list is still growing.

Which makes content even more important--yours should be interesting and accurate. And it should maintained and kept up to date. Because a new copy doesn't have to be printed out for each reader, there's no reason for him or her to wait around for a "new, expanded and revised" edition of your work.

Again, be sympathetic to the limits of your reader's electronics. Keep documents to a reasonable size for downloading. Test documents by downloading them yourself. If an

element is exceptionally large, perhaps provide smaller and larger versions for the user to select from. Gratuitous graphics, such as "buttons" that open up into pictures that you must press again to move on, should be avoided--at least until the speed of hardware catches up.

4)Audience

Writing for the web is certainly much different than writing for print. Instead of writing and submitting an article for "Chronicle of Higher Education" intended only for subscribers, publications on the web may be stumbled across by anyone with access to them.

However, you do have a small amount of control over your intended audience. Just as the placement of books in a bookstore herald a certain audience (for example, the cooking or "how to" section of a bookstore), so too does your placement of documents on the web wave a red flag at an intended audience. Careful selection of which "pages" you link your work to will help to define your audience. For example, if you write a column on amateur astronomy, you might want to link it to an astronomy page like Shoemaker-Levy's (if they will allow you access), or to a university's astronomy department.

And although initially you can't determine without a doubt who will read your work, the web allows you to track how many people come to "check out" your page. The database will also show you where in the world these readers are coming from (another determinant of audience), and the peak times of readership. This is definitely an advantage over the print medium, where you can only guess who your readers are.

In determining the success of your work, this ability is extremely valuable. You might even experiment with different links and strategies to see if readership improves or declines.

Finally one very important element that you might include in your creation is the capability for audience response. This audience interaction creates an "information community," according to Andrew Fry, much like building an audience for a television network or increasing circulation for a newspaper. Providing the ability for the audience to e-mail the authors, submitting to the final publication, and creating bulletin boards where readers can discuss topics (for example, *<u>Time</u> magazine on-line provides bulletin boards for readers), add to this sense of community and connection. This sense of connection can help develop a following of dedicated readers.*

Avoiding Plagiarism

Plagiarism is not just unfair to other writers, it's flat out illegal. You want to offer quality information that your readers can't find elsewhere. That doesn't mean the only way to offer quality content is by coming up with totally original information. Just be sure to build on what you find out there in the wide web, either by adding your own experience or curating additional content from others (and linking to the original source, of course).

You probably don't want to have an entire post of direct quotes. So, how can you safely move from those quotes to your own words without plagiarizing? Here are some tips:

- **Take Your Time**. Just like when you were in school, plagiarism happens most often when a deadline is fast approaching and the writer doesn't have the time to put in careful work. Give yourself enough time to research, write, and rewrite every time.
- **Read Multiple Sources**. Don't just read one source for background. By reading many different sources, you will be able to combine all that information into content that is not only original, but also informative and useful.
- Link Liberally. Don't be afraid to include multiple links within a post. If you're borrowing or building upon ideas, link to the original author's work. Doing so can also increase the likelihood the original author will engage with you since you're directly linking to their post.
- Paraphrase. Again, just like in high school put what you just read in your own words. Then reread your post against your sources to make sure no one else's words slipped in. And remember, there is a fine line between paraphrasing and plagiarism. If you think you're anywhere near that line, make sure you throw in a link to your source.
- **Multiple Drafts**. Composing multiple drafts is not just a way to avoid stealing other writers' words. It also polishes your own words, making your post more coherent with each revision.

Nick Schäferhoff is an entrepreneur, online marketer, and professional blogger from Germany. He found WordPress when he needed a website for his first business. He talks about Plagiarism and its nuances as follows:

Plagiarism: what it is and isn't

"Plagiarism:

An act or instance of using or closely imitating the language andthoughts of another author without authorization and the representation of that author's work as one's own [...]." – <u>Dictionary.com</u>

As can be gleaned from the definition above, at the core plagiarism means **representing someone else's work as your own**. In terms of web publishing and blogging, this can take several different forms:

1. Complete plagiarism

This is the definition of content scraping. the most obvious case of plagiarism and copyright infringement. It means people will take entire articles and other content from someone else and republish them on their own website without asking for permission or giving attribution. Once your blog or web presence reaches a certain size, you will definitely have to deal with this.

2. Partial plagiarism

This form involves a little more effort, yet is just as uncool. Partial plagiarism is when someone take sparts of your content (entire passages, half a blog post) and then intersperses it with their own writing. Still not your own work!

3. Lazy plagiarism

This form is what many people on the web are guilty of. It happens when central ideas and phrases from someone else creep into your work and is often the result of sloppiness, copying and pasting material from different sources and failing to create something entirely unique. This can be done as much intentionally as by accident.

Ok, but what is not considered plagiarism?

On the other hand, the charge of plagiarism does not apply when you cite information that is common knowledge, generic, and widely available. If you read a piece of info in several sources or if it's something your readers are probably already aware of, there's no need to divulge the source of your knowledge.

An easy trap to fall into

First of all, let me calm you down a bit: When writing an article or creating content for the web, it's completely normal to go and do research on what is already out there. In fact, it's a mandatory step in the writing process. Unless you are already an expert on your topic, you will need source material.

However, with the overabundance of existing information it can sometimes seem like everything has been said before and that there is nothing new to add to the conversation. Plus, depending on your niche, there are only so many topics to go around.

As a consequence, parts of your content will always be based on what other people have written before. In fact, <u>The Skyscraper Technique</u> does so on purpose by taking other people's content and making it insanely better (and it works).

But that is also where the problem lies. The pressure to create high-quality content in combination with an overabundance of existing resources creates a challenge for those of us trying to come up with unique material. Pair that with time constraints and it's a recipe for inadvertent copying. And that's really not a good thing.

Why you should avoid plagiarism like the plague

Plagiarizing someone else's work is, in short, unprofessional.

Why? Because first of all, we actually care about what we do and take pride in the content we provide to our clients and readers, right? Right. I knew you were with me on that one.

Secondly, we have reputations to maintain and brands to build. We are professionals, damnit, and want to be perceived as such! Nobody likes a content spinner and we sure as hell don't want to be one.

Thirdly, Google dislikes plagiarism as much as everyone else. Only they call it duplicate content and will punish your site for it. Not good for organic traffic.

Plus, there is the small matter of copyright infringement which can, at times, lead to legal issues. With the Internet and bloggingsphere being what it is, this doesn't happen all too often, however, it is a possibility.

Lastly, and most importantly, passing off someone else's work as your own discredits the hard work that your predecessors have put into it. I wouldn't want my blog post published under someone else's name. Not when creating it cost me several hours of my life!

How to avoid plagiarism in your content

So, how can we keep ourselves from copying someone else in order to protect their ingenuity and our own reputation? Here are a few tips that should help keep you on the righteous side of content creation.

1. Take your time

Plagiarism often happens with a looming deadline and when you need to get the next piece out of the door quickly. Therefore the first step is to plan enough time for the writing process. Make sure you have a buffer to edit and double check your content so that you don't keep anything in there that you didn't write yourself. Here is a <u>content creation process</u> that might help.

2. Keep track of sources

If you use information from someone else, note it down. Better yet, create a link to them while writing or include the link in your draft. That way you stay aware of what is your own scribblings and what is the writing of other people.

3. Read more than one source

The danger of plagiarism also looms when you limit yourself in your research. If you base all your ideas on one other piece of content, you easily run the danger of adhering to its structure, phrasing, and other identifiable characteristics. So, read broad and learn as much as you can.

4. Quote

"If you simply want to lift the text verbatim from your resource materials, you can blockquote the text on your blog post and place a link back to the site or online resource you got it from." – <u>Bloggingpro</u>

See what I did there? When using someone else's words, make sure your readers know where they are coming from.

5. Attribute

The same goes if you plan on including an original idea or point from another source. Even if you express it in your own words, be so kind as to shoot them a link. This does not only free you from the charge of plagiarism but is also <u>a good idea in terms of SEO</u>.

6. Paraphrase

If you are spreading information that does not need to be attributed to anyone (because it is common knowledge), make sure you paraphrase and rewrite it. Keeping the same language or phrasing will only get you punished for duplicate content, remember?

7. Check

Finally, the best way to make sure you didn't plagiarize in your article is to check. That does not only mean editing your content until it is completely unique, but also running it through a content checker such as in the list below. They will compare your writing to available web sources and tell you whether your content can be considered as duplicate or plagiarized.

Free and paid content checker tools

Use these to sweep your content before publishing it. It only takes a few minutes but can save you a lot of headache down the road.

1. Plagiarism checker by Small SEO Tools

This is a free tool that will run your blog post through Google, phrase by phrase, and give you a score on its uniqueness. It takes a little while to perform the check if you write longer content, but the sweep appears to be quite thorough.

2. WorldEssays Plagiarism Checker

WordEssays is another free content checker. It can be used for five sweeps per month without a membership. It worked very well in my test runs and successfully listed all sources of the scraped content I put in there.

3. Grammarly

This is a paid tool which supposedly checks your content against 8 billion websites. Its plans start a \$11.66/month for a yearly contract and go up to \$29.95 for just one month. This is a good option for professionals who have to check a lot of text.

4. Copyscape

Copyscape will not only help you find your scraped content on the web, but their premium version also lets you check your own work for uniqueness and originality.

5. Unicheck

For a fee of \$5-\$10/month Unplag will happily check any and all files you have for plagiarism. Allegedly compares your content against 16 billion web sources.

Plagiarism in conclusion

It seems as if plagiarism is an inherent part of the Internet. With millions of blog posts published every day, there is bound to be some overlap in information.

However, that is no excuse not to be vigilant in your own effort to avoid passing other people's work off as your own.

By being conscientious in your writing efforts, keeping track of your information sources and providing links, you not only safeguard yourself against charges of stealing but also insert yourself into the broader conversation.

Keywords and SEO strategies:

what is SEO in content writing

SEO writing is <u>Search Engine Optimization</u>writing. It is writing that is focused on grabbing the attention of the search engines using specific, targeted words or phrases (called keywords or keyword phrases), and using them in specific ways.

Now, why would this be important for websites? Because websites need to draw those people who are searching for certain things. They need that traffic to come to their site, and stay on their site, to buy their product or click on their ads. So, they need <u>search engines</u> to point people to their site. The way to get search engines to point to a site is partially in the writing of good, optimal, search engine-directed <u>content</u>. As a side note, other factors include

presence of videos on the site, how others interact with the site, and how others refer to the site from other sites.

Also, once the search engine lands a potential reader on your lap, you must now write *to that reader*- not to the search engine, right? So this is an interesting balance, and fun for the right writer. We'll talk about that more in a bit.

Basics of SEO Writing for SEO Writers

First, you must find the "right" phrase or words for the site. For new SEO writers, the easiest "first" step to researching these "right" phrases (again, called keywords), is to go to Google's <u>Keyword Tool</u> and play with it a bit. It is advisable to go in (again, as a new writer, not an <u>SEO expert</u> per se) with a phrase in mind, and pop that into the Keyword Tool. Check out what combinations are returned from the search, and note the columns that describe:

- 1. How much competition is for that phrase
- 2. How many searches are made for that phrase in a month

From this exercise, you can massage the phrase that you came with, and also consider adding some complimentary phrases to your writing.

Once you've established the phrases that you'll use as <u>the website writer</u>, you then need to feed those into certain areas on the site you're writing. Those areas are:

- Titles and headlines
- Subtitles
- Meta titles (if you have access to the page's metadata
- Links to other pages that are relevant to the phrase
- Within the actual text ("content") itself.

SEO Writing - Frequency of Keywords

Now, I'm not telling SEO writers or wanna-be writers to take the above list and push the heck out of their keyword phrases in all of the above. In fact, littering your content with excessive uses of your phrase is called "keyword stuffing." Don't stuff. Be "real." The experts out there seem to disagree as to the "perfect" percentage (probably because there is not a true perfect percentage). I've seen clients asking for keywords as anywhere from 3% to 7% of the content. There are online programs that allow you to analyze what your number is.

As writers, we are lucky in that the client often has a percentage in mind, or even has an SEO expert on hand, but one who cannot write! Which brings me to my next point.

SEO Writing, the Human Side

You must, *must* <u>write for the humans</u>, not for the search machines. It means that you must pull out all your writerly talents and make that <u>SEO content</u> jibe with the true human message it entails. You must make people want to refer to the site, link to it and talk about your content.

SEO Writing Doesn't Matter

As an SEO writer, it is important to also know about the other side of SEO writing. You can write the best <u>copy</u> that Google has ever laid her little paws on, but you may not get a lot of search traffic anyway. Why? *Search results are also quite tied up in how others interact with your site and refer to your site*. If your site is lacking "authority"- that is if your site is not viewed as the expert go-to on a subject that will impact your search. If your site is newish, that may also be the culprit.

If your site has too many keywords or doesn't read as human, you'll be pushed lower in search results.

What the site needs, in addition to expert SEO writing, is interaction. Referrals. People pointing to the site from somewhere else- somewhere such as Twitter or another authoritative website- and saying you should go read this!

What is a search engine optimization?

Search engine optimization (SEO) is the process of designing your website and its content to drive organic website traffic from search engines. By conducting keyword research, and creating content that matches a user's intent when using that keyword, you can optimize your website for the searches your audience makes most often.

What is keyword research?

Keyword research is the process of finding and analyzing actual search terms that people enter into search engines. The insight you can get into these actual search terms can help inform content strategy, as well as your larger marketing strategy.

Why is keyword research important?

More and more, we hear how much <u>SEO has evolved</u> over just the last 10 years, and how unimportant keywords themselves have become to our ability to rank well for the searches people make every day.

How to Research Keywords for Your SEO Strategy

Step 1: Make a list of important, relevant topics based on what you know about your business.

To kick off this process, think about the topics you want to rank for in terms of generic buckets. You'll come up with about 5-10 topic buckets you think are important to your business, and then you'll use those topic buckets to help come up with some specific keywords later in the process.

If you're a regular blogger, these are probably the topics you blog about most frequently. Or perhaps they're the topics that come up the most in sales conversations. Put yourself in the shoes of your <u>buyer personas</u> -- what types of topics would your target audience search that you'd want your business to get found for? If you were a company like HubSpot, for example -- selling <u>marketing software</u> (which happens to have some awesome <u>SEO tools</u> ... but I digress ... you might have general topic buckets like:

- "inbound marketing" (21K)
- "blogging" (19K)
- "email marketing" (30K)
- "lead generation" (17K)
- "SEO" (214K)
- "social media marketing" (71K)
- "marketing analytics" (6.2K)

• "marketing automation" (8.5K)

See those numbers in parentheses to the right of each keyword? That's their **monthly search volume**. This data allows you to gauge how important these topics are to your audience, and how many different sub-topics you might need to create content on to be successful with that keyword. To learn more about these sub-topics, we move onto step 2 ...

Step 2: Fill in those topic buckets with keywords.

Now that you have a few topic buckets you want to focus on, it's time to identify some keywords that fall into those buckets. These are keyword phrases you think are important to rank for in the SERPs (search engine results pages) because your target customer is probably conducting searches for those specific terms.

For instance, if I took that last topic bucket for an inbound marketing software company --"marketing automation" -- I'd brainstorm some keyword phrases that I think people would type in related to that topic. Those might include:

- marketing automation tools
- how to use marketing automation software
- what is marketing automation?
- how to tell if I need marketing automation software
- lead nurturing
- email marketing automation
- top automation tools

And so on and so on. The point of this step isn't to come up with your final list of keyword phrases. You just want to end up with a brain dump of phrases you think potential customers might use to search for content related to that particular topic bucket. We'll narrow the lists down later in the process so you don't have something too unwieldy. Once you have your final list, there are several <u>data-driven tools</u> available to you for finding out which keywords you're most likely to rank well for.

Although more and more <u>keywords are getting encrypted</u> by Google every day, another smart way to come up with keyword ideas is to figure out which keywords your website is *already* getting found for. To do this, you'll need website analytics software like Google Analytics or HubSpot's Sources report, available in the <u>Traffic Analytics tool</u>. Drill down into your website's traffic sources, and sift through your organic search traffic bucket to identify the keywords people are using to arrive at your site.

Repeat this exercise for as many topic buckets as you have. And remember, if you're having trouble coming up with relevant search terms, you can always head on over to your customer-facing colleagues -- those who are in Sales or Service -- and ask them what types of terms their prospects and customers use, or common questions they have. Those are often great starting points for keyword research.

Step 3: Research related search terms.

This is a creative step you may have already thought of when doing keyword research. If not, it's a great way to fill out those lists.

If you're struggling to think of more keywords people might be searching about a specific topic, go to Google.com and take a look at the related search terms that appear when you plug in a keyword. When you type in your phrase and scroll to the bottom of Google's results, you'll notice some suggestions for searches related to your original input. These keywords can spark ideas for other keywords you may want to take into consideration.



Step 4: Check for a mix of head terms and long-tail keywords in each bucket.

If you don't know the difference between head terms and long-tail keywords, let me explain. Head terms are keywords phrases that are generally shorter and more generic -- they're typically just one to three words in length, depending on who you talk to. <u>Long-tail</u> <u>keywords</u>, on the other hand, are longer keyword phrases usually containing three or more words.

6 7 8 9 10

Next

It's important to check that you have a mix of head terms and long-tail terms because it'll give you a keyword strategy that's well balanced with long-term goals and short-term wins. That's because head terms are generally searched more frequently, making them often (not always, but often) much more competitive and harder to rank for than long-tail terms. Think about it: Without even looking up search volume or difficulty, which of the following terms do you think would be **harder** to rank for?

- 1. how to write a great blog post
- 2. blogging

If you answered #2, you're absolutely right. But don't get discouraged. While head terms generally boast the most search volume (meaning greater potential to send you traffic),

frankly, the traffic you'll get from the term "how to write a great blog post" is usually more desirable.

Why?

Because someone who is looking for something *that* specific is probably a much more qualified searcher for your product or service (presuming you're in the blogging space) than someone looking for something really generic. And because long-tail keywords tend to be more specific, it's usually easier to tell what people who search for those keywords are *really* looking for. Someone searching for the head term "blogging," on the other hand, could be searching it for a whole host of reasons unrelated to your business.

So check your keyword lists to make sure you have a healthy mix of head terms and long-tail keywords. You definitely want some quick wins that long-tail keywords will afford you, but you should also try to chip away at more difficult head terms over the long haul.

Step 5: See how competitors are ranking for these keywords.

Just because your competitor is doing something doesn't mean you need to. The same goes for keywords. Just because a keyword is important to your competitor, doesn't mean it's important to you. However, understanding what keywords your competitors are trying to rank for *is* a great way to help you give your list of keywords another evaluation.

If your competitor is ranking for certain keywords that are on your list, too, it definitely makes sense to work on improving your ranking for those. However, don't ignore the ones your competitors don't seem to care about. This could be a great opportunity for **you** to own market share on important terms, too.

Understanding the balance of terms that might be a little more difficult due to competition, versus those terms that are a little more realistic, will help you maintain a similar balance that the mix of long-tail and head terms allows. Remember, the goal is to end up with a list of keywords that provide some quick wins but also helps you make progress toward bigger, more challenging SEO goals.

How do you figure out what keywords your competitors are ranking for, you ask? Aside from manually searching for keywords in an incognito browser and seeing what positions your competitors are in, <u>SEMrush</u> allows you to run a number of free reports that show you the top

keywords for the domain you enter. This is a quick way to get a sense of the types of terms your competitors are ranking for.

Step 6: Use the Google AdWords Keyword Planner to cut down your keyword list.

Now that you've got the right mix of keywords, it's time to narrow down your lists with some more quantitative data. You have a lot of tools at your disposal to do this, but let me share my favorite methodology.

I like to use a mix of the <u>Google AdWords Keyword Planner</u> (you'll need to set up an AdWords account for this, but that doesn't mean you have to create an ad), and <u>Google Trends</u>.

In <u>Keyword Planner</u>, formerly known as the Keyword Tool, you can get search volume and traffic estimates for keywords you're considering. Unfortunately, when Google transitioned from Keyword Tool to Keyword Planner, they stripped out a lot of the more interesting functionality. But you can make up for it a bit if you take the information you learn from Keyword Planner and use <u>Google Trends</u> to fill in some blanks.

Use the Keyword Planner to flag any terms on your list that have way too little (or way too much) search volume, and don't help you maintain a healthy mix like we talked about above. But before you delete anything, check out their trend history and projections in Google Trends. You can see whether, say, some low-volume terms might actually be something you should invest in now -- and reap the benefits for later.

Or perhaps you're just looking at a list of terms that is way too unwieldy, and you have to narrow it down somehow ... Google Trends can help you determine which terms are trending upward, and are thus worth more of your focus.

Complementing graphics and multimedia:

Graphics

A graphic is an image or visual representation of an object. Therefore, computer graphics are simply images displayed on a computer screen. Graphics are often contrasted with text, which is comprised of <u>characters</u>, such as numbers and letters, rather than images.

Computer graphics can be either two or three-dimensional. Early computers only supported 2D monochrome graphics, meaning they were black and white (or black and green,

depending on the <u>monitor</u>). Eventually, computers began to support color images. While the first machines only supported 16 or 256 colors, most computers can now display graphics in millions of colors.

2D graphics come in two flavors — <u>raster</u> and <u>vector</u>. Raster graphics are the most common and are used for digital photos, Web graphics, <u>icons</u>, and other types of images. They are composed of a simple grid of <u>pixels</u>, which can each be a different color. Vector graphics, on the other hand are made up of paths, which may be lines, shapes, letters, or other scalable objects. They are often used for creating logos, signs, and other types of drawings. Unlike raster graphics, vector graphics can be scaled to a larger size without losing quality.

3D graphics started to become popular in the 1990s, along with 3D rendering software such as <u>CAD</u> and 3D animation programs. By the year 2000, many video games had begun incorporating 3D graphics, since computers had enough processing power to support them. Now most computers now come with a 3D <u>video card</u> that handles all the 3D processing. This allows even basic home systems to support advanced 3D games and applications.

What is Multimedia?

Multimedia can have a many definitions these include:

Multimedia means that computer information can be represented through audio, video, and animation in addition to traditional media (i.e., text, graphics drawings, images).

A good general definition is:

Multimedia is the field concerned with the computer-controlled integration of text, graphics, drawings, still and moving images (Video), animation, audio, and any other media where every type of information can be represented, stored, transmitted and processed digitally.

A *Multimedia Application* is an Application which uses a collection of multiple media sources e.g. text, graphics, images, sound/audio, animation and/or video.

Hypermedia can be considered as one of the multimedia applications.

Author: Robert Katai, (Visual marketer, <u>blogger</u>, and content strategist at <u>Bannersnack</u>, a professional banner creation app for designers & marketers. Passionate about visual marketing, Instagram, content marketing, and always up-to-date with the latest trends) writes about Visual Content Development Strategies in his article:

How many times have you pondered over which images to use in a paragraph, blog post, web page, etc.?

I struggle choosing a visual for my content. Yet, it's important, as frequently cited <u>research</u>shows that images attract more people to the content and help people retain the content they consume longer.

Knowing images are crucial to the success of the post, I focus on the matter even more. Thankfully, in my career I had to learn how to use Adobe Photoshop, Adobe Illustrator, or even Corel Draw. A long time ago, I was a designer for a small advertising agency. Those days helped me understand the difference between <u>good and bad design</u>, which has been helpful in creating a blog.

Today I present 12 types of visuals you can use in a blog post. You do not have to use all of them. See what inspires you given your <u>content marketing strategy</u>, audience, and <u>formats</u>.

HANDPICKED RELATED CONTENT:

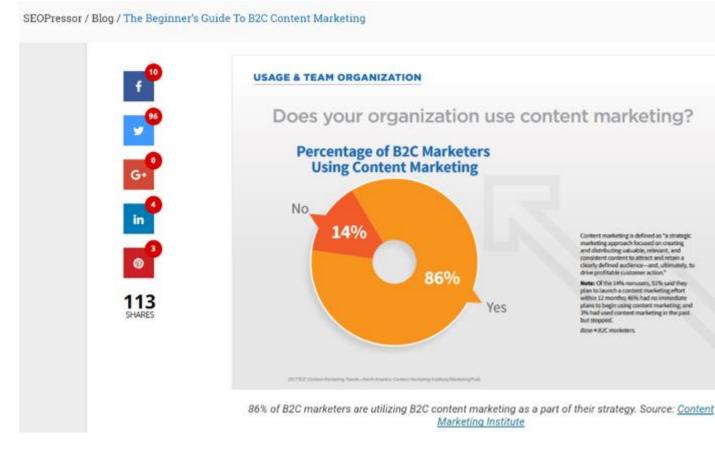
- <u>16 Visual Storytelling Tips to Give Your Content Marketing a Boost</u>
- Beauty Matters: 3 Tips to Create Attractive Blog Posts

1. Data-driven visuals

To be a well-known leader in your industry, start creating data-driven content. Designed as charts or graphs, it can make it easier for your audience to comprehend your message than with text only.

<u>QuickSprout</u> research reveals that articles with data-driven visuals rank fourth in shareable formats. More noteworthy, the same research shows that blog posts with graphs and charts receive more trackbacks – 258% more than blog posts with other types of images.

For instance, Content Marketing Institute's annual benchmark research on the industry includes a lot of data-based visuals. Someone who needs statistics to back up an article regarding the importance of content marketing is likely to use CMI's data-driven visuals. Take for example SEOPressor's <u>article</u> for beginning B2C content marketers.



Takeaway tip: People love sharing new data and well-researched information that also looks awesome in a visual.

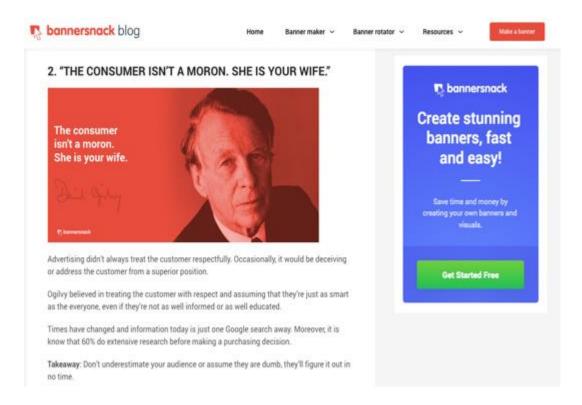
People like to share good research in visual form, says @katairobi.CLICK TO TWEET

HANDPICKED RELATED CONTENT: <u>How to Transform Complex Data Into</u> <u>Understandable and Shareable Visuals</u>

2. Quotes

Influencer marketing is a great strategy for extending your <u>content marketing reach</u> in a valuable way. Creating an image with the influencer and his or her quote, you create a memorable image.

In a 2015 article on Bannersnack, we included lessons learned from David Ogilvy, the father of modern advertising, that relate to online marketing. To make it more memorable, powerful, and easier to read and share, a visual was created for each of his quotes included in the article.



You also can incorporate quote visuals from living influencers, particularly within your industry, as that can increase the chances the influencer responds to your content (and shares with his or her audiences).

Takeaway tip: Visualizing quotes in blog posts can help you make statements backed by names well known to your audience.

3. Infographics

I did not know how powerful infographics were until I researched them. I read case studies about companies that used them and got great results. I started using infographics on my blog and the company blog. The infographics continue to contribute to the site's traffic, backlinks, and social media shares.

An infographic that is <u>aesthetically pleasing with relevant data</u> – that happens to be user-friendly – will undoubtedly help increase awareness of your brand. It also offers potential for several platforms beyond your blog. They can be shared on Pinterest and uploaded to SlideShare. If the infographic has multiple components, crop parts of it to <u>create snackable visual content</u> for Facebook, Twitter, LinkedIn, and even Instagram. You also do not need to write extensive content for blog posts with infographics. Just write a simple paragraph presenting the information, use <u>keywords</u> that rank, and *voilà*! – your article is ready. That is how Neil Patel publishes his infographics on <u>QuickSprout</u>.



Takeaway tip: The crux of an infographic is not the design, but the research itself. You need to invest time and energy to get the data and create a useful wireframe to behave like a visual story.

HANDPICKED RELATED CONTENT: 7 Principles to Creating Great Infographics

4. Gifographics

Gifographics are like infographics on steroids. Think about them as animated infographics. GIF stands for Graphics Interchange Format, originally a file type for both animated and static images that work well on the web. You can use GIFs on Facebook, Twitter, and Instagram. On Facebook, you cannot upload them natively. You need to upload them on giphy.com then copy the new URL and paste it in a new Facebook status. Twitter allows for direct uploads, while Instagram lets you create GIFs using its Boomerang app. <u>Buffer</u> conducted a study that concluded that posts with featured animated graphics get more social media shares than the ones with no animated visuals. (See more about GIFs in No. 5.)

But what about gifographics? They combine the power of an infographic in a format more likely to be shared by the audience. KlientBoost uses a <u>gifographic</u> to show its viewers how to keep client retention high. It also published the gifographic in <u>a more in-</u><u>depth article</u> on the blog.

<u>Gifographics combine power of infographic in format more likely to be shared, says</u> <u>@katairobi. CLICK TO TWEET</u>

Takeaway tip: If you know how to explain ideas and data through infographics, take them to the next level and add movement. It can increase the interest of your audience, better entice them to share the content, and, ultimately, the increased traffic can boost your SEO (and you'll stand out in <u>SERP results</u>.)

HANDPICKED RELATED CONTENT: <u>Go Beyond Infographics: Here's How to Make</u> <u>a Bigger Impact With 'Gifographics'</u>

5. GIFs

Some marketers are afraid of using GIFs in their blog posts. I have to admit I am not a big fan of this type of visual content. But in my research, I came across <u>this</u> <u>discussion</u> on Inbound.org about using GIFs when blogging.

If you are unsure whether to use GIFs or not, let me give you a few reasons to give them a try. GIFs can:

- Give off a professional vibe that indicates your business understands internet trends
- Be easy to consume and share on social media
- Convey emotion

• Show your brand's human side

If you still aren't convinced, read this article from Hootsuite in <u>the Ultimate GIF Guide</u> <u>for Social Media Marketers</u>.

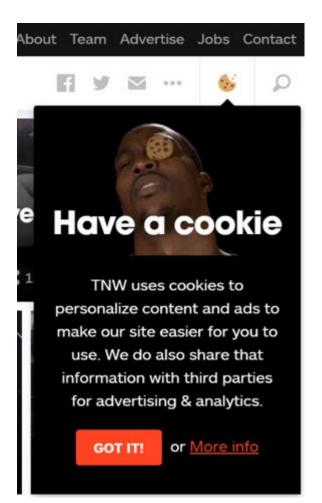
Takeaway tip: GIFs can be a way to stand out from your content competition. Start using them and see how your readers interact with them.

<u>GIFs can be a way to stand out from your content competition, says @katairobi.CLICK</u> <u>TO TWEET</u>

6. Memes

If you want to add a light touch to your article, memes can set you apart from your competition. Even if your industry is a bit tedious, your articles shouldn't be <u>boring</u>. Just craft some funny images and help people relax a little bit.

Here's an example from The Next Web, which uses a meme and descriptor text to inform visitors it uses cookies.



Memes are snackable visual content – easy to consume. And if your audience finds them relevant to their lives, they are likely to share on social media.

Takeaway tip: Create a standard meme format within your content. For example, use a meme at the beginning or at the end of each article. You can upload that meme on social media to <u>promote your blog post</u>.

7. Videos

The importance of videos in content marketing has been discussed a lot. Well, <u>video</u> is still a big thing. Just look at the biggest social media platforms and you will see why.

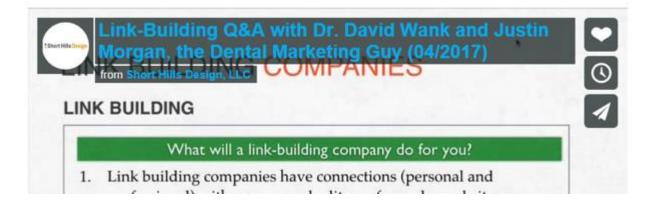
Videos are extremely effective for your visual content on blogs. For example, Dental Marketing Guy created <u>this blog post</u> featuring both video- and text-based content from a webinar he conducted.

Here is a very advanced Q&A I did with Dr. David Wank of New Jersey. David owns a web development firm (Short Hills Design) which caters to dentists looking for new patients from Google.

David engages me in a very advanced line of questioning regarding some more the more nuanced and esoteric aspects of link building for your dental SEO.

If you're not advanced when it comes to link building, be sure to check out the first few videos in The Invisalinks Method SEO Course. If you are advanced, you'll definitely enjoy the fact that David delves into some of the less often considered dangers and pitfalls associated with link building. The interview was completely unscripted and the questions were ad lib, so this was a fun and challenging interview!

Here is the video of our link building Q&A:



What I want to highlight is that you do not have to create a ton of videos for a blog post. You just have to be creative about the type of content your community loves to consume.

Takeaway tip: Look for opportunities to use video you already have (or create video of your currently planned activities) to expand video's role in your content.

HANDPICKED RELATED CONTENT: <u>10 Tips (and a Ton of Tricks) to Maximize</u> <u>Your Video Content Investment</u>

8. Screenshots

Screenshots may be the easiest way to create visuals for your blog posts. When I learn something new reading articles, I usually bookmark the ones with screenshots.

<u>Screenshots are an easy way to create visuals for your blog posts, says</u> <u>@katairobi.CLICK TO TWEET</u>

Brian Dean from Backlinko does an awesome job at using screenshots. For example, his <u>article</u> on turning keywords into SEO content is full of helpful screenshots showing actionable tips, step-by-step walk-through, checklists, and other diagrams to help the reader progress through the content.

Keyword	Volume
seo tips	
seo optimization tips	
wordpress seo tips	
seo tips and tricks	

Here's what a Title Tag Double Dip might look like in practice:

Title	Tag
Custo	m Title Tag 😡
SEO	Tips and Tricks: 25 Ways to Get Higher Rankings
51	Search engines allow a maximum of 70 characters for the title.

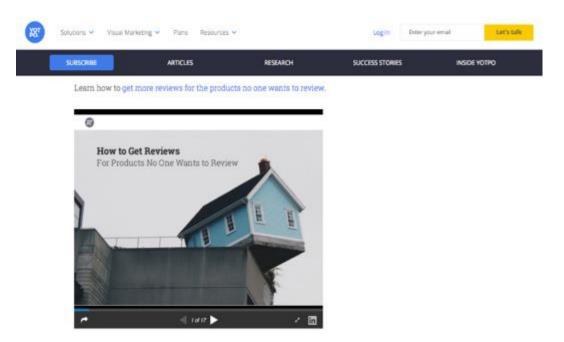
Takeaway tip: You can create screenshots using one of the many tools available, including <u>Skitch</u> from Evernote or <u>Jing</u> from TechSmith. You also can elaborate on the screenshot by inserting arrows, explanatory text, or basic shapes to better convey your message.

<u>Use tools like @evernote's Skitch or @techsmith's Jing to create screenshots, says</u> <u>@katairobi.CLICK TO TWEET</u>

9. SlideShare presentation

Presentations are a great resource for visual content. When you post to SlideShare, you now have the benefits of visuals on a web-based platform (think SEO).

How can you use SlideShare presentations in your articles? Consider this example from Yotpo, a customer-focused marketing software company. It incorporated multiple visuals, including a SlideShare presentation, in an <u>article</u> about how to get more customer reviews. The SlideShare presentation helps users find an <u>answer to their</u> <u>questions</u>. The best thing is that users can download it as a PDF for future reference.



Takeaway tip: SlideShare presentations are a great way to concisely share the thoughts in an article in a visual, downloadable way. You also can use single slides from SlideShare presentations as visuals within your content – similar to screenshots.

HANDPICKED RELATED CONTENT: <u>11 Killer Tips to Leverage SlideShare's Power</u> <u>in Your Visual Content Marketing</u>

10. Photos

Photos are ubiquitous in articles. Whether they're stock or original images, use them wisely.

For example, Neil Patel chose a <u>photo</u> of a student to promote his online courses for entrepreneurs. The image clearly indicates education – a great way to showcase the topic.

The Entrepreneur's Guide to Creating, Selling, and Profiting from an Online Course

Home > Blog > Online Marketing > The Entrepreneur's Guide to Creating, Selling, and Profiting from an Online Course



Make sure your image file sizes are optimized for the web as large files negatively affect site loading. A plug-in on your web development platform can help accomplish this.

Make sure image file sizes are optimized for the web so they don't negatively affect site loading. @katairobiCLICK TO TWEET

Takeaway tip: Use quality images for your content. If you don't have a budget for a professional photographer, <u>here</u> are a few sites that offer free stock photos.

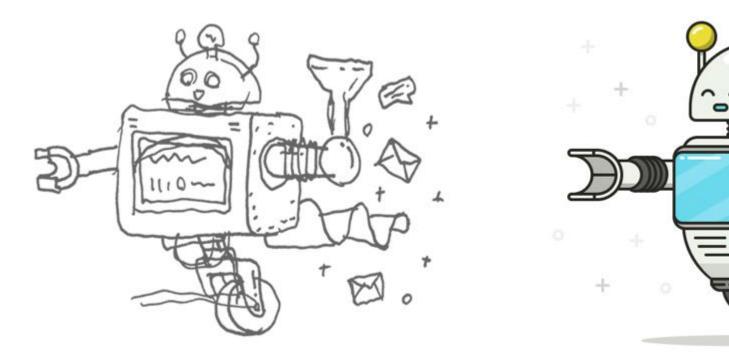
HANDPICKED RELATED CONTENT:

- <u>37+ Tips and Tools for Picture-Perfect Visual Content</u>
- <u>SEO and Website Image Optimization 10-Point Checklist for Marketers</u>

11. Illustrations

Illustrations can help your blog posts stand out in the ubiquitous world of photos. If you happen to have access to <u>talented designers</u> who also are great illustrators, get them involved.

HelpScout, a software company for support teams, uses illustrations in its blog posts. It even crafted <u>an article</u> about its approach to illustrations and why it is using them.



Takeaway tip: Your illustrations need to look professional in a way that reflects the tone and messaging of your brand. You should work with a professional designer to execute.

HANDPICKED RELATED CONTENT: <u>Is Your Social Content Picture-Perfect or</u> <u>Merely Taking Stock?</u>

12. Flip books

When CMI founder Joe Pulizzi said almost a year ago that the custom print magazine would be a <u>trend in content marketing in 2017</u>, I confess I did not understand. But as

the days went by and I read the news and listened to the <u>This Old Marketing</u> podcast, I realized brands already have begun launching custom print magazines.

That's when it hit me. If you create a print magazine, you can publish it on your blog. I did not see many blogs following this trend, but I stumbled upon this product called <u>Flipsnack</u>, which allows you to upload a PDF to receive an embed code to use on your blog, such as the fashion magazine-like feel in <u>this article</u>.



This Accessorize catalog was uploaded to Flipsnack as a simple PDF. All the interactive buttons and elements were added with our e-catalog creator. You can create something similar, easily!

Takeaway tip: If you create a custom print magazine, upload it on your blog or create a special landing page for the magazine like CMI does with its magazine, <u>Chief Content</u> <u>Officer (CCO)</u>.

HANDPICKED RELATED CONTENT: <u>Print's Very Much Alive: Magazine Examples</u> <u>From 9 Brands</u>

Conclusion

You first have two options for visuals in your blog post or other content – to use them or not. If you use them, you can pick from one (or more) of these 12 types to make your blog posts more appealing and interesting for your readers.

Content Management Strategies:

What Is Content Strategy?

Content strategy refers to the management of pretty much any tangible media that you create and own: written, visual, downloadable ... you name it. It is the piece of your marketing plan that continuously demonstrates who you are and the expertise you bring to your industry.

You might've heard how important content creation is to the growth of your business, but as you'll see throughout this post, it needs to have a well-planned purpose. When you develop a content strategy, there are some key things to consider:

Whom You're Creating Content For

Who's the target audience for this content? For how many audiences are you creating content? Just as your business might have more than one type of customer, your content strategy can cater to more than one type of reader or viewer.

Using a variety of content types and channels will help you deliver different content to each type of audience you have in mind and engage everyone your company does business with.

The Problem it's Going to Solve for that Audience

Ideally, your product or service solves a problem you know your audience has. By the same token, your content coaches and educates your audience through this problem as they begin to identify and address it.

A sound content strategy supports people on both sides of your product: those who are still figuring out what their main challenges are, and those who are already using your product to overcome these challenges. Your content reinforces the solution(s) you're offering and makes your customers more qualified users of your product.

What Makes You Unique

Your competitors likely have a similar product as yours, which means your potential customers need to know what makes yours better -- or, at least, different. This is where content comes in. In order to prove why you're worth buying from, you need to prove why you're worth listening to.

The Content Formats You'll Focus On

What forms will your content take? Infographics? Videos? Blog posts? Having identified the topics you want to take a position on, you'll need to determine which formats to <u>budget</u> for so you can best express that position.

The Channels Where It'll Be Published

Just as you can create content in different formats, you'll also have different channels you can publish to. Channels can include owned properties, such as your website and blog; and social media properties, such as Facebook and Twitter.

How You'll Manage Creation and Publication

Figuring out how you'll create and publish all your content can be a daunting task. It's important for a content strategy to know who's creating what, where it's being published, and when it's going live.

Today's content strategies prevent clutter by managing content from a *topic*standpoint. When planning a content calendar around topics, you can easily visualize your company's message and assert yourself as an authority in your market over time.

Content strategy is a relatively new niche discipline in the digital space. It shares common ground with user experience (UX), interface design, web development, SEO, <u>content</u> <u>marketing</u>, public relations and traditional "offline" marketing.

This article highlights some of the leading concepts of <u>content strategy for the web</u>, how it fits in with its neighbouring disciplines, and shares some practical guidelines that anyone in the digital space – especially those new to content strategy – should consider before embarking on their own content strategy.

These findings were inspired by industry experts who presented at the Content Strategy Forum 2012 in Cape Town.

Below are 10 things you need to know to meet a content strategy's ultimate goal of (1) fulfilling users' expectations and (2) meeting business objectives.

1. Content strategy requires teamwork

We've all heard the maxim "content is king" over and over. But content alone cannot bring a digital project to life. Content has to work closely with its peer-disciplines.

According to Kristina Halvorson, CEO of BrainTraffic and founder of ConFab, teamwork is essential when it comes to <u>content strategy</u>. The peer-disciplines that should crucially be consulted during the content strategy phase are:

- User Experience
- Design
- Information Architecture
- Copywriting
- Development
- Search Engine Optimization
- Marketing
- Public Relations and Brand Building
- Business stakeholders

As with most things in life, this egalitarian approach can lead to the "too many cooks" problem.

Rachel Lovinger from Razorfish described how their digital agency addresses this problem: "For digital projects, we first assemble a 'CRUX team.' We assign one, or more, senior person from Creative and one, or more, senior person from UX. They work with the Strategy group to lay the foundation for the overall digital concept, including the content strategy. Once that's defined, we broaden our focus and bring on specialists from various peerdisciplines."

Whether you're a large or small team, it is essential that a holistic view of content creation and implementation is taken.

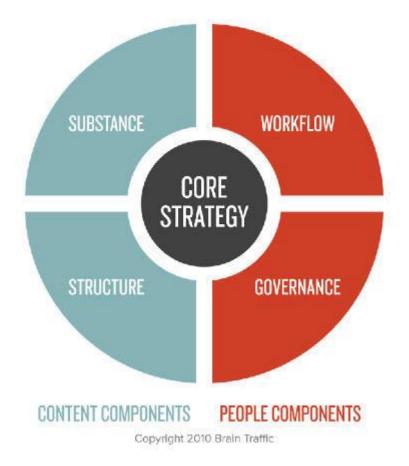
Bottom line: Good content strategy requires team effort from all peer-disciplines.

2. Consider content AND the people that create your content

As mentioned, the main objective of an effective content strategy is to meet users' expectations and fulfil business goals.

Halvorson, co-author of *Content Strategy for the Web* and one of the web's first content strategists, developed a framework that not only focuses on the actual content, but also the people that create the content.

Her belief is that by keeping the workflow and governance factors in mind when developing a content strategy, we can deliver more useful and more usable content to online audiences, whilst meeting business objectives.



Halvorson's content strategy framework "The Quad" includes Content Components and People Components.

Content Components:

- Substance topics, tone, style, what message we need to communicate
- Structure how we prioritize and break up the content into building blocks

People components:

• Workflow – the process, tools and resources we need to create and maintain content

• Governance – consistency, integrity and quality of the content

Bottom line: Considering content AND the people that create the content will help in meeting users' expectations and achieving business objectives.

3. Match your writing to your audience's literacy level

Angela Colter from Electronic Ink did a series of user tests with people of varying literacy levels. The results of her research shows that users with low literacy levels struggle to complete basic tasks on websites that have content written for people with high literacy levels.

When using websites that require a low literacy level, lower literacy users completed their tasks faster and with less frustration. That seems fairly obvious, right?

One incidental discovery from this research, however, was that users with high literacy levels also scored much better when the language on the website was of a lower level.

Bottom line: Keep your language simple and clear. Your low and high literacy users will thank you for it.

4. The Five W's (and H) of content marketing strategy

Anyone schooled in journalism will be familiar with the Five W's and H of journalism: Who, What, Why, When, Where and How.

Purists argue that a story isn't complete unless all six questions are answered. It's certainly valid in a journalism sense, since omission of any of these questions will leave a hole in your story.

So how does this relate to content strategy for the web? Rick Yagodich of Think Info has reshuffled the sequence of the Five W's (and H) to provide a checklist that online content strategists can use to ensure their content strategy is watertight:

- Why Know the business case and objectives. Why are you embarking on this project?
- What What is the message?
- **Who** Who is the audience?

- Where Where will the message be read (location, device, context)?
- **How** How should we present/structure the content?
- When Timing of the process to create and publish the content.

Bottom line: The Five W's (and H) provide a checklist to ensure your content strategy covers all bases.

5. Voice and tone matter

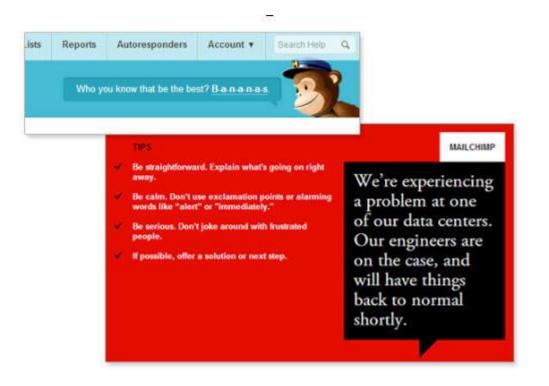
Voice and tone are extremely powerful "front line" tools in the content strategist's toolkit.

A brand's voice reflects its personality and identity. It should be consistent across all content. Tone on the other hand, can, and should, adapt according to the context of the content.

According to Kate Kiefer Lee, content curator at MailChimp, a brand's tone should vary depending on the emotional state of readers. For example, humour on a welcome page can build likability and loyalty. But in a warning message, it can result in exactly the opposite.

MailChimp is so passionate about voice and tone that they have created a website called www.voiceandtone.com. The website shows their writers how to use the MailChimp voice for the brand's various content types (blog posts, tweets, "compliance alert messages" and even their mascot's jokes). It's a great resource for their team and very useful for anyone who wants to create a voice and tone guide for their own brand.

1000 points to you, MailChimp. Oook oook.



MailChimp's voice is consistent, while its tone varies according to the user's emotions in different contexts.

Bottom line: Creating a style guide that defines your brand's voice and tone will enhance your users' experience and strengthen your brand image.

6. SEO is not dead

With recent <u>Google algorithm updates</u> like Panda and Penguin, people from various digital genres have been claiming that SEO is dead. The general consensus is that <u>it's getting harder</u> and <u>harder</u> to game your way to the top of page 1.

This is mostly true. Google has managed to mitigate, penalize and in some cases even blacklist websites that implement "Black Hat" SEO tactics. Techniques like "hidden text" (white text on white background), "cloaking" (showing different content to Googlebot vs. real users) and "link spam" (buying hundreds of links from low-quality websites) all used to work, to some extent. Not so much anymore.

So does this all mean that SEO is dead? "Unfortunately, I can't say that Black Hat SEO is dead or even dying." says Jonathon Colman, in-house SEO for REI, an online retailer of outdoor clothing and gear. "Perhaps a better way of putting it is that White Hat SEO and inbound marketing – genuinely earning attention and positive recognition by helping users to

meet their goals (both online and off) – is rewarded more than ever by search engines nowadays."

He goes on to say that "SEO is, or should be, a core part of every content strategy. Content strategists are well-positioned not only to govern content so that it follows webmaster guidelines from the search engines, but also to plan and create content that builds brands instead of just using keywords."

It is more important than ever to follow Google's quality guidelines for success in the search results, and to avoid any known SEO tricks. Google even provides a checklist of SEO tactics to avoid.

Bottom line: Every content strategy needs to incorporate SEO best practice to be effective; every SEO needs to embrace SEO content marketing in order to remain on Google's good list.

7. Break your content into chunks

When it comes to implementing content into a content management system (CMS), it is vital to break large pieces of content into smaller "chunks."

For any given piece of content, if your CMS only has a single massive WYSIWYG field to enter content into, it would be very difficult to separate that content out into smaller pieces later on, should the need arise.

The right approach, according to Lovinger, is to get your web developers (or whoever is responsible for setting up the CMS) to have separate fields for the chunks that make up your content piece.

By breaking your content into chunks, it can flow into different presentations and be used in flexible ways.

For example:

 The desktop version of a web page might show all "chunks" – e.g. the headline, summary, 4 x images, a video, 800 words of copy, 3 quotations, a few reviews, a list of recommended further reading and a "book now" button. Whereas the mobile version of that same web page might only have room on the tiny screen for the most important (or mobile-relevant) "chunks" – e.g. the headline, summary, 1 x image, 200 words of copy and a "book now" button.



Many mobile sites only display a portion of the content that their desktop counterparts display.

Bottom line: Structure content into its smallest building blocks in your CMS so that content can be re-assembled flexibly for use in different contexts and on different devices.

8. Get your developers to wrap your content in metadata

Metadata, in a web development context, is a set of programming guidelines that web developers can use to help search engines (and other applications) better understand content on a webpage.

For example, if you were to write on your blog that you refuse to buy apples, you could use metadata to tell search engines whether you're talking about <fruit>apples</fruit> or <computer>apples</computer>.

(Please note that neither <fruit> nor <computer> are valid metadata formats. I've just used them to illustrate the point.)

Here is a valid metadata example however:



The difference in HTML markup for the movie "Ice Age 2", without and with metadata using the microdata format.

So in the above example, Google (or any application that is able to read metadata), can identify that "Ice Age 2" refers to a movie (not the actual second ice age). So, if someone searches for "Ice Age 2" in a search engine, the search engine could display additional information about the movie in the search results (e.g. the movie poster, the trailer, reviews, actors, etc), as seen in Google Knowledge Graph results. Google and Yahoo! have been doing this for a while already and we can be sure that they'll be expanding this technology into all spheres of life, for all sorts of search terms.



Metadata enables search engines like Google and Yahoo! to fetch rich content relating to a search query.

<u>Bruce Lawson</u> is a web standards evangelist for Opera Software and a major pusher for the adoption of metadata. He points out that, although there are quite a few different metadata standards that have emerged over the years, he recommends <u>microdata</u> as the standard to choose, primarily because it has the backing of all the big search engine adoption (Google, Yahoo!, Bing and Yandex).

So why should online content strategists be concerned with metadata, when it sounds like something developers get excited about?

- Metadata can help your content stand out from the crowd in the search results.
- Metadata can give more meaning to your content if viewed in unexpected contexts (e.g. TripAdvisor reviews that appear on other websites).
- Metadata can give more meaning to your content if viewed on different devices (e.g. mobile, tablet, TV, etc).

Bottom line: Get your developers to wrap your content with metadata to achieve a greater visibility in search results and a richer user experience when browsing.

9. Get your developers to embrace web standards (and HTML5)

Web standards are a set of standardized best practices that developers can, and should, use when building websites. The standards have been written by a group consisting of all major browser manufacturers and the big search engines.

To help non-developers understand web standards, we can think about newspapers: the front page of a newspaper is typically reserved for breaking news, the back page is typically reserved for sports news. There is no law or governing body that says it has to be this way. Rather, it is a commonly accepted convention amongst newspaper publishers, and something that newspaper readers have become accustomed to.

The main reasons for getting your developers to build websites with web standards are so that the content on our websites:

- Displays consistently across all browsers (old and new, desktop and mobile)
- Can be thoroughly crawled and indexed by search engines (resulting in <u>better</u> <u>rankings</u>)
- Can take advantage of the new features that are being introduced into the web's most comprehensive web standard, HTLM5

<u>HTML5</u> is effectively a superset of web standards. It incorporates many new features like <video>, <audio> and <canvas> elements, as well as the integration of scalable vector graphics (SVG) content (images that can scale beautifully no matter what the browsing device's screen size is).

There are dozens of HTML5 features which will enrich users' experience in the years to come. If your developers aren't talking about HTML5 already, it's time to <u>buy them a t-shirt</u>.

Bottom line: Web standards and HTML5 are important for better visibility in search engines, a consistent message across all browsers and a richer experience for users.

10. Build platforms that allow users to tell their stories

Perhaps the most important, and humbling, aspect of any content strategy is the realization that the content you create is not the most important content on your website.

The most important content on your website should be your users' content.

Luke Wroblewski is the author of three popular web design books. He has held senior product positions at Silicon Valley giants eBay and Yahoo! and is one of the most respected evangelists for what he refers to as the "read/write web."

He points out that the most visited websites nowadays exist purely because of their read/write nature. Websites like Facebook, Twitter, Google and <u>YouTube</u> allow users to add their own content, as well as view and engage with other users' content. Blogging and CMS platforms like WordPress, Drupal, Joomla, ExpressionEngine, Tumblr, Weebly and Yola empower millions of people every day to create and share their content with relative ease.



The web's most popular sites empower users to tell their stories.

Wroblewski asserts that "to have a truly meaningful content strategy, we need to embrace the read/write concept". At a bare minimum, we need to engage on existing platforms. At best, we need to start creating our own platforms where our audiences can create, publish, engage and share their own content.

"There is a wide range of considerations and strategic decisions relating to content that emerges from taking on the 'write' aspect of the web. Most folks are focused only on publishing content out, which is important, but perhaps not as effective on the web as also taking content in."

Bottom line: Our users' stories are more important than our own. We must build platforms that allow our users to tell their stories.

In Conclusion

In order to achieve the ultimate goals of a web content strategy, the finer details need to be considered. Voice and tone strengthen brand image, while our processes build solid brand identity. Keep language clear and concise and you'll find that users and search engines

reward you for it. Wear a White Hat. Structure content correctly and wrap it in metadata and you'll pave the way for a richer user experience. Find a way for your users to share their stories with you, and you've successfully reinforced a solid online content strategy foundation.

The end

EXAMPLES OF BLOGS

Blog

A **blog** is a type of website where the content is presented in reverse chronological order (newer content appear first). **Blog** content is often referred to as entries or "**blog** posts". **Blogs** are typically run by an individual or a small group of people to present information in a conversational style.

Blogs and websites

Many people still wonder if there is any difference between a blog and a website. What is a blog and what is a website? It's even more challenging to differentiate between the two today. Many companies are integrating blogs into their websites as well, which further confuses the two.

What differentiates blogs from websites?

Blogs need frequent updates. Good examples of this include a food blog sharing meal recipes or a company writing about their industry news.

Blogs also promote reader engagement. Readers have a chance to comment and voice their different concerns and thoughts to the community. Blog owners update their site with new blog posts on a regular basis.

Bright Bazaar

Bright Bazaar was created by Will Taylor, a journalistturned-interior designer in 2009. it is about outfits, recipes, and life in New York City.

Rookie Moms

Rookie Moms focuses on various products and activities for babies, toddlers, and pre-schoolers.

Apartment Therapy Apartment Therapy is a blog focusing on interior design

Say Yes

Say Yes is an award-winning blog created by Liz Stanley in 2006, it is offering useful advice about food, and travel.

- Fashion Blogs.
- Food Blogs.
- > Travel Blogs. ...
- > Music Blogs. ...
- > Lifestyle Blogs. ...
- > Fitness Blogs. ...
- > DIY Blogs. ...
- > Sports Blogs.

HÝPERTEXT AND EXAMPLES OF HÝPERTEXT

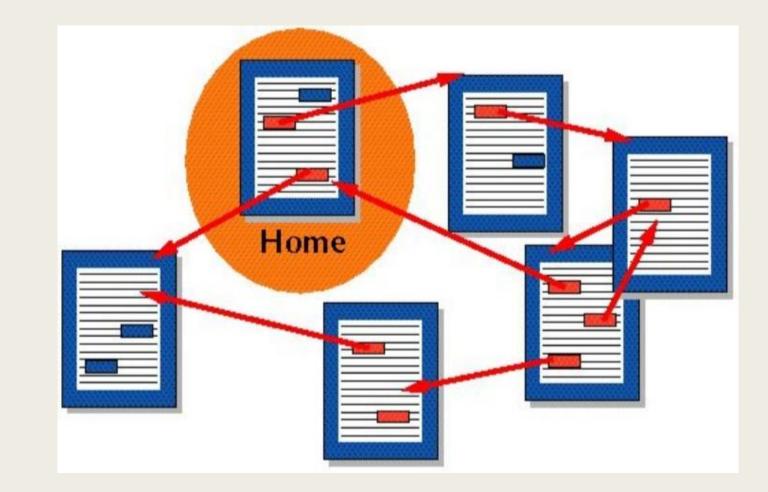
What is Hypertext

- The term hypertext was coined by Ted Nelson.He originally invented the word hypertext for non sequential writing.
- Theodor Nolm Nelson is an American pioneer of information technology,philosopher and sociologist.He coined the term hypertext and hypermedia in 1963 and published them in 1965
- Hypertext is Text which contains links to other text. Hypermedia is a term used for hypertext which is not constrained to be text.



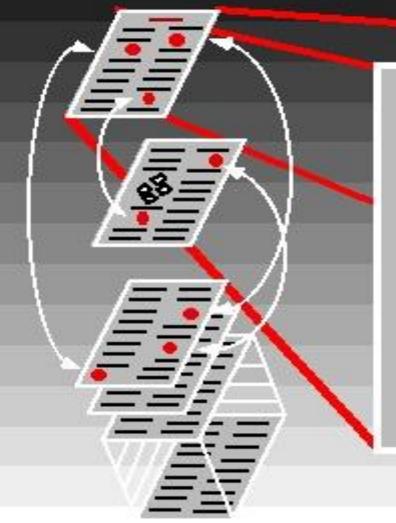
THEODOR NOLM NELSON (1937-PRESENT)

- Hypertext was important because it presented two fundamental changes in the storage and retrieval of data
- Hypertext is simply a non linear way of presenting information.
 Hypertext documents are interconnected by hyperlinks.
- Hypertext is one of the key underlying concept of world wide web where web pages are often written in the hypertext markup language.
- Hypertext enables the easy to use publication of information over the internet.



Interconnected Links

- Since hyper-generally means "above beyond " hypertext is something thats gone beyond the limitations of ordinary text
- Hypertext documents can either be static or dynamic
- The most famous implementation of hypertext is the world wide web written in the final months of 1990 and released on the internet in 1991.



HyperText

HyperText is non-linear documents. By clicking on *hot spots* in the text.The reader is immediately transported to related material in the document.

Content tablelike views • such as the one at the left are provided. Navigation in the document is by hot spots or "overview" • mechanisms.



HOW TO AVOID PLAGIARISM?

Definition

PLAGIARISM: Plagiarism is the practice of directly copying and then presenting an existing production without accurate citing or referencing and or passing off the product as one's own without permission from the original producer.

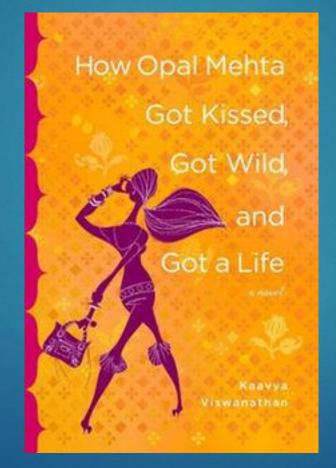
Definition

PLAGIARISM: Plagiarism is the practice of directly copying and then presenting an existing production without accurate citing or referencing and or passing off the product as one's own without permission from the original producer. (Chicogzie 1)

HOW DOES PLAGIARISM LOOK LIKE?

- Copying someone's work.
- Citing a source improperly.
- Failure to cite a source.
- Creation of false source.
- Turning in another person's work as your own.

EXAMPLES FOR PLAGIARISM



EXAMPLES FOR PLAGIARISM

- In a speech given by Buhari on 8 September, launching a campaign entitled "Change Begins With Me", several sentences were almost identical to Obama's.
- Nigerian President Buhari said: "We must resist the temptation to fall back on the same partisanship, pettiness and immaturity that have poisoned our country for so long."
- Eight years ago, after his victory over Republican John McCain in the race for the White House, Obama said: "Let us resist the temptation to fall back on the same partisanship and pettiness and immaturity that has poisoned our politics for so long." ACADEMIC DISHONESTY

PLAGIARISM CHECKER

Tool allows us to check our text for similarities (same words, same words in same order, synonyms in same order, words and phrases recognition)

How does Plagiarism software work?

Comparing submitted text against a database and identifying identical or near identical passages.

PLAGIARISM CHECKERS

URKUND, Turntin

Not available for Individuals only for the sake of Universities.

PLAGIARISM CHECKERS

1: Anti-Plagiarism

- At present, it distributes free software to detect plagiarism. Checking documents in a format *.rtf, *.doc, *.docx, *.pdf
- http://sourceforge.net/projects/antiplagiarismc/
- 2: DupliChecker
- http://www.duplichecker.com/

PLAGIARISM DETECTION TOOLS

▶ 3: PaperRater

- http://www.paperrater.com/
- ▶ 4: <u>Plagiarisma.net</u>
- http://plagiarisma.net/
- ▶ 5: PlagiarismChecker
- http://www.plagiarismchecker.com/help-teachers.php
- ► 6: Plagium
- http://www.plagium.com/

PLAGIARISM DETECTION TOOLS

7: PlagTracker

http://www.plagtracker.com/

► 8: Viper

http://www.scanmyessay.com/

9. Quetext

www.quetext.com
DEMO FOR QUETEXT

AVOIDING PLAGIARISM

- Cite your source
- Include Quotations
- Paraphrase
- Present your own ideas

AVOIDING PLAGIARISM

CITE YOUR SOURCE:

Buck, Pearl. S. The Good Earth. Pocket Books: London, 1931.

INCLUDE QUOTATION

Easiest way to insert a source's words in to your writing.

I know your sorrows, Younger sister. They are not yours alone but of all society. Beat it. When you grow mature through suffering, the time for release will come. Prepare for that day. Unni is a good man. Love him. Try to gain his confidence(AS 36).

PARAPHRASE

Provides the information in a condensed manner.

Taking the words of another source restating them using your own vocabulary.

Keep the original meaning of the text, but not copying the exact words.

STRATEGIES TO PARAPHRASE

Change the Synonyms

- Change the structure of the sentence
- Change the active voice to passive voice
- Change parts of speech

PARAPHRASING

Original: Universities also place the burden of understanding plagiarism and attribution conventions on students.
 Paraphrase: The responsibility for learning how to reference correctly and avoid plagiarism tends to be passed from the university to the students, as Sutherland-Smith (2010:9) found.

PARAPHRASING

Order of Ideas or Words(University)

- Word form (active "place the burden" on changed to passive "to be passed to"
- Synonyms ('understanding' changed to 'learning how to', 'plagiarism and attribution conventions' changed to 'reference correctly and avoid plagiarism').
- Note some key terms have not been changed.

PRESENT YOUR OWN IDEA

- Don't Parroting from one's sources.
- Think Twice and Rewrite it in your own point of view.
- ▶ No need to Recycle it –Self Plagiarism.

MARXISM

Marxism is a social, political, and economic philosophy named after Karl Marx, which examines the effect of <u>capitalism</u> on labor, productivity, and economic development and argues for a worker revolution to overturn capitalism in favor of communism. Marxism posits that the struggle between social classes, specifically between the bourgeoisie, or capitalists, and the proletariat, or workers, defines economic relations in a capitalist economy and will inevitably lead to revolutionary communism.



Class differences.

Struggle between Employer and Employee, Rich and Poor.

EXAMPLE

Raju is a driver. He works for a rich family in town. The family has a daughter who falls in love with Raju. The family disapproves and terminates Raju from work. They refuse to pay the last month salary. Raju feels betrayed and he demands for justice. He sits in front of the rich family's residence in dharna. He continues to fight even in heavy rains. Lightning and thunder flashes in the sky and one strikes Raju and kills him.

SOLUTIONS TO AVOID PLAGIARISM

- Choose rare authors and unique concepts.
- Read the concepts properly and try to write it in your own words.
- Develop your own thinking skills and write it.
- ▶ Use Proper citation.
- Use a Good Plagiarism checker before submission of your thesis.

HOW TO AVOID PLAGIARISM?

Whose woods these are I think I know.

His house is in the village though;

He will not see me stopping here

▶ To watch his woods fill up with snow.

Robert Frost

HOW TO AVOID PLAGIARISM?

photo-1502355984-b735cb2550ce.webp



POPULAR FORMS OF CONTENT WRITING

CONTENT WRITING

- A content writing is a short description passage about the particular product. It can be done by the content writer.
 - A content writer is a person who writes the content about the specific topic and provides the relevant content for the websites.

POPULAR FORMS OF CONTENT WRITING

- Blogging
- White papers
- E-Books
- Newsletters
- Promotional e-mails
- Social Media Management
- Brochures
- Online Marketing
- Flyers

BLOGGING

- Blogging is a collection of skills that one needs to run and supervise a blog.
- This entails equipping a web page with tools to make the
 process of writing, posting, linking, and sharing content easier on the
 internet.
- A positive way to improve the customer's level of satisfaction.

WHITE PAPERS

- A white paper is an authoritative document intended to fully inform the reader on a particular topic.
- The white paper allows the reader to understand an issue, solve a problem, or make a decision.
- White papers are data-centric, text-heavy business documents.

E-BOOKS

- E-Books are the Electronic Books.
- It is also called as an eBook, e-book and digital book.
- An electronic book is a book in digital form.
- E- books can be read on computers or other electronic devices such as e-book readers.(E-books are such as Amazon kindle).
- When we need certain information, we can get immediately by downloading e-books.

NEWSLETTERS

- It is small publication reporting the activities of a business or an organization.
- It is the most common form of serial publication.
- About two third of newsletters are internal publications and one third are external publications.

PROMOTIONAL E-MAILS

- A promotional e-mail is a commercial broadcast that usually offers incentives to drive sales and revenue for a business.
- These are the simple and powerful way to spread the word about your product or service.
- These emails can also be used to convince customers to download, subscribe or register for a service.

SOCIAL MEDIA MANAGEMENT

 It is the process of managing the online presence on social media platforms like Facebook, Instagram, and Twitter by creating, publishing and analysing the content which posted.

It includes engaging and interacting with social media users.

BROCHURES

- Brochure is an informative paper document that can be folded into a template, pamphlet or leaflet.
- They are promotional documents, primarily used to introduce a company, organization, products or services.
- Also available in electronic format and it is called as e-brochures.

ONLINE MARKETING

- Online Marketing is the process of grasping web-based channels to spread a message about the company's brand, products or services to the customers.
- Marketing boosts sales which keeps even small business afloat.
- It enables to build relationship with customers.

FLYERS

- It is a form of paper advertisement intended for wide distribution.
- It is typically posted or distributed in a public place, handed out to individuals or through the mail.
- They are inexpensive to produce.



TYPES OF BLOG

WHAT IS BLOG?

- A blog, it is a shortened version of "weblog." It's an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first, at the top.
- Blog consist so many types. Here we see some important types of blogs.



TYPES OF BLOG

 PERSONAL BLOG
 COLLABORATIVE BLOG

- 3. MICRO BLOG
- 4. BUSINESS BLOG
- 5. AGGREGATE BLOG
- 6. JOURNAL BLOG

PERSONAL BLOG

- A blog type where the person reblog's or post's whatever they like, and have no exact theme.
- The personal blog is an ongoing online diary or commentary written by an individual, rather than a corporation or organization.
- In this personal blog, a bloger can write about their work, relationship, teaching, one hobby or multiple hobbies, personal cause etc.

COLLABORATIVE BLOG

- A collaborative or group blog is a website with articles written on a specific topic, on a regular basis, by a collection of bloggers.
- One specialized form of group blogging is corporate blogs created by multiple authors across an organization.

Steps To Write Collaborative Blog :

- 1. Select blog's over arching theme.
- 2. Determine overall blog design.
- 3. Choose your blogers.
- 4. Create the ground rules.
- 5. Develop blog policies and fine print.
- 6. Determine blog goals.
- 7. Provide editorial guidance.
- 8. Incorporate non-text content.
- 9. Give bloggers editorial support.
- 10. Celebrate bloggers.
- 11. Promote your blog.
- 12. Measure your success.

MICRO BLOG

- A microblog is a short piece of content designed for quick audience interactions.
- Microblogging is a combination of instant messaging and content production. With a microblog, you share short messages with an online audience to improve engagement. Social channels like Twitter, Instagram, Facebook and Pinterest offer popular platforms for microblogging.

BUSINESS BLOG

- A business blog is a standalone website, or section of an existing business' domain, devoted to writing about subject matter related to their company's industry and its sub-fields. Business blogs have become a fundamental component of successful web marketing and utilized by most online businesses.
- What is the most important rule for business blogging? Establish a regular posting schedule. The person or persons who write for your business blog should understand the brand, public relations, and be able to commit to regular posts.

AGGREGATE BLOG

- It means the act of collecting content (blogs, newsletters, news articles, social media posts, etc.) from various feeds to the same place online. Aggregation can be done manually by people or automatically by software tools.
- Collection of information based on a common topic involving one or more related keywords.

JOURNAL BLOG

- Journal Blog is a simple but stylish Journalistic WordPress Theme for bloggers of all types.
- Journal Blog is suitable for journalist, photographers, writers and authors who wish to showcase their works to the world through writing or blogging.

THANK YOU