Manonmaniam Sundaranar University

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION
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B.A ENGLISH (FOURTH SEMESTER)

Content Writing

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CONTENT WRITING

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PRESCRIBED TEXTS:

Content Writing for the Web -Kristine Halverson

The Content Strategy Toolkit -Kristine Halverson, Melissa Rach, Megan Casey

UNIT I

1.1 Meaning, Definition and Scope of Content Writing
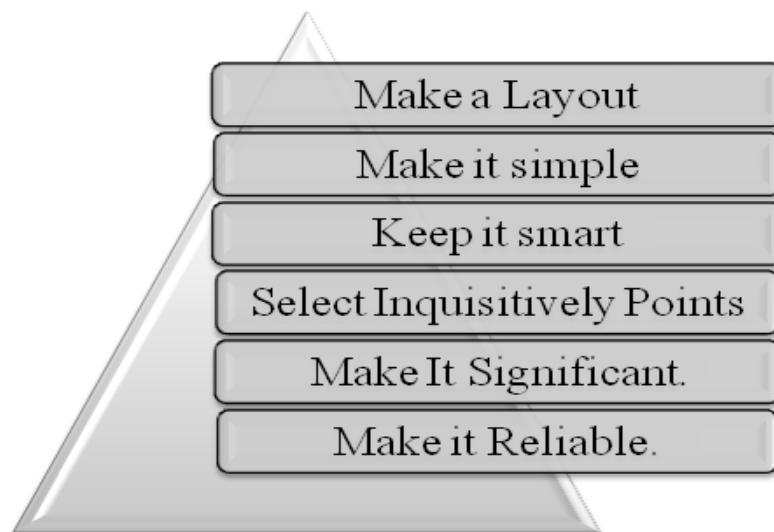
Introduction

Content writing is the procedure of producing and publishing written content for a diversity of determinations, including marketing, education, and amusement. Written content is produced by content writers for blogs, websites, and other digital media. Through thorough and interesting information, they enlighten and engage viewers. Knowing the company's target, audience is the first step in a content writer's basic job description. The most skilled content writers are able to modify their tone of voice and marketing strategies to meet the needs of their intended audience. Since the dawn of time, content writing has served as a means of communication. Before the internet, it was the primary means of informing the public about any kind of information. The art or talent of putting ideas and thoughts into words is called writing.

Meaning of Content Writing

The process of organizing, creating, and disseminating web materials with the aim of meeting the demands of a particular audience is called content writing.

Definition of Content Writing

Giving online clients with significant composed data focused toward a particular gathering of people is called Content Writing. For illustration, the substance one now perusing targets people, who are trying to find makers or substance composing tests.

Make a Layout
Make it simple
Keep it smart
Select Inquisitively Points
Make It Significant.
Make it Reliable.

Figure1.1: Content Writing Best Practices

One can begin content writing by doing a few Best Practices:

- Make a Layout. Making an outline could be a to begin with step within the content writing prepare.
- Make it Simple to Expend and Share.
- Keep it Smart, Wealthy and Entertaining.
- Select inquisitively Points.
- Make it Significant.
- Make it Reliable.

Scope of Content Writing

The goal of content writing is to enlighten, instruct, or convince readers. It can be used for a number of things, such as:

- Raising awareness of the brand
- A rise in website traffic
- Raising the ranks of search engines
- Building reputation

1.2 Types of Content Writing

There are various kinds of content writing, and each has a unique style, goal, and spectators. The most well-liked categories of content writings are:

- **Article Writing:**

    Articles are typically longer, educational works that offer in-depth details on a specific subject. They are frequently posted on specialized websites or digital periodicals like Forbes, Huffington Post, and others. To ensure the good quality of the content, the content writer must possessa strong SEO understanding when writing an article.

- **Copywriting:**

    Copywriting is a kind of content writing, that is intended to close a deal or accomplish a marketing objective. Typically, it is succinct, compelling, and direct. To persuade the reader to take the desired action, copywriters employ a variety of strategies, including attractive headlines, call-to-actions, and even emotional appeals. This category includes advertisements as well as landing pages and social media marketing content.

- **Press Releases:**

    Press releases are formal declarations distributed to the media to secure press attention for a specific good, service, occasion, or even a person. The goal of well-written and noteworthy press releases is to make them more likely to get picked up by reporters and journalists.

- **Technical Writing:**

    Content writing with an emphasis on imparting knowledge about technical topics and products is known as technical writing. Typically, this kind of literature is long, in-depth, and loaded with technical terms unique to the business. It is intended for people who are seeking for more in-depth information and who already know a little bit about the topic. User manuals, installation instructions, FAQs, and other materials can all be written in a technical manner.

- **Long-Form Content:**

    Long-form material includes things like research reports, whitepapers, case studies, and E-books. These articles typically cover a topic in great detail and offer comprehensive information. They utilize formal language since they are intended to be educational. Businesses typically utilize them as gated content or even lead magnets to collect leads.

- **Content Scriptwriting:**

    This kind of content writing is applied to the creation of infographics, podcasts, and videos. To convey the message in the shortest amount of time, this type of material is typically succinct, sweet, and direct.

- **Professional Writing:**

    Professional writing is a subset of content writing that focuses on interactions through business emails, memos, letters, and other professional communication channels. Writing on a variety of subjects, including employee communications, marketing strategies, company proposals, and more, are typically done in a formal manner.
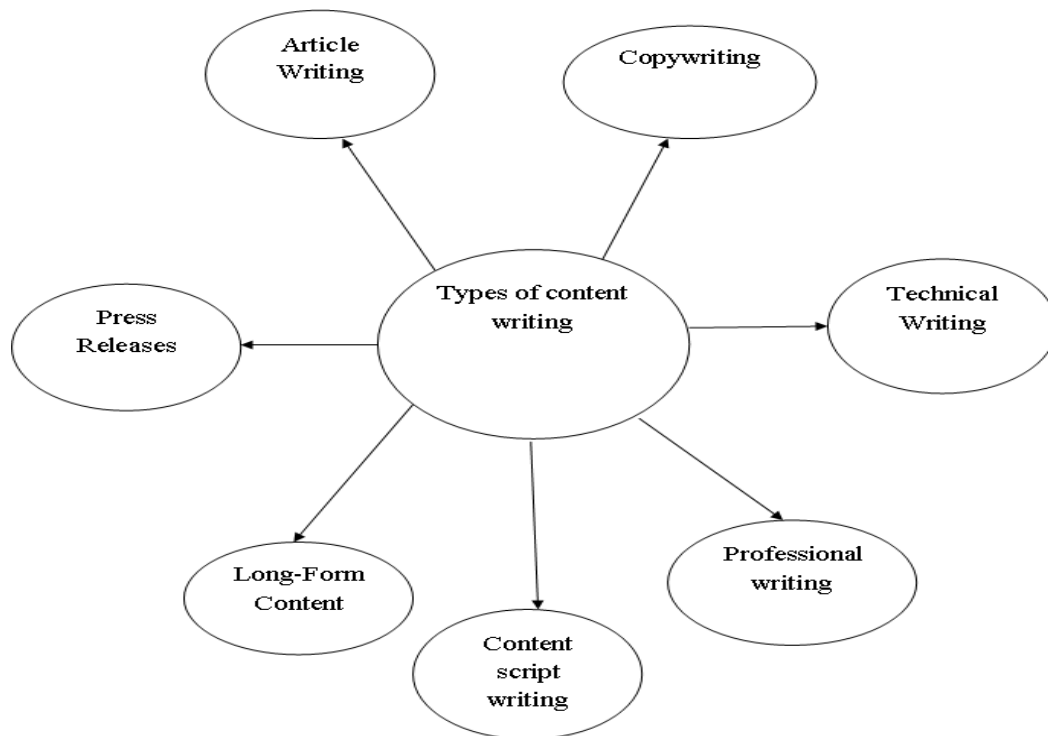
Figure 1.2: Types of Content Writing

1.3 Content Writing Topics

Whether one is a professional writer or beginner, probably thought what kinds of topics might be interesting to the target audience for content writing. There will be days, even if one is an experienced content writer, when one question the suitability of the subjects selects. There are some themes that one can count on which are given below:

Skincare & Beauty

The first category in which interesting material can be produced is skincare and beauty. Individuals, particularly women, are constantly seeking for methods to improve their appearance and frequently read articles about it. It is among the most often discussed themes in content writing.

Fashion

Since the fashion sector is trendy, social media and internet shopping are essential for today's youth. It can be challenging to differentiate one's material from others, though, because there is an indisputable amount of style content available online. One must write on hot fashion subjects if one wants to have an influence. Reputable fashion and style websites frequently post images of the newest trends. The majority of these websites also provide guidance for those mornings when one is unsure about what to wear.

Product Reviews

Reviews of products and services are excellent methods to increase blog traffic. These days, before making any major purchases, such as electronics, choosing a fine dining restaurant, booking a trip, or becoming movie buffs, people look through reviews. It is important for bloggers to keep their reviews of goods and services up to date.

Reviewing a product that was released five years ago will be absurd. Reviews of products and services have the potential to increase website traffic and generate income.

Health & Lifestyle

Together, lifestyle and health form a subject that will never go out of vogue. The fast-paced nature of modern living can have a long-lasting impact on one's general health. People's concern for maintaining a healthy lifestyle is on the rise.

As a result, a large number of papers, subjects, and data are frequently published on these subjects. Furthermore, a number of health periodicals offer an abundance of information on food plans, physical activity, nutrition, supplements, and other relevant topics.

Tutorials

Digital marketing, computer languages, cosmetics, makeup, and food are some of these specializations. During the epidemic, a lot of people became small business owners and freelancers after learning a lot of new skills from these courses. The fact that these courses do not cost anything and allow users to study anything they want is what draws viewers in. Therefore, starting ones blogging and content development adventure with tutorial posts could be a great choice.

Education

Start writing and blogging since millions of students use computers to learn for themselves every day; one of the most popular subjects for content writing is education. As a result, article writers ought to try to enlighten and educate readers on the most recent graduate, undergraduate, certification, and certificate programs.

The development of the digital sphere has made learning new things easier in a number of ways. In this case, writing about the many online courses and the special qualities that set them apart will be interesting to read and develop process.

Time Management

There are times when a person feels that he or she cannot complete a task in a day and frequently wishes had an additional hour to complete the tasks at hand.

Personal Finance

The phrase "personal financial planning" refers to all financial matters, including savings, expenses, and investments. Planning, banking, insurance, finances, emergency preparedness, retirement.

Trending Topics

Topics that captivate and intrigue readers the most are said to be popular ones. People's curiosity leads to popular themes. Start writing about the trending topics, by searching social media as well as family upkeep. Writing blog posts with time management advice is a great idea and a popular subject.
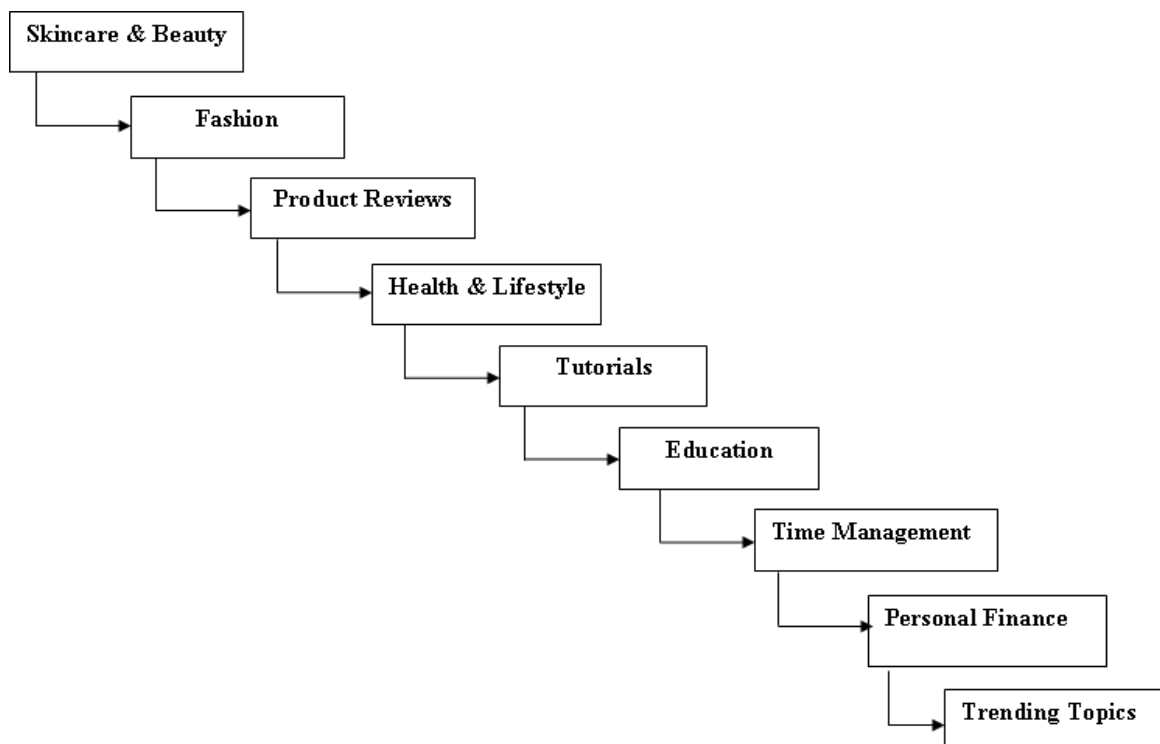

Figure 1.3: Content writing topics

1.4 Problems Faced in Content Writing

Although content writing offers writers a great deal of flexibility, it may also present a number of difficulties that could quickly terrify them. One ought to aware of these writing difficulties. Let's examine a few of them.

1. Readability

Making sure the writing is readable is one of the most important tasks in content creation. Sometimes writers let their ideas to get the better of them and write on topics unrelated to the main objective. Writers may utilize complex vocabulary or unusual

expressions while showcasing their linguistic skills, which could make the article difficult to understand.

2. Writer's Block

When a writer experiences writer's block, they struggle to put their ideas into words or become depressed over not producing interesting, educational, and pertinent content. This type of depressing emotion frequently results from criticism, burnout, and past mistakes.

3. Meeting Deadlines

Incapacity to manage work and personal life is the main cause of deadline failure. Make an effort to complete paper in the allotted time. This will provide space for other pursuits and help one strike a balance between personal and professional obligations. There are instances when authors are given laborious assignments that have a deadline. But they also have to proofread and review an article after they have finished writing it. As a result, they may produce mediocre content. Not to add that they could also forget deadlines.

4. Finding Quality Work

Finding good writing assignments is difficult, and many content writers- especially those who are new to the field have consistently placed this as one of their biggest challenges. Many content writers jump on the bandwagon without giving the different job opportunities with careful consideration. Thousands of authors have benefited from the assistance of numerous internet writing marketplaces like Upwork and Fiverr in obtaining steady freelance employment. The most popular website in the world for creating professional networks and locating opportunities is LinkedIn. Additionally, one can join a number of online groups for freelancers.

5. Extreme Competition

Content writers are fiercely competitive on almost all platforms. The goal is to underbid the competition to get as many clients as possible. In order to thrive in this cutthroat environment; one must develop his own brand. One can accomplish this by becoming more knowledgeable in a variety of fields and providing clients with a higher level of value than other authors.

6. Lack of Work

This is probably going to occur in early days. But as time goes on and establish a network and develop some experience, one will have no shortage of projects. Using content marketing to sell oneself is the best approach to get started on the road to success.
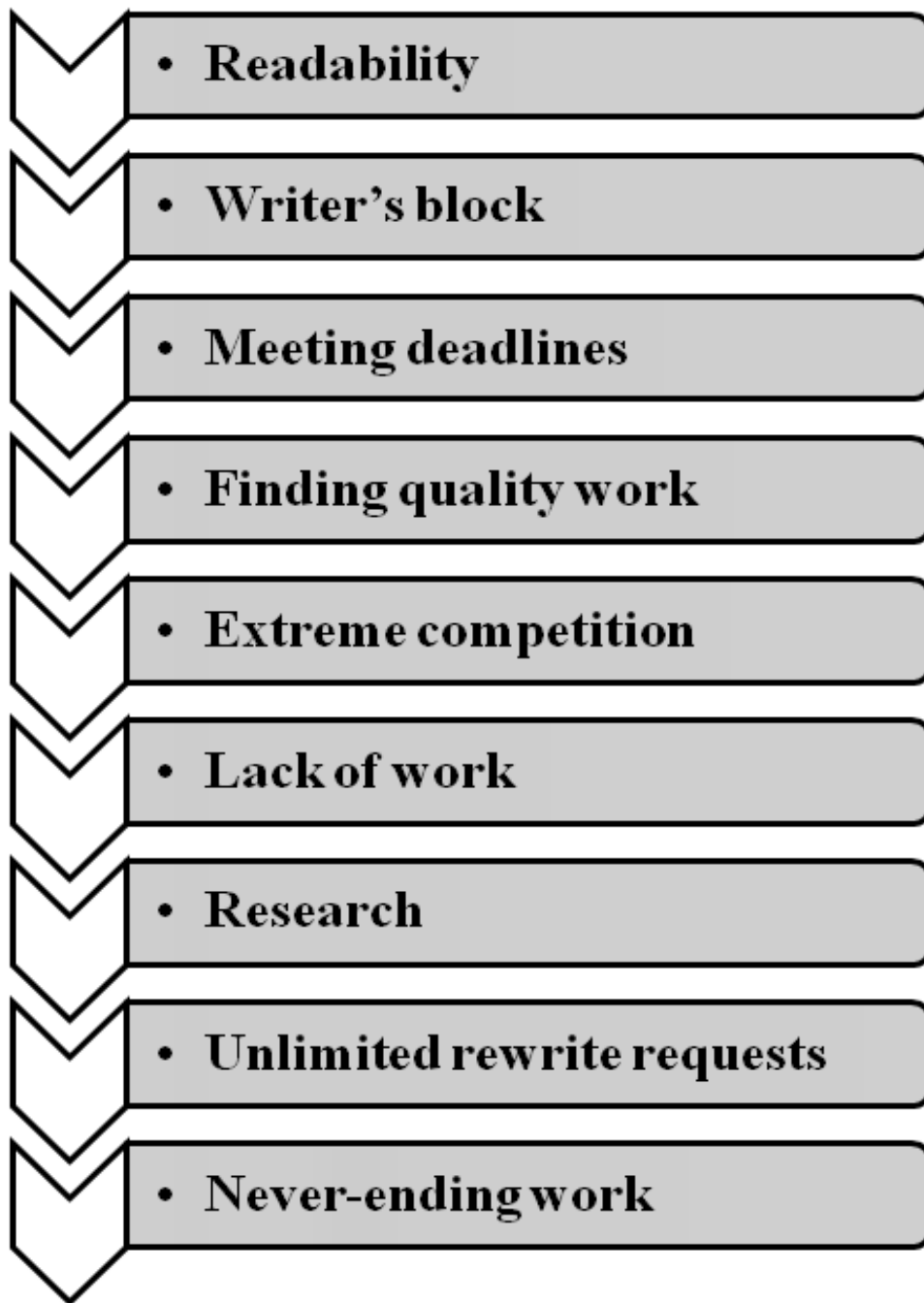
7. Research

To write excellent content, one needs to have extraordinary insight into and comprehension of what makes a domain function well. However, one will undoubtedly come across hundreds of assignments that require material from domains you were previously ignorant of along one's career as a content writer. The ideal approach for writers to overcome these obstacles would be to conduct thorough research on the subject and create a well-structured, statistically sound content piece. Making a good impression on one's readership and client is essential.

8. Unlimited Rewrite Requests

Throughout the career, one will deal with a variety of clients. A few of them may be micromanagers who are too controlling. They will make constant attempts to mentor on a task they need one to complete. Are they among the primary difficulties in creative writing? These demanding clients sap one's creativity by making one rewrite portions again and over, which wears one out mentally and wastes his important time. While it's important to give clients what they want, one should only agree to a limited number of reworks. Therefore, conduct a thorough conversation with the client to understand their expectations before beginning to write on a topic.

9. Never-ending Work

To produce high-quality material, be ready to commit 12 to 14 hours a day to work. New authors frequently neglect to set reasonable time boundaries for their work because they are chasing perfection, which has an impact on their personal lives. They start work early, work through the night, and are too exhausted to spend time with their loved ones, family, or themselves. A well-planned schedule is necessary for each job, which is why making a proper schedule for one's day is advised. To begin, divide the project into manageable chunks that can be completed in a single day.

- **Readability**

- **Writer's block**

- **Meeting deadlines**

- **Finding quality work**

- **Extreme competition**

- **Lack of work**

- **Research**

- **Unlimited rewrite requests**

- **Never-ending work**

Figure 1.4: Problems faced in content writing

UNIT II

2.1 Different Formats in Content Writing

In today's corporate environment, content authoring is essential to digital marketing. Well-written website content helps both small and large businesses and attract customers beyond their local limits. Every firm must have a website that provides all the information required to enlighten readers about the advantages of the items. Nonetheless, there are a variety of goals for which content creation can be done, which results in a difference of formats. Writing an essay will follow a different format than writing a press release, for instance. There are some important formats of the several kinds of content which are explained below:

1. Blog Posts

In content writing, particularly SEO content writing, blog posts are essential because they build authority and credibility, drive traffic to the website, and engage readers with insightful and pertinent content. Another great technique to present writing prowess and attract new clients and prospects in this sector is by creating blog entries.

Expert writers are in high demand. By regularly producing intelligent and educational blog posts, authors can boost their website's search engine optimization, gain the readers' trust and confidence, and eventually produce more sales and leads.

2. Articles

Since article writing has so many applications, it is a vital type of content creation. In the beginning, it provides readers with informative and instructive material on specific topics. Secondly, well-written articles can demonstrate the author's expertise and authority, enhancing their reputation and inspiring confidence to their audience.

Moreover, captivating articles have the power to draw readers in and keep them coming back for more, increasing website traffic and brand awareness. Lastly, appropriate phrases can be added to a material to improve its search engine ranks and reader discovery.

Format of Article Writing

Title/Headlines

This includes delivering appealing headlines that include the relevant keywords.

Introduction
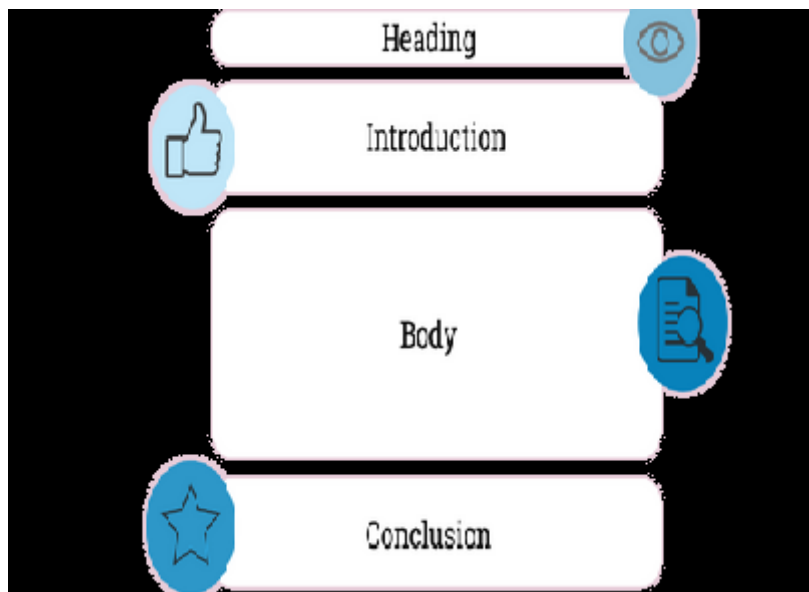
This gives readers about general overview of a subject and what to anticipate from an article.

Body

This is the core part of an article and comprehends 2 to 3 passages.

Conclusion

This section concludes the article, typically encompassing a summary of the main points or presenting the author's final thoughts on the topic.

Figure 2.1: Format of Article Writing

3. Case Study

Case studies are an essential structure for writing that enhances credibility and demonstrates expertise. They provide a specific example of how an organization or individual handled a problem for a customer or client, showcasing their proficiency. Creating engaging case studies is a critical skill for freelance content writers, especially those with writing specializations.

Case studies assist in building customers' trust by showing prospective customers how a product or service could solve a specific problem or need. They can also be used as a successful marketing strategy to retain present clients and attract new ones. Case studies are often a helpful tool for content generation for businesses of all sizes and industries.

4. Social Media Content

One essential kind of content creation that helps businesses engage their audience and build their brand is social media content. It gives companies the opportunity to communicate with their target audience directly and build enduring relationships with followers. This is particularly important when writing for clients, as social media can assist establish credibility and trust.

Social media content can be used to communicate with customers through comments and messages, promote products and services, and disseminate helpful knowledge. Businesses that consistently post excellent content on social media can improve their online visibility, reach a wider audience, and cultivate client loyalty. In today's digital environment, social media content is essential in content writing.

5. Presentations

Given their ability to attract and interest an audience, presentations are essential in content writing, particularly in business-to-business writing. They are very good at making difficult information visually appealing and simple to understand, which helps the audience remember and retain the knowledge. Additionally, presentations foster a sense of authority and trustworthiness among the audience, which boosts interest and improves knowledge retention.
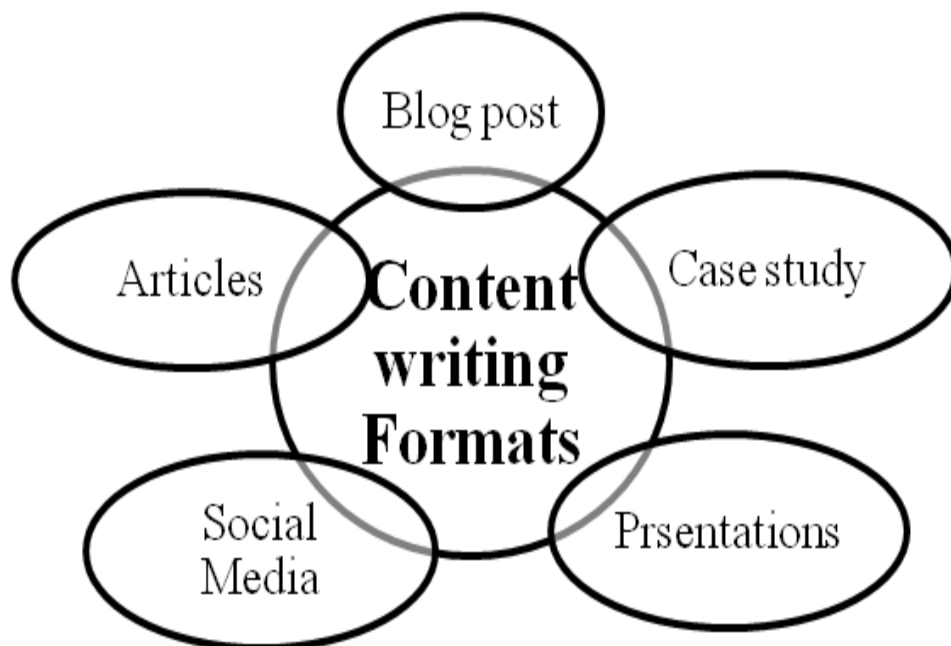
Figure 2.2: Different Content Writing Formats

They are also adaptable and useful for a range of applications, such as marketing, sales presentations, and training and instructional materials. Learning how to write presentations well can be a great help for freelance content writers looking to broaden their horizons and investigate additional prospects on freelance writing platforms. Additionally, producing SEO content writing presentations can assist companies in enhancing their web presence and drawing in more.

When crafting technical content, it is essential to take into account several factors.

1. It is crucial to understand the preferences of one's audience.
2. Conducting comprehensive research on the subject matter is necessary.
3. Creating a well-structured plan to determine the appropriate content for each section is important.
4. Ensuring the readability of the content is maintained is crucial.
5. Incorporating relevant images can enhance the overall quality.
6. Maintaining concise and to-the-point content is essential.

2.2 Major Skills for Writing Quality Content

Being a content writer comes with some great gratuities. Depending on the position, one can have the inflexibility to work from home or from the favourite coffee shop, decide what motifs one wants to write about and see the work published and induce real value.

But the job is not always an easy bone and there many areas of moxie one needs to have to be successful other than just being a great pen. So, then are seven essential skill sets that any good content pen needs to have and continue to sharpen over their career. Content writing isn't one skill but a collection of numerous chops in just one person. A person who wishes to come a successful content pen must have a creative faculty, some specialized chops, and would also need to be a salesperson at times, as part of the colourful chops needed for content jotting.

A content writer would be needed to search for creative results to colourful problems and find directions in a fixed or limited budget. A content writer would always need to have some logical experiences so that he can study trends and make practicable perceptivity from them. Also, they can be used in creating new content. There are numerous needed skills for content writing which are explained in detail.

1. Writing Mode

Content writing may be a part of digital marketing, but before anything differently, it's writing. A content writer must be great at writing. But what does it mean? As a content writer, a person must be suitable to express his/ her opinion and use his own depository of ideas to produce rhetoric. He must be suitable to suppose of ideas and organize them into the structure of a composition, blog post, dispatch, newsletter, podcast, or anything.

This is easier said than done. It takes lots of practice to come good at a craft. Every person uses language in exchanges but many would be suitable to produce a 1000- word essay on an arbitrary content. Generally, it takes months before a person can anticipate coming as a decent writer. These months would be filled with deliberate practice regularly. And the timeline is different for different people. Not everyone starts from the same starting line.

A piece of good advice to flash back then, as part of the colourful skills needed for content writing, would be to not compare the progress with someone differently. Everyone has a different expedition. For illustration, a person who isn't a native English speaker would take time before he can learn the complications of the language enough to come a good writer. Speaking of which, it's always a better idea to write in your mother tongue rather than in an acquired language. An advantage of numerous people in the Indian landmass is that numerous of them know good English. This helps them take assignments from western countries and earn in US dollars.

A content writer would also need to understand the variations between different forms of writing. These forms of writing include a blog, ad copy, email, newsletter, press releases, website copy, product descriptions, podcasts, videotape and film scripts, and so on.

2. Knowing the Audience

In marketing, content isn't created for us; it's created for the request. With that information, it's logical that before trying to communicate or convert a followership, one should get to know a thing or two about them. Marketing exploration involves chancing information about the followership. As part of the colourful skills needed for content jotting, working on different systems would also involve targeting different types of audiences every time. Colourful parameters that are frequently considered before writing high- quality content include demographics, age, interests, preferences, income type, language, terminology, and so on.

Knowing these parameters before designing content for these audiences would prove much more effective and fruitful. The audience would relate further to the content and the content will get better blowout. This is more conducive to the ultimate purpose of the content, is to produce brand recognition or convert callers into paid clients. Marketing exploration helps the writer understand the requirements and conditions of the audience and produce content that solves their problems. It's egregious that businesses would want to produce content that helps their audience. A great piece of content cannot live in void.

3. Keyword Analysis

Great content writers do not just write on any content at arbitrary. The themes in a blog that ranks grandly on SERPs are precisely allowed and explored. colourful online tools like Google keyword blog, Ubersuggest, Ahrefs, Moz, Buzzsumo, and further help find marketers and content writers subjects for their blog as part of the different expertise needed for content writing. The keyword ideas are compared on the base of hunt business, the difficulty of ranking, and whether it fits in the content strategy of the business. This is a major difference between amateur content writers and writers with periods of experience. A competitive view is a process where marketers dissect their competition for content ideas. This process helps them more understand the preferences and habits of their audience.

4. Content Research

Research before writing content is different from selling. Then, the pen looks for information on the content he is about to write. Numerous amateur writers must suppose about why a writer should do that, as part of the skills needed for content report. Is it not necessary for the essay to be original? Does the writer have no knowledge of what he's going to write about? Also why did he she take the job?

Indeed, professional writers who are experts probe ideas before beginning to write. This is because it's always better to produce a list of all the points that are going to be bandied in the paper.

5. Originality

Researching also helps in generating new ideas. These ideas can also be espoused into the articles. Researching also helps find studies that reveal factual calculation and statistics. These statistics can also be incorporated by citing these studies in the essay to portray credibility and authority. Indeed, after subject study and gathering ideas from colourful sources, a writer must be original. But what does it mean to be original in the environment of

the colourful skills needed for content writing? Successful writers frequently present the same idea from a different perspective. They frequently include intriguing conformances that are original and new to the audience.

They can also give further weightage to a particular opinion that has not been talked about ahead. They can also give an altogether different style of expressing the information. There are numerous ways to be creative. It's a writer's job to test and come up with being new to give to the audience. Because if you do the same thing everyone differently is doing, it isn't going to stick with the audience.

Another meaning of originality is in the nonfictional sense. A writer must do study so that he she doesn't end up copying another page's content or style. Duplicate content is punished by look machines and it may hurt the rankings of the field. This would render the whole area useless and it may invite serious counts on a writer's career.

6. Readability

Readability has decreasingly come more important on any blog for ranking purposes, but it's also necessary for the user. The content on the web is supposed to be fluently readable for an average user. This helps the user maintain torrent and makes the user stick to the content for long.

Still, search engine logical tools record this information, If the user doesn't finish the content by reading it till the end. This shows the engines that the content isn't what the user was looking for. However, the ranking of the webpage is affected, if this happens constantly with users over time. There are colourful parameters that come under readability, as a factor of the numerous skills needed for content writing. First is the Flesch reading score that determines how easy or delicate a piece of content would be to read for an average reader? An advanced Flesch reading score is preferred.

This is another tip to increase the application of active voice. This has an impact on the reader and keeps them alert. It's also not recommended to use heavy vocabulary and specialized jargon unless the writer is basically targeting a particular group of audience, for illustration, lawyers, doctors, or engineers. An average person would probably exit the page if he she encounters a lot of terms, he doesn't understand. People don't like to go to the lexicon for putatively small pieces of information. It's too important work. It's also advised to use simple language and structure and use a more direct voice. Trying to complicate by using out-of- context information or lampoon may end up confusing the reader.

2.3 Strategies in producing High-quality Content

Address Your Customers' Needs

High- quality content addresses and solves clients' problems. To do this, one must understand the audience, their problems, and the questions they ask. These three aspects about the clients are essential.

Creating content for cult works the same way. The better one understands them, the better one can serve their demands and prepare gifts in the form of stupendous content. Thus, one of the stylish ways to increase happy quality is to completely probe the audience. We've formerly seen about how to do this in advanced SEO approaches.

Their enthusiasms: What they want to attain.

Their agony points: The difficulties they practice

Their chosen channels and stages: LinkedIn, blog posts, newsletters, etc.

Know the Topic

Of course, besides getting to know the audience, it also needs to invest in retaining the content. In simple terms this means probing the crap out of it. Start with the core but also travel outward to fewer well- known region as well. Find as important information as one can, learn as numerous details as possible. This will make the content endlessly more useful and precious to people who read it. In addition to that, make sure to fact check whatever one claim. Avoid putting anything out there one can't prove. Putting out only dependable information is a great investment in the content quality, fame and authority and that can no way be a bad thing.

Write the Way You Speak

The capacity of the guests to understand what the content writer talking about is an important marker of happy quality for them. It won't do readers much good if include all the information, they will ever need inside the blog post but make it so dull or hard to understand that they give up half through. How do one make ones posts easy to understand? First, by keeping a stuff simple. Aim is to have indeed newbies walk down feeling enlightened. For that reason, avoid complicated jargon or, if one absolutely has to use it, be sure to explain in detail. Secondly, make one's content amusing and engaging. That doesn't mean one have to crack corny jokes every alternate sentence Just avoid being purely factual and let the personality shine through.

Align Content with Business Goals

Content wants to generate commercial enterprise results. If it doesn't, there's no point in growing it. First, one need to realize dreams. This is a key step in any content fabric method. Businesses don't have endless assets, so that one gained be able to do all of it. The content advertising funnel is a tremendous region to start. If surprising with it, the content material marketing and advertising funnel represents the awesome degrees a person goes thru to emerge as a patron. Endure in thoughts: Ideally, the content material plan ought to encompass portions masking all three tiers in the funnel. But this framework allows one to allocate resources greater efficiently.

Showcase Your Expertise

In many cases, remarkable content material is content created through problem remember specialists. Having a person with actual experience on the topic talking approximately provides depth and trustworthiness for the content material. It's commonplace to find content pieces created by way of human beings without a real revel in inside the topic. They study articles or watch videos about the situation. Then they invent something that is simply a mixture of what's already out there. No added cost, no originality. By involving situation count number professionals for the content material introduction method, differentiate from the overpowering amount of content material posted each day.

To achieve this, here are some alternatives:

1. Finding problem matter experts who can "rework" their know-how into appropriate content pieces
2. Interviewing problem rely professionals and creating suitable content with their insights.

It's tough to locate folks that are specialists in a specific region and additionally exact communicators. That's why, most of the time, you'll discover that the second choice is less difficult.

E-E-A-T is a phrase that Google applies for Experience, Expertise, Authoritativeness, and Trust. To recognize content that trails E-E-A-T procedure, Google stares at aspects like:

Content eminence

Author

Reliable resources

Excellence of back associates

And more……….

Find the Right Formats

Once one knows the subjects going to cowl, one must pick out the proper format. Choosing the correct formats in the content material is not a precise science. one will discover them through trial and blunders. However, with right studies, could speed up the process. Performing a competitive analysis is a good start line. Create something similar

- Find content material gaps and create something new

Here are a few recommendations to analyse the competitors' techniques:

1. Apply Semrush's Organic Research tool to research competition' web sites and identify pinnacle-appearing pages.
2. Employ Semrush's Social Tracker to analyse competitors' social media existence.

Ensure Content Readability

If you're creating text-primarily based content material, content clarity is fundamental to enticing users. Here are a few thoughts to enhance content material readability:

1. Write short sentences: Whenever possible, divide lengthy sentences into two or three shorter ones
2. Include one idea per paragraph: Use short, simple paragraphs
3. Add images: Use pix to "break up" lengthy sections and make it less difficult for readers to stay engaged
4. Use lists: When feasible, employ bulleted or numbered lists
5. Share relevant information first
6. Don't force users to read the whole piece to discover what they're looking for.

Update the Content

Outdated content is less applicable to customers and engines like Google. Consequently, less possibly to generate sales, leads, or other enterprise outcomes. That's why updating the content often and making sure content nice is essential. Some topics have a longer life expectancy than others. But decay influences nearly all kinds of content material. However, monitoring content decay is especially important if created weblog posts.

This is due to following reasons:

1. Content freshness is critical for Google. It's a confirmed ranking factor for time-sensitive queries.
2. One can easily enhance a weblog post without deleting it. This doesn't apply to other varieties of content material, like YouTube films, social posts, podcasts, and more.

Learn from Content Performance

Measuring overall performance is a key to developing super content. Analysing the content's performance enables,

1. Detect underperforming content and enhance it
2. Identify pinnacle-performing content material and apply what discovers ways to future content material
3. To follow the content material's performance, select metrics based for one's dreams. Aim might be to generate leads, make greater sales, which accumulate new customers, and so on. And relying for your dreams, one will select one-of-a- key performance indicators (KPIs). Measuring KPIs allows to see if one is meeting his desires. Some common KPIs to compute for various content formats have been given here.

For blog posts
- Average ranking place
- Organic interchange
- Spring back rate
- Exchange rate

For videos
- Impressions
- Watch time
- Average outlook duration
- Appointment

For social posts
- Impressions
- Reach
- Appointment
- New groups

For podcasts
- Subscribers
- Downloads
- Number of spectators
- Review

2.4 Different Stages of Writing Good Content

The steps in the standard writing process aren't meant to dictate how a writer writes. As an alternative, they provide writers with a broad framework from which they can work within or outside of. Whether a novice writer or have been in the industry for some time and believe that the workflow could be more efficient.

Prewriting

Occasionally, if one is fortunate enough to get an idea, sit down at computer, and start writing. Two hours quickly pass, and you will have a polished piece that is prepared for publishing. But in the event that it doesn't, need structure to get things started. It is up to one to decide who one is writing for and what to write about. The assignment could be on a wide subject that one can mould into whatever one likes or it might be on a subject that has strict rules to follow. When one has a foundational concept, it's time to develop it. This can be completed using a conventional outline, free-form writing, or brainstorming maps. It can be created on paper or digitally, simple or artistic, detailed or simplified.

After brainstorming, the ideas could be a disorganised chaos. The thoughts might not make sense even with a neat structure. Sort through the ideas and put them in a logical order before start writing. When removing certain concepts, save them somewhere in case need them later or if they become a spin-off piece.

Writing

This stage may be completed without any prewriting, depending on the writing experience and familiarity with the subject. Sometimes, when they go between researching and writing, authors can obtain a general idea of a topic create a basic outline in their heads, and then refine it further. As write, the outline will emerge on its own, and will make edits and reorganisations along the way. Write until used up all 100 words; if not, that's okay too. discover places were failed to clarify a notion as revise and proofread. Including details will increase the word count. Redundancies and convoluted sentences are also present. Word count will be balanced if those words are removed. Should finish with around the desired word count.

Revising

The level of "messiness" in the document will determine how one revise it. It can just require a quick edit before a final proofread, or it might require extensive rewriting and editing. It's also possible that only partially completed the preceding steps since overlooked a

whole sub-idea. Keep an eye out for places where start to lose Where do one lose interest, tune out, or need to read something again before understanding it? Readers will respond more forcefully if the work fails to hold their attention. Keep an eye out for the trouble spots as well.

Maybe write long, difficult-to-understand phrases or utilise the passive voice often. The person you are writing for will determine how much one rewrite. When writing for a customer, one must adhere to a deadline set by the fee. It is more vital to finish it and make sure it is error-free and on topic when almost at the end of the given time rather than trying to make it the best piece ever.

Editing

This is the last step, if edit the work, is to sift through the material with a fine-tooth comb. It sounds easier than it is to edit. It's possible for fifteen minutes of editing to be challenging than an hour of writing since one has to be so concentrated and detail-oriented.

Here are some tips to follow: Revise the next day. It will be simpler to identify errors when your words are not as fresh in your memory. If not, errors are automatically corrected by the brain while viewing them. Modify the font's size, color, and style to highlight errors. modification the font color whenever one makes a modification to a paragraph, and then once completed the piece, go back and review it. Run the article through Grammarly or another similar apps. But don't take every recommendation. Many times, even Grammarly gets it wrong. Go over the article from beginning to end until find all of the errors. Although laborious, this is a crucial task. Read the article a week after it is published if one has the capacity to edit it after it is published.

Publishing

A completed work can be published in a number of venues. If writing for self, it can publish it on the website or make it available as an e-book, or can store it on the computer until a later time. It will be published on the client's website or on a website where the company is guest posting when write for them. Additionally, one can submit the work to magazines; this is a time-consuming but potentially worthwhile exercise.

UNIT III

3.1 Blogging and Types

While starting a blog is one of the most common tactics for increasing one's internet presence, not everyone is aware of what a blog is or how to start one. Around 1994, blogs were first popularised and were mostly used by people to communicate details of their personal lives, such as events and hobbies. These days, blogging is one of the most lucrative employment options for individuals and a crucial component of online marketing strategies for corporations. Over time, blogs' user interfaces have seen considerable changes. It is now possible for bloggers to incorporate several widgets and plugins into their platforms, including an author profile, a contact form, or a social media feed.

A blog, often known as a "weblog," is an online journal or informational website that is maintained by a person, organisation, or business and provides frequently updated content, or blog posts, regarding a certain subject. It is written in an informal, conversational tone and provides facts in reverse chronological order.

Uses of Blogs

Edifying Others and Assemble Online Existence

The primary purpose of blogs when they initially debuted on the internet was for personal usage, such as exchanging ideas, experiences, and tales. We'll examine the most typical applications for a blog:

A blog's purpose doesn't change, but the content it contains is more varied. A professional online presence or to educate others on a particular topic are two reasons why some people have started blogging, even though many blogs still function much like online diaries. A lucrative job option for many people nowadays is blogging, particularly in light of the pandemic. Indeed, during this time, more than 50% of blogs saw an increase in traffic, and over 35% of bloggers saw an increase in income.

Helping Business with Brand Awareness

Blogs are a common tool used by businesses and organisations in their content marketing strategy to raise conversion rates and brand exposure. The content of a business blog typically concentrates on industry-related news that could be of interest to its intended audience. Usually, a group of writers manages the blog rather than just one administrator.

Promote Programs and Attract Visitors

A lot of companies start blogs to advertise their services in the hopes of gaining more readers and leads. This is a common occurrence in educational institutions as they work to increase the number of students enrolled in their programmes.

Types of Blogs

Personal Blog

The personal blog is not targeted towards any particular audience or theme. Bloggers write about their interests, which include sports, politics, daily life, hobbies, and beliefs. As a result, they draw readers who have similar interests. The author merely wishes to share their expertise and experience and change the world. When they can connect with a group of people who share their interests and form a community around those interests, they are most successful.

Personal Brand Blog

The blogger is the brand on this blog. They serve to increase the blogger's reputation as a respected authority in their field and as a teacher, speaker, and thought leader. It's frequently applied to spirituality, personal development, coaching, counselling, and guiding. They frequently offer free downloaded materials like e-books, to-do lists, manuals, etc. The goal of lead generation is to establish a relationship with the audience. When this kind of blog encourages readers to take action, it succeeds. A sizable audience must be drawn to niches with a high concentration of affiliate products and ad networks for those who rely on affiliate sales and ads. People who sell their own goods will require either a sizable customer base or pricey goods to sell. Those who want to get employed just need to reach a smaller audience, but they also need to establish trusting bonds with them.

Corporate Blog

This blog's primary focus is the company and its own goods and services, with the aim of boosting website traffic and customer acquisition. The subjects are picked with the intention of drawing in customers who are enthusiastic about the respective fields. They may be referred to as enterprise blogs because companies manage them. Their main objective is to get leads for their sales funnel. This covers offers, specialised contact forms, email lists, landing sites, calls to action, and more. The intention is for the content to draw in visitors, who will subsequently go through the sales funnel and reach the call to action.

Personal Services Blog

The subjects covered in this blog are related to the services that are provided. For local services like dog walking, house sitting, lawn care, childcare, rubbish removal, etc., they are fantastic. Although the blog may generate some revenue through affiliate links or advertisements, its main objective is to get the writer employed to provide the services. When they connect with the local audience, they are successful because they are the ones who can respond to their call to action.

Repair Services Blog

The subjects covered in this blog are related to the services that are provided. These are excellent for small-scale repair and maintenance companies that provide services like house repair and lawn care. Similar to personal services, the main objective of this blog is to get the blogger hired to provide the services. A local audience that responds to their call to action is another indicator of their success

Niche Blog

A niche blog concentrates on a certain subject. Some are quite specialised while others "niche up" a bit to appeal to a slightly larger audience. These are often hobby blogs that eventually become small-scale personal business blogs. Niches can be anything a person is interested in, and they typically have greater success when the blogger is enthusiastic about the subject. They continue despite little traffic because of their passion. Popular area consists of:

Finance	Sports
Business	Food
Cars	Music
Games	Movies
Books	Fitness
Travel	Current Events
Entertainment	Fashion
Lifestyle	Politics

Affiliate Blog

This kind of blog's material is mostly product-focused. Typically, it takes the shape of product reviews or usage guides. Using the blog's affiliate link to make the purchase is the call to action. It's important to rank for keywords related to the products. Affiliate blogs must locate in-demand products with top-notch affiliate programmes in order to succeed.

Guest Blogs

These blogs' content is contributed by guest writers, most of whom are subject matter specialists. Hiring authors is not the same as this. This is done in order to increase the audience by inviting guest bloggers who already have a following. This gives the blog owner more freedom to run the site and market it while posting content that may even be outside of their area of expertise. Though they are not the main contributors, the blog owner will occasionally contribute to the content as well.

Podcast

This blog's content consists of the embedded podcast (which is typically either audio, video, or both, depending on the platform it comes from), together with links to the call to action and an explanation, synopsis, or transcript of the podcast. There are recurring themes in the posts. Typically, the podcast is presented as a discussion, webinar, interview, training session, etc. It succeeds because it has a sizable fan base that responds to the call to action. It could be a programme, book, downloads, software, service, etc.

3.2 Blogging and Advertising

One of the great things about the market we're in right now is that one does not need to spend hundreds of thousands of dollars on advertising these days to market the service or product. One way to achieve this is by using the Blogs for advertising. These are some of the ads one can advertise:

Google Advertisement: A tried-and-true tool. AdWords offers a vast array of advertising opportunities, ranging from Google search results pages to thousands upon thousands of websites covering a wide range of themes. The ability to create ads that are specifically targeted at those readers and to target particular AdSense sites is quite helpful.

Facebook advertising is something found to be rather successful. You may use Facebook Ads to target certain interest groups and demographics. Advertisements can be purchased by the impression.

Tips for Advertising

Landing Pages

Sending people to a landing page that has been specially created is far more effective than having them click on the advertising and go to the main page of the blog. While the blog's home page is a fantastic place for frequent readers to catch up on recent posts, it may

seem a bit random to someone who is visiting the site out of the blue from an advertisement. Create a page with the intention of "converting" these infrequent readers into devoted ones. This page might include some of the finest material, a call to action and some persuasive arguments for why they should subscribe.

Relevancy

The advertisement will be more successful the more the factors line up. Rarely are advertisements that have nothing to do with the websites they appear on clicked. People become irate and rarely perform the desired action when they click on advertisements only to be taken to a website that is unrelated to the advertisement.

3.3 E-books and Formats

Digital files called e-Books are collections of books in an electronic format. They are made to be seen on a range of electronic devices, including computers, tablets, smart phones, and e-Readers. Even though e-Book files are typically text-based, many of them also contain graphics, audio, and even movies.

Creating and Publishing e-Books;

E-Book files are used by publishers and authors to produce original eBooks that are then published and offered for sale in eBook stores. With a variety of software programmes, can produce own eBook and export it to the eBook file type of choosing. Here, use design programmes like Adobe InDesign or even webpage editing programmes like Dreamweaver.

Reading and Storing e-Books:

E-Book files are mostly used to access and store eBooks, even though they support HTML, CSS, and SVG features. Online bookstores allow to purchase eBooks, which can then download to device. Installing eReader software, such as Adobe Digital Editions (ADE), is required before reading.

Official Documentation:

A lot of organisations publish research findings or formal business papers in the e-Book format, particularly in. EPUB file formats. This may be particularly the case if the files are lengthy and/or intended for public use.

Different Formats

E-books are being read by more people than ever before. They currently make up 30% of all book sales in the US because to their more affordable and portable nature. In this

post, we examine a few of the most popular formats, discuss their benefits and drawbacks, and identify people who agree with us.

EPUB

The most popular format for e-book files is EPUB. It replaced the outdated Open e-book format (OEB) in 2007 and was first created by the International Digital Publishing Forum, which is now a part of the World Wide Web Consortium. As the most widely used e-book format, EPUB is free to use, open standard, and vendor-independent. It can also support complete films, SVG graphics, interactive components, and colour photos, however this is not common. It's the e-book counterpart of the reliable MP3 player in many respects, both positively and negatively. The format is supported by nearly all popular e-readers and computer operating systems, but publishers are free to encase it in any DRM scheme they like.

MOBI

It was formed in 2000 by the French business Mobipocket, who used it as the foundation for its Mobipocket Reader programme. After purchasing the business in 2005, Amazon gave it 11 years to grow. The website and servers of Mobipocket were eventually shut down by Amazon in October 2016; however, the MOBI format is still in use. The main distinctions between EPUB and MOBI are as follows. Most importantly, it is not publicly available because it is not an open standard. Video and sound are also not supported.

AZW and AZW3

The two exclusive e-book formats from Amazon are denoted by the AZW and AZW3 suffixes. The older of the two, AZW made its debut in 2007 alongside the original Kindle. With the introduction of the Kindle Fire device in 2011, AZW3 became available. One of the two formats will be downloaded into the device whenever purchased or downloaded an e-book from Amazon. ASW3 is a step up from ASW. More layouts, typefaces, and styles are supported.Both formats are very similar to the MOBI format behind the scenes. Though it has never been officially verified, it is generally believed that Amazon purchased Mobipocket in order to utilise the underlying technology as the foundation for its AZW format. The Amazon formats, in contrast to MOBI, support both video and sound.

IBA

IBA is another popular proprietary e-book format that may come across. Books written with Apple's iBooks Author programme are stored in this format. In terms of

technology, the format is really close to EPUB. It cannot, however, be read on every e-reader because it depends on unique widget code in the Apple Books app to work. Recall that only books published in iBooks authors are compatible with this format. Regular best-selling e-books purchased from the iTunes store will be sent to you in EPUB format. Video, audio, photos, and interactive components are all supported by the iBook format.

PDF

PDF is the only significant e-book format still in use. The format's extensive web use has made PDFs a well-liked means of distributing e-books. One major drawback is that native reflowing is not supported. The ability of a file to adjust its presentation according on the screen's size or user-selected settings is known as reflowing.

Reflowing is available in all dedicated e-book formats and is dependent on the order of items inside the content stream. The absence of consistent reflowing can be worked around in the PDF format by defining the document's underlying structure with tags. But e-book readers still don't support tagged PDFs very well.

Other E-book Formats

LRS, LRF, and LRX – are the file extensions for the Broad Band e-book design. They were proprietary formats that Sony fashioned to apply on its own variety of e-book proofreaders

FB – Russia was the birthplace of the XML-based FB2. Because it can store metadata directly in the e-book file, it is popular among e-book buyers.

RFT – All e-readers available on the market are compatible with the Rich Text Format. Its capabilities for text formatting and reflowing, along with its ability to preserve special characters, give it an advantage over text.

3.4 Plagiarism Detection

Plagiarism

Combining ideas or work from another source into own without giving due credit, either with or without the original author's permission is called Plagiarism. This definition includes all written works, both published and unpublished, in manuscript, print, or electronic format. It also includes the usage of writing produced entirely or partially using artificial intelligence. It is also considered plagiarism to reuse one's own work without giving credit.

Plagiarism that is done intentionally or carelessly is prohibited under exam norms and will result in disciplinary action.

Learning and putting into practice the fundamentals of good academic practice from the start of your university experience is the greatest method to prevent plagiarism. Using your academic talents to produce the best work possible can help you avoid plagiarism more than just checking that all of your references are accurate or changing terms just enough to hide your paraphrasing from the examiner. Students would gain from enrolling in an online course designed to give them a helpful overview of the problems related to plagiarism and doable solutions.

Detecting Plagiarism

It is essential to keep in mind that authors are free to reproduce content from any source, including but not restricted to books, journals, newspapers, working papers, reports, cases, statutes, and administrative guidelines. As a result, one must look through a variety of source materials when attempting to confirm or identify any potential sources of plagiarism.

Begin with the Article

Go over the entire piece and mark any passages that, in terms of tone, structure, or word choice, seem discordant with the rest of the article. One should also look for any noticeable typos, grammatical errors, or different fonts. Keep an eye out for anything that doesn't seem to be written by the same person.

Check the Cited Sources in the Article

An author may cite the source(s) at least once or twice when they plagiarise from another source(s), including primary and secondary sources. Look for any parallels between the article and the references it cites.

Explore in Full-text Journal Databases

As soon as one spot a passage that seems suspect, should add it as a keyword search to a full-text journal database. One can access full-text databases of law and non-law journals via the Graduate Library's Search Tools website or the Law Library's E-Resources page.

Investigate in Books

It is possible for authors to plagiarise from literature. A great resource for locating instances in which writers borrow an article or a book chapter is Google Books.

Methods to Detect Plagiarism

1. Using Online Tools

An online programme known as a plagiarism checking tool looks for parallels between a given text and previously published online information. In a document, it assists in identifying and emphasising any instances of plagiarism. These programmes use algorithms to match the content that has been submitted with a large database of scholarly publications, internet sources, and other materials.

A plagiarism checker application helps users ensure the authenticity and originality of their work by pointing out stuff that is identical or closely matches other content. A plagiarism checker tool offers a trustworthy method to uphold integrity and prevent inadvertent plagiarism, whether it is used by students reviewing their assignments or content providers reviewing their pieces. Do a quick Google search to quickly review a portion of the document. One may quickly use Google to see if a sentence or paragraph you come across appears to be plagiarised. Just copy and paste the desired portion of the writing into Google's search field. Put quotation marks around the passage's beginning and conclusion to ensure that your search will find those specific words.

Plagiarism checks can be found on a lot of free websites, and they are usually more comprehensive than a simple Google search. one can look for free plagiarism detectors online. one can copy and paste the text you wish to check into the website after selecting it. one can upload a full paper to be reviewed on many websites. Some popular sites are:

Dupli Checker	Similarity
PaperRater	IThenticate
Grammarly	Small SEO Tools
Copyscape	

2. Reading Critically to Catch Plagiarism

Students occasionally insert passages from outside sources into their papers by copying and pasting them. It may be plagiarism if observe a change in the font's size or type. Antiquated references could suggest that a pupil plagiarised content from a past publication or piece. Of course, students may not use many modern materials when studying history. Beginners often search the internet for writings they can submit on their own. These internet essays tend to be somewhat generic.

<center>**UNIT IV**</center>

4.1 Introduction to SEO

One of the most important parts of marketing is Search Engine Optimisation, or SEO for short. Therefore, if trying to market blog or company, need to understand what SEO is, as well as the guidelines and tactics for SEO success. Even if the implementation of a great SEO strategy has faced numerous challenges over the years and is not a precise science, understanding the fundamentals is still crucial for creating a successful marketing campaign.

The process of increasing a website's visibility on a search engine results page is known as SEO. To be clear, a strong SEO plan will increase the possibility that people will visit a business's website by placing it at the top of the list on a Google search page. When someone searches for "cupcakes" online, the top result that appears isn't a cookie shop, but rather a bakery that specialises in cupcakes along with a definition of the dessert. This is because search engines work hard to deliver the most relevant results for users. To put it another way, SEO can play a significant role in increasing website traffic and in making a search relevant to the user.

Although important, keywords aren't the essential component of a fruitful SEO campaign. When creating an SEO plan, should also take audience into account as well as links, titles, meta descriptions, headers, and subheadings as well as the uniqueness of content and photos and videos. When considering this SEO introduction, the most crucial thing to keep in mind is that content as a whole will decide SEO success rather than any one element.

Even though an SEO introduction is a fantastic place to start, when marketing campaigns get traction, might want to think about obtaining more SEO solutions and services. These tools and services, such Google's Google Analytics, Google Webmaster Tools, Google AdWords Keywords Tool, Google Alerts, Google Trends, DoubleClick Ad Planner, Google Page Speed, Google Site Map, and more, are frequently offered by the search engines themselves.

Apart from the resources offered by Google, one can investigate alternative internet tools or contract with an SEO marketing business to create an SEO-optimized website design.SEO is a crucial component of internet marketing and is influenced by a wide range of elements. Focus on producing excellent content, utilising pertinent keywords, connecting where appropriate, and consistently producing unique and innovative content if one wants to increase the SEO of website. Furthermore, keep in mind that SEO is a continuous process

that doesn't finish when publish content. Rather, it is equally crucial to regularly and frequently post new, high-quality content to keep a website current and relevant.

SEO is Important for Business?

SEO is crucial for organisations, regardless of whether you work as an executive, consultant, or in-house marketing. By using an SEO strategy to optimise web pages, may increase qualified organic traffic to the website and make business visible to the largest possible segment of the consumer base. It's critical that SEO efforts be on point while developing a website or content that is rankable for the company. To increase visibility, it's critical to understand how to optimise the content for search engines.

4.2 Types and Elements of SEO

1. On-Page SEO

One form of SEO used in digital marketing is on-page SEO. It is the process of making webpage components—like content, title tags, internal links, URLs, and so on—more optimised in order to raise a website's search engine rating and attract more visitors.

- SEO Keyword Research
- Good SEO Content
- Internal Linking For SEO
- Metadata SEO Optimization
- SEO Optimization of Images
- URL Structure

2. Off-Page SEO

The technique of optimising external aspects to raise a website's ranking in search engine results pages is known as off-page SEO. It attempts to increase a website's authority and dependability for both visitors and search engines. These are some examples of off-page SEO activities:

- Guest Blogging
- Competitor Analysis
- Paid Ads
- Press Distribution
- Brand Signals

3. Technical SEO

Its goal is to make a website's technical features more user-friendly and search engine friendly. Technical SEO involves a number of processes, such as optimising page performance, making sure the site is mobile-friendly, setting up the robot.txt file correctly, and more. Technical website optimisation guarantees that people enjoy reading through a website and makes it easier for search engines to crawl and index.

What technical SEO entails is as follows:
- Site Loading Speed
- Mobile-Friendliness
- Identification of Crawl Errors
- Audit of Keyword Cannibalization
- Audit of Duplicate Content
- Site Structure

4. White-Hat SEO

The term "white-hat SEO" describes any optimisation strategy that follows Google's search engine policies. Results take time to manifest, but they are enduring and build real goodwill towards your company. Furthermore, there is no chance that a new algorithm adjustment would result in your site being banned or ranked worse in the search results. Overall, if done correctly, white-hat SEO has minimal risk and great returns. White-hat SEO strategies include writing relevant and helpful material after completing in-depth keyword research, obtaining links from websites with a high level of authority based on the quality of on-page content, etc.

5. Black-Hat SEO

In order to rank higher on Google's search engine results page (SERP), black-hat SEO seeks out and exploits any flaws or vulnerabilities in Google's algorithm. This is the exact opposite of white-hat SEO. In order to succeed, it ignores search engines' lists of SEO dos and don'ts and instead uses techniques like keyword stuffing, cloaking—the practice of exposing distinct content to people and bots—or spammy or paid link building. It should go without saying that black-hat SEO is to be avoided since it might result in your website being blacklisted or having its ranks dropped. In addition, these risky SEO strategies only produce transient outcomes.

6. Grey-Hat SEO

Hat in grey due to customer pressure to show results quickly, SEO services frequently employ SEO strategies that fall somewhere between white hat and black hat SEO in terms of methodology. Even if such techniques are not expressly forbidden by Google's webmaster rules, they are still discouraged and may result in undesirable search results. Examples of this kind of SEO include, purchased reviews, excessive and dubious link exchanges between websites, and sensational but unsatisfactory clickbait content that offers no value to the user. Once more, it is advisable to avoid using these dishonest SEO strategies.

7. Negative SEO

This is the most reprehensible and unethical form of SEO out of all of them. The goal of negative SEO is to lower your competitors' search engine ranks so that one can overtake them or gain an advantage. Negative SEO techniques include breaking into a website and creating an unusually large number of low-quality links to it, leaving critical comments or reviews about the owner in different online communities, etc. It goes without saying that if someone using bad SEO is discovered, it may potentially result in legal issues.

8. Local SEO

Local business SEO is one of the most important kinds of SEO. Even while many operate solely online, thousands of businesses still require clients to visit their physical presence. If no one enters business, one will not be able to make any money. The more effectively expose the material to search engines, the more probable it is that potential buyers will see it. One way to increase the efficiency with which one convert local leads into paying clients is to incorporate a city or region into the content, such as page titles, descriptions, and keywords. Display trust symbols and accolades to visitors. Customers are also more inclined to refer the brand to others if they had a great experience with it.

9. Mobile SEO

Mobile SEO is the process of making a website as search engine friendly as possible while also making sure that it displays perfectly on mobile devices, such as tablets and smartphones. A bad mobile phone experience with a brand has the power to permanently turn off a prospective customer. Because it enables to connect with clients at the ideal moment and location, providing them with the greatest experience possible, this kind of SEO is crucial. One may ensure that mobile visitors are not discouraged by any information by

analysing the site's design, structure, page speed, and other important criteria with the aid of mobile optimisation.

10. E-commerce SEO

E-commerce SEO is the process of making firms' online storefronts more optimised. SEO for e-commerce includes every facet of the emerging SEO trend. It's a legitimate business that demands revenue generation and steady product expansion. Every day, search engines respond to millions of inquiries, many of which have something to do with e-commerce. One gain from ecommerce SEO by seeing an increase in website traffic and ranking.

11. International SEO

The aim of international SEO is to optimise the website to generate organic traffic from many languages and geographical areas. To perform effective international SEO, must enable the target audience to make purchases in their languages and currency and respond to them suitably within their cultural environment. Make sure use the appropriate format for the location of any dates and times one specifies. If they have any worries, talk to them in their original languages. Giving the target audience a satisfying online experience is the aim of international SEO.

12. Content SEO

It is time to dedicate to a more structured content SEO plan if one has been creating material inadvertently in the hopes that some of it would rank. When content is well-written and search engine optimised, content SEO performs best. It will draw traffic from search engines and effectively accomplish the goals. To create SEO-friendly content that search engines can comprehend while meeting user purpose and maintaining user satisfaction is the overarching aim of content SEO.

13. YouTube SEO

It sounds precisely like YouTube SEO. Among the most popular search engines worldwide is YouTube. Making quality videos is just one aspect of the secrets to getting views on YouTube. Publishing material on YouTube that notifies the algorithms about different things involves a lot of moving parts. YouTube SEO includes enhancing the video's metadata, streamlining YouTube channels, crafting catchy thumbnails and adding metadata to them, among many other things.

4.3 SEO Developing Strategies

Finding a successful strategy and an execution plan is one of the typical obstacles to adopting Search Engine Optimization for the website. Establishing a solid base is essential to SEO success.

1. Configuration

Make the necessary server configurations, pick and set up a content management system, install an SEO-friendly analytics program, and pick the appropriate domain name to start with.

2. Research & Targeting

Prior to conducting targeted keyword research to identify the most effective search keywords for the organization, make sure that the business and SEO objectives are in line.

3. On Page Factors

Make it simpler for the search engines to determine the subjects and types of content on one's pages. Optimize header tags, descriptions, titles, and so on.

4. Information Architecture

Website's information architecture serves as its framework or skeleton. The connections between pages are called joints. These links help search engines find pages and establish which pages are ranked higher in the hierarchy than others. There are links in the footer, sitemap, section routing, main navigation, and category clouds. Bread crumbs in the path

5. Building Awareness

Search engines and the majority of the world must be cautious about the website and t he material it offers.Syndication, XML site maps, link building, and social media optimizatio n are methods for increasing awareness.

6. Accelerators

Results will be amplified or accelerated by controlling the distribution of page rank ju ice, conducting more Indepth keyword research, strategically constructing links, and creating buzz about the website.

7. Measure & Refine

Results should be evaluated in relation to company objectives as soon as search traffic begins to trickle in.Utilize sophisticated keyword research and analytics to identify fresh opp

ortunities for the website's addition of focused, new content. By using this comprehensive approach, businesses' websites receive an increasing volume of targeted search traffic.

1. Set sights on SEO.
2. Examine the state of SEO as it is now
3. Prioritize
4. Do a study on keywords.
5. Select your target keywords, taking into account factors like search volume, brand, company objectives, user roles, and buying phases.
6. Put foundation block improvements into practice.
7. Add focused information to raise awareness, speed up, and improve

Figure 4.1: SEO developing strategies

4.4 Steps to SEO the Web Content

The following steps to be followed,

Select a Clear and Powerful Domain Name.

List the architecture and structure of the website.

Install Semrush Tools and Google Search Console.

Aim to have a Mobile-Friendly Website.

Examine the SEO rivals.

Perform research on keywords.

Produce SEO-optimized Content.

Locate and Address Website Problems.

Advertise the Website.

UNIT V

5.1 Content Writing for E-commerce Sites

E-commerce

The concept of "e-commerce" acknowledges that financial transactions for things and services are conducted digitally. The way market such endeavours has evolved along with the way execute transactions. Large-scale paid ads are still used by businesses to spark initial interest. But after that, different kinds of content writing took over as the main means of connecting with customers and promoting products. Although it varies depending on the industry, e-commerce content writing consists of the following elements:

- Short emails delivered on a regular basis to a particular mailing address.
- Optimised material for blogs, websites, and e-commerce web pages to attract online searchers.
- Posts on social media from websites under the company's control.
- Guest remark on other people's blogs or media websites.

These exchanges are crucial because they help to build a rapport between the business and potential clients. They urge the prospective customer to get confidence in the business and a clearer grasp of how their goods might assist them in achieving their objectives. This represents one of the largest ideological shifts from the past to the present. The company's previous goal was to make sales. Nowadays, prosperous businesses understand that assisting clients in achieving success using their goods is the new objective. It is through content writing how we communicate our shared success model.

Writing Content for E-commerce Websites

There are two ways that make sense. Employing a content writer for the business is the first strategy. Other than creating the job description for an e-commerce content writer, don't need to understand anything about SEO to use this strategy. Finding a professional with experience creating content and understanding the customer's industry is the only duty. The alternative is to have an employee already working may compose the content. Although using unqualified writers increases the danger of losing out on opportunities, this approach might save money.

Understanding the Clients

Writing content for e-commerce needs to start with a knowledge of what customers hope to accomplish with the products. One can obtain this understanding by means of focus

groups, polls, or casual talks. Make sure to use a range of techniques and consumer kinds to reach as many of your potential customers as one can.

Regardless of the feedback techniques one employ, one must create a few basic information checklists or inquiries. To create comparisons, this standardisation process will be required. Customers must also be given the chance to mention or talk about proposed product modifications or new product applications.

1. Get a grapple on your client's product and industry inclination
2. Do the due attentiveness on client's goods and/or services
3. Identify the client's peak entrants and recognize how client's goods hoard up to the strife.
4. Recognize the client's customers.
5. converse the client regarding the business target
6. Put it all collectively.

Developing Content Creation Schedules and Templates

One must create content templates and concepts for e-commerce promotion once one has a firm understanding of the target audience's wants. For instance, might have a website that promotes several kinds of toys for kids. Parents, day care centres, and schools are probably your main target market. But can find out via the client research that medical offices also place orders for goods. In this situation, producing blog posts about how dentists and medical offices may better serve paediatric patients could help grow business. In this manner, the website featuring children's toys will appear when these professionals search for terms like "dentist" and "child".

Things to include in the Content Creation Schedules and Templates

Here are important things that should be in schedule:

Date of publication.	Copy.
Time of posting.	Link.
Distribution channel.	Post link.
Content type.	Status.
Content strategy	Analytics.

Creating a Social Media Content Calendar Template

One can utilise a variety of social media calendaring tools. There are three of them:

Google Calendar

Beyond just keeping track of meetings and personal engagements, Google Calendar has further uses. It can be used as a calendar on social media.

Google Sheets

Google Sheets can be the friend if one wants to precisely tailor it to the needs. Simply visit Google Sheets and add the lists to the table to make it unique.

Project Management Tools

Project management solutions can be used to construct social media calendars if wanted to centralise business and marketing documentation and to-do lists.

Social Media Calendar Templates

Making one's own is not necessary. For marketing initiatives, can alter these social media calendar templates. Three free content calendar templates are given below.

HubSpot's Social Media Content Calendar

Organised summary of a month may be seen using this content calendar. For every campaign, these colour codes can be customised. One may view and modify the specifics of the posts for social media networks on different sheets.

Tactyc's Content Calendar

An Excel spreadsheet is used to create Tactyc's calendar. It was designed to save time. This calendar allows to view the postings in a calendar format, yet there are separate pages for each category.

Asana's Social Media Calendar

Asana has provided a social media calendar template. It's a project management application, thus its capabilities extend beyond a simple calendar. The list view of the material that provides as a checklist to make sure posting on time.

5.2 Steps involved in Writing E-commerce Product Description

Product Description

Product descriptions are written in such a way as to persuade potential buyers of the advantages of the product. Based on target customers' demands, great product descriptions provide convincing reasons to consider making a purchase. A product description is a type of marketing writing that outlines a product's features and benefits. A

product description's main goal is to persuade potential buyers to purchase by providing them with crucial details about the attributes and advantages of the item.

The following details must be included in the product description:

- Give a brief description of the product first.
- Don't limit the description to one or two words; instead, go into great detail and thoroughly explain the product's functions, applications, and advantages.

A creative product description can increase sales and make the product stand out. To create compelling product descriptions for online store, follow these guidelines.

Write for your Audience

The first step to writing a successful product description is knowing the customer, since this will help you determine what information is most relevant to them. Take into consideration the age, gender, location, and interests of your possible buyer. To what extent do they currently know about product? For them, what matters most? A strong product description targets the potential buyer directly, using their language.

Include all Relevant Information

Product education is one of the main functions of product descriptions. Product descriptions must include a clear explanation of the function, application, and other important details of the product. When contemplating a hiking backpack, for instance, a buyer would want to know the weight, capacity, and water proofness of the item. It may be necessary to inform consumers about the components or allergies in other items.

Add Value with Benefits

As we just covered, product features are crucial, but benefits are what actually pique consumers' interest. Benefits outline how the product eases a customer's burden or resolves an issue. Going back to the hiking bag example, arriving at camp with your belongings still dry is a bonus if the feature includes water-resistant material. A 30-liter carrying capacity is a feature, and "plenty of space for weekend essentials" is an advantage.

Make it Scannable

People are more inclined to skim a webpage than to read it word for word, according to research by Nielsen Norman Group. Use brief paragraphs, lots of white space, and bulleted lists to make your product descriptions easy to skim. While benefits and highlights can be

contained in a brief phrase, features and specifications are more appropriate for lists. Make use of a heading with a larger font for the product name.

Use Relevant Keywords

By including targeted keywords in your item description, one can attract customers who are interested in what one has to offer and improve search engine ranking. Find out what terms and phrases consumers are using to find products comparable by conducting some keyword research. One can incorporate keywords into image, meta title, product description, and title.

Include Rich Media

Rich media, including pictures and videos, can instil trust in potential customers by showcasing the product. Include a video of the product in use, a high-quality photo gallery with numerous viewpoints, a feature diagram, or a sizing chart.

Convince with Social Proof

Product endorsements and reviews on website, Google, social media, and other online marketplaces can serve as "social proof." According to a consumer survey, 87% of consumers read internet evaluations, and 79% of them give them the same weight as a referral from friends or family. Sincere reviews from past customers can dispel doubts and provide information on how well the product fits, functions, and tastes.

Writing a Good Product Description

It is imperative to remember trying to convince someone to purchase a product when one writes a product description. Take the lead by highlighting the advantages. One wants to use language that is convincing while yet giving factual and engaging information. Making the customer feel as though they need the product—rather than merely wanting it—should be the aim.

A few essential elements are as follows:

1. Start by doing your research
2. Use persuasive language
3. Be descriptive
4. Use keywords
5. Be interesting

Because it makes it simple to organise the story and include the important details about the product, the AIDA framework is a must for any product description. Having excellent product descriptions will boost the sales, and AIDA can assist.

Attention

Interest

Desire

Action

5.3 Types of Content Marketing for E-commerce

The majority of marketers employ various sorts of content marketing to establish connections with their target audience on various channels. A company's business plan and the target audience it needs to reach determine the kind of content it produces.

Blogs

Blogs are textual tools that companies utilise to advertise their goods, discuss market trends, or showcase their areas of expertise. In order to gain links, most businesses write blogs for their own websites, but they also frequently write guest blogs for other websites. Although blogs are mostly text-based, companies frequently produce original graphics and videos for them in an effort to boost reader interaction.

One of the most often used types of content marketing is blogging, as it makes companies stand out to search engines as well as human readers. Because blogging is easier to design, more economical to produce, and search engine friendly than multimedia like video, it is a great supplement to any content marketing strategy.

Video

The newest big thing in content marketing is video. Videos, whether they are posted on the website or on sites like TikTok or YouTube, give marketers the opportunity to quickly and effectively convey complicated concepts and emotions to their audience. The cost of producing branded films has decreased thanks to smart phones, which have also improved the content's visual, aural, and voiceover quality.

A lot of companies utilise video to introduce new features, provide customer endorsements, give product demos, and highlight employee success stories. Some companies employ videos to create immersive experiences, such as entertaining game shows or concerts, in order to strengthen their bonds with viewers. Despite the reluctance of corporations to

create their own videos in the past, all businesses should incorporate video into their content marketing strategy for 2023. The popularity of multimedia is growing since it's more convenient for users to consume and share with others. In fact, this is a terrific approach to meet customer expectations as 91% of consumers want to see more video content from the businesses they love.

Podcasts

Businesses may leverage the power of audio-first content to connect with niche audiences by using podcast content marketing. To reach a wider audience of prospective clients, businesses might start their own podcast or appear as guests on other podcasts in their sector. Businesses that have a branded podcast typically provide solutions to the problems that their audience is facing, but they also often include customer testimonials, industry trends, case studies, and other tales that elicit strong feelings from their listeners.

Lack of knowledge about how to use audio-only material causes many firms to miss out on podcasting's potential. Yet, podcasts are becoming a more popular way for companies to connect with their clientele. Plus, additional individuals are listening to podcasts. Following the epidemic, sales of smart speakers rose by 22%, which prompted even

Social Media

Content marketing has a branch called social media marketing, which produces material and distributes it on appropriate social media channels. Brands use social media platforms to submit text, image, and video material as part of their social media marketing strategy. Popular social media sites include Facebook, Instagram, TikTok, Pinterest, YouTube, and others; however, most businesses select a combination of these that best suits the interests of their audience. LinkedIn and Twitter are also quite successful platforms for B2B brands.

Social media is a useful tool for content marketing since it allows companies to interact and socialise with their customers wherever they are. You can engage your target audience on social media by posting updates and entertaining information, as opposed to attempting to interact with customers via email or website. This enables viewers to spread the word about the content, which should help the business gain more exposure and go viral. The best part is that social media can develop into a paid or natural referral source that consistently drives visitors to the website.
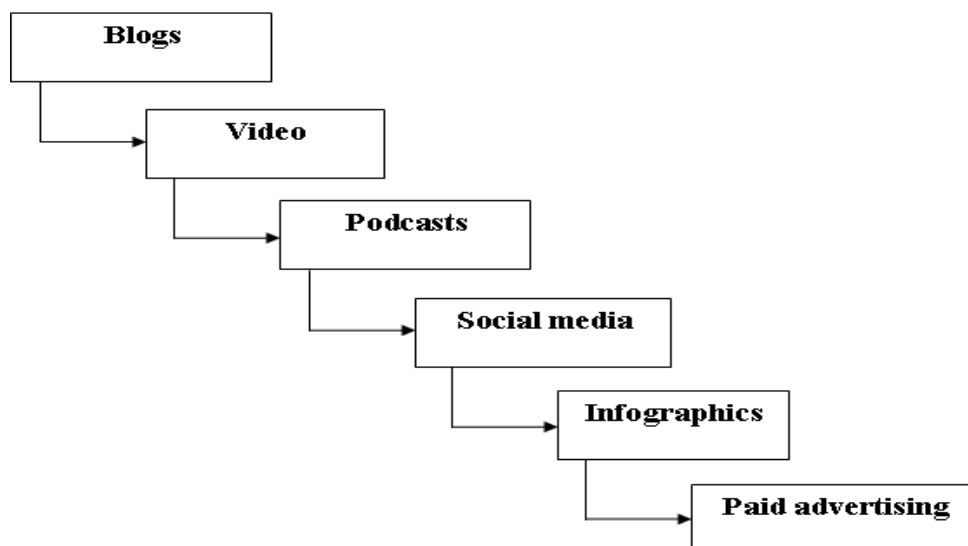
Infographics

A sort of content marketing known as an infographic gathers fascinating data and facts into an eye-catching visual layout. Infographics are useful because they condense complex ideas into visually appealing, easily shared images. Infographics allow the audience to digest the brand's material more quickly in a time when they are accustomed to consuming stuff that can be skimmed. Additionally, companies can resize the original infographic into smaller pictures that are ideal for social media reposting.

Paid Advertising

Even if native content marketing is the norm, paid advertising material can also be used to advertise the company. Using text copy, photos, and videos, paid marketing material advertises the company to users on social media, search engines, and other websites. The secret is to present an alluring offer that compels visitors to find out more, particularly in light of the fact that paid advertising networks bill companies by the impression and click.

The costliest kind of content marketing is paid advertising, but it has the advantage of producing results faster than organic content. Additionally, it helps expose a company's content to a wider audience of prospective customers who otherwise might not have heard about it.

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┌──────────────┐
│    Blogs     │
└──────┬───────┘
       │   ┌──────────────┐
       └──▶│    Video     │
           └──────┬───────┘
                  │   ┌──────────────┐
                  └──▶│   Podcasts   │
                      └──────┬───────┘
                             │   ┌──────────────┐
                             └──▶│ Social media │
                                 └──────┬───────┘
                                        │   ┌──────────────┐
                                        └──▶│ Infographics │
                                            └──────┬───────┘
                                                   │   ┌──────────────────┐
                                                   └──▶│ Paid advertising │
                                                       └──────────────────┘
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Figure 5.1: Types of content marketing for e-commerce

5.4 Effective Ways to Share Content on Social Media

Creating content is essential to company's success. But in some respects, handling the information after it has been created is even more important than generating it. It's crucial

that one understands that effectively reaching the proper audience with the content will need time and work. After done that, one will need to keep interacting with those individuals. One will need to devote a great deal of time to it.

Give a headline that they can't refuse:

The reality is that the target audience will see the headline first. No pressure, but that does mean one has to put a lot of effort into that headline. One has exactly three seconds to grab the reader's interest. Three seconds is hardly a lot of time, as everyone knows. Strong keywords or key phrases should be included in the title, but one should be aware that "stuffing" the headline with them is not a smart idea. It must strike the ideal balance.

Making an emotional or human connection with the reader in the headline is another crucial component. The other persons will not be able to relate to what one is saying if unable to connect with them on that level, and they will immediately walk away. It is crucial to remember that coming up with the ideal headline is not always simple. It will need effort, and might need to make multiple revisions before deciding it is good enough to submit.

Customize your search engine optimization for each social media channel:

One might think that this is a ridiculous amount of work, but the results will be exceedingly worth the work involved. The truth is that social media platforms vary from one another. Being a part of more than one would be pointless if they were all the same. Their distinctiveness is what makes successful. It is the duty to showcase the content as brilliantly as possible, thus one must carefully analyse each social network while deciding how to promote the information there.

Every social media platform is unique, and with it comes a unique set of rules that one has to abide with. These recommendations will assist in determining how to appropriately tailor the material. Both the stuff one creates and the locations in which one distributes are within the authority.

Mix the content up appropriately:

Nothing is more painful than having to read the same material repeatedly. One must consistently provide engaging and new material. It is imperative that maintain the readers' interest at all times. The relationship with the people in the target audience must change over time, just like content. Remaining in the same location would not be beneficial for either of you. To keep the content interesting, one should make an effort to think of novel methods to convey it.

Don't engulf the readers with status renews:

The success depends on posting updates, but shouldn't publish too many at once. While spread them out, also want to make sure that, in the event that they are time-sensitive, don't miss the chance to simultaneously capture the timeliness. Too many status updates at once tend to irritate people. Before introducing additional ones, it is a really good idea to let them process the knowledge from one or two.

Ensuring that the updates one posts are meaningful is something else strive for. Viewers will anticipate viewing updates if given them meaningful status updates and publish them frequently. That's precisely the way one develops a devoted online following. Consistency and high quality are the two things that people adore. One can't offer them either immediately for any reason at all.

Avoid the hard sell:

In the end, it all comes down to attempting to sell something. But when it comes to content, the primary goals should be to enlighten, intrigue, and educate the other person. Nobody enjoys having their head bashed in by a sales pitch. After established credibility, trust, etc., may market products. Before anything else can happen, one needs to make the emotional connection and make sure the other person can relate to his tale.

The monarch is content! It is crucial that one produces material of the highest calibre and distribute it to all relevant social media platforms. Even while social media has a significant and positive impact on the organisation, still want to proceed as efficiently as possible to get the best possible outcomes.

5.5 Employment opportunities

There is a tonne of employment options available for content writers and as the market's need for content in particular is expanding. These days, there are a lot of established professions with businesses solely focused on providing clients with content solutions. Since content writers are self-governing, the Indian government cannot impose any regulations on them.

Professional Opportunities

By enrolling in professional courses, opportunities will fall in line. The following are the titles of specialisations or sub-professions:

1. Editor,
2. Blogger,

3. Social media manager,
4. Technical writer,
5. Social media writer,
6. Advertisement writer

Aside from this, content writers can gain knowledge in the following areas to become experts or specialists:

1. Writer for fashion content
2. Fresh blogging and reporting
3. Technology-related blogging
4. Household & Lifestyle Affairs
5. Opinion writers in sports and many more

Companies & Institutions that Employ Content Writers

Advertising and media, digital marketing & SEO, and eCommerce companies are the top institutions that hire content writers. Other than these, small internet media firms, websites & blogs also hire content creators.

Growth Prospects

Interns as content writers are available for recent grads. After three to four years of experience, they can advance from the position of content writer into managerial or editorial positions. Director of Digital Marketing, Editor, Head of Content, and Social Media Manager are among the other senior roles. Alternatively, they can completely self-sufficiency by turning into a published writer, blogger, or freelancer. It will rely on how quickly your skill set develops over time.

Entrepreneurship Opportunities

Professionals can investigate their possibilities to advance their concepts, create a work that others want to read, and develop a winning commercial strategy. To put it briefly, their job needs to have an effect. For instance, a content writer can choose to work for themselves as an independent publisher or as a published author. Until a recently turned author completes their novel and develops a marketable business strategy, they cannot be regarded as entrepreneurs.

They are writers; thus, they can think up fresh concepts for books. After drafting, send it to skilled proofreaders and editors for editing. In order to attract readers, they must pay for the production and design of the book as well as establish a business plan.