Getting Started with Content Writing

Presentation by Mahi Baraskar (Content Writer at GFI)

Areas of Content Writing Covered:

- Why does content writing matters?
- Types of contents
- Content writing vs copy writing
- Understanding the Content Writing Job Role
- Navigating the Content writing process
- Tips and Best Practices for Content Writing (My Learnings)

Why does proper content writing matters?

Content writing is an investment that can yield conversions and customer loyalty and also business can benefit from engaging in high-level content writing. But how?

- Quality is the key.

- Strategy is important

- Competition is everywhere

- SEO Best Practices Change

- Revenue depends on good content

- Search engines loves authority

Types of Contents
(been delivered by different writers)

- Email newsletters
- Social media posts
- Web page copy
- Landing page copy
- White papers
- Blog posts
- eBooks
- Informational articles
- Product descriptions
- Press releases, and more.

Writing Style: Blogs vs News Articles

Blogs

- Blogs are more than 300 words and sometimes more than 1000 words.

- It includes personal opinions.

- Reader has time to search and analyze and understand what the blog is about.

- Example: Goalympic Blogs that we make.

News Articles

- News Articles are less than 300 words and sometimes less than 1000 words.

- It does not include personal opinions.

- Reader is somewhat impatient and reads casually so contents should be quick to grasp.

- Example: IAS recent news.

Content writing vs Copy writing
(Highlighting Major Differences)

- **Overall goal**

A copywriter creates **content to persuade their readers**, whereas a content writer produces **content to inform their readers**. Since copywriters are trying to sell a product or service, their copy ends with a call to action.

Content writers have a more subtle goal of encouraging brand loyalty through writing articles that educate and entertain.

- **Length of content**

Typically, a copywriter **writes short-form copy** and a content writer writes **long-form.**

Copywriters keep their **text brief to engage their readers**.

However, content writers often write more **in-depth explaining a process or topic**.

- **Tone of writing**

Copywriters use a **conversational tone** when speaking to their viewers & because content writers are more informative, their tone is **often more formal**.
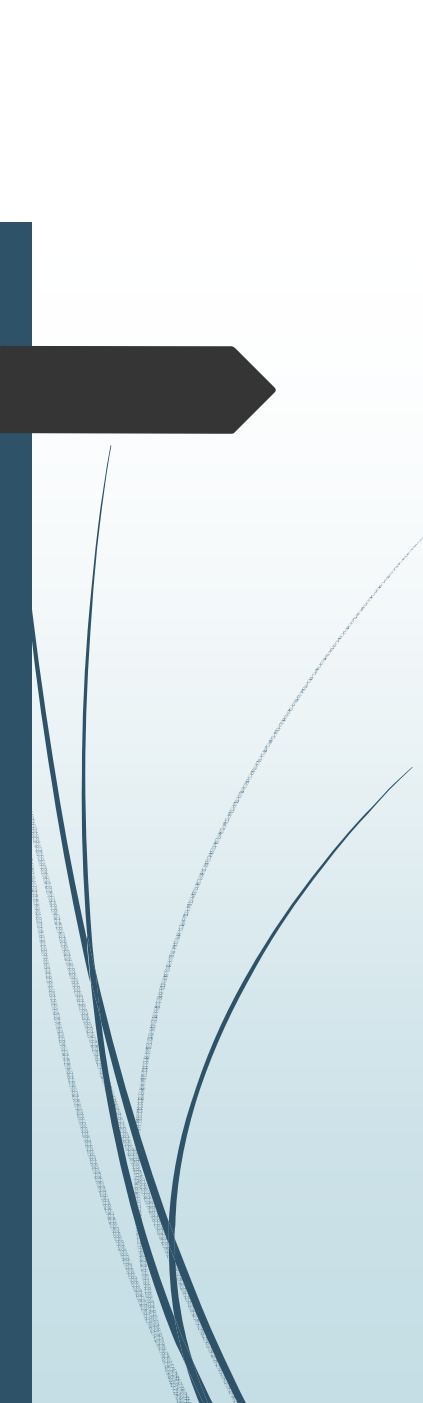
Forms of writings or Examples

Content Writing

- Blogs
- E-books
- Email newsletters
- How-to guides
- Magazine features
- Newspaper articles
- Webpages

Copy Writing

- Brochures
- Billboards
- Email campaigns
- Landing pages
- Magazine advertisements
- Press releases
- Radio scripts
- Sales emails
- Social media posts
- Taglines and one-liners

Understanding writings via Job Responsibilities:

Content Writer

- Conducting research on industry-related topics to create content

- Editing and proofreading content to improve readability for viewers

- Researching keywords and using SEO practices to improve web traffic to the company's website

- Generating interesting headlines to attract readers

- Completing projects within designated deadlines

Copy Writer

- Writing copy to follow the brand's voice and style

- Collaborating with public relations team and other professionals on marketing projects

- Editing and proofreading copy to ensure accuracy

- Speaking with stakeholders to determine their content needs and requirements

- Completing projects within designated deadlines

Navigating the Content Writing Process

➡ **Research and Planning (70%)**

1. Set a Goal

2. Develop or Use Client Personas

3. Consider SEO Meanwhile

4. Understand Search Intent

5. Create an Outline

6. Conduct Topic Research

➡ **Writing and Editing (30%)**

1. Pick Your Angle

2. Create an Engaging Title and Introduction

3. Review the content for grammatical mistakes, plagiarism, content flow, and topic relevance to ensure a piece is ready for publication.

Tips and Best Practices for Content Writing
(from my learnings)

- Develop different viewers personas
- Use Previous Content as a Template
- Mind content Formatting the most (affects word limit)
- Keeping the long-form content Short
- Preview Your Content
- Repurpose Old Content
- Use AI as and when necessary for rephrasing.

ALL Your Relevant Queries are most welcome!

THANKS FOR YOUR ATTENTION!