

# Content Writing

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# What is Content Writing ?

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❖ Content writing is the process of planning, writing and editing web content, typically for digital marketing purposes. It can include writing blog posts and articles, scripts for videos and podcasts, as well as content for specific platforms, such as tweetstorms on Twitter or text posts on Reddit.

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# What's Good Content Writing?

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- Written content comes in a number of mediums: blogs, social media posts, web pages, articles, white papers, video and audio recordings.
- It is information on a specific topic focused on a targeted audience.
- The key here is audience.
- If written content fails to attract its target audience, there's not much point to the content, to begin with.
- A lack of audience engagement in your content results in a low ROI.

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# Why Is Proper Content Writing Important?

- When most people hear “content writing”, they think “writing articles”.
- However, writing content isn’t just important for blog posts.
- In fact, content writing is important for all types of different content formats, including:

- Video scripts
- Email newsletters
- Keynote speeches
- Social media posts
- Podcast titles
- White papers
- Web page copy
- Landing pages
- YouTube video descriptions



❖ Writing is the foundation for pretty much any content that you publish.

# Web Content :

- For example, let's say you're about to write a guest post about the keto diet.
- Well, you'd want to type "keto diet" into BuzzSumo to see what's already done well.

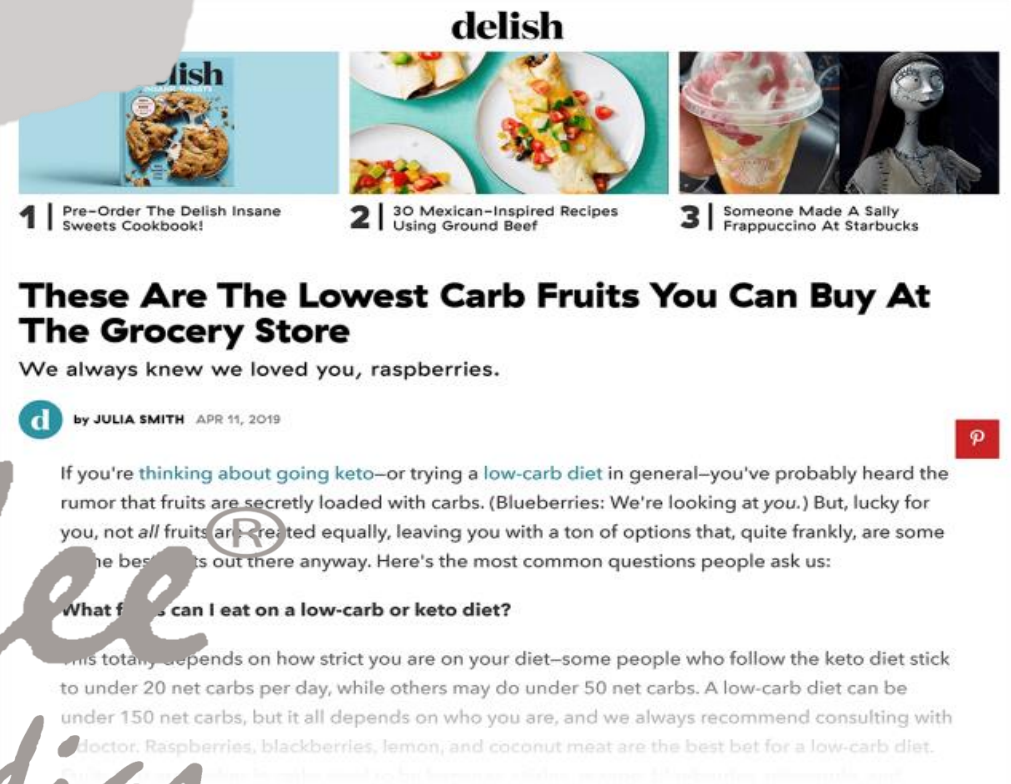
The screenshot shows the BuzzSumo 'Web Content' search interface. At the top, it says 'Web Content' and 'Find the top performing articles and blogs across the web'. There is a search bar with 'keto diet' entered and a 'SEARCH' button. Below the search bar, there are filters: 'Filter your results: Past Year Country TLD All Languages + More Filters'. The results are displayed in a table with columns for 'Content', 'Facebook Engagement', and 'Twitter Shares'. The table lists several articles related to the keto diet, including meal plans, side effects, and recipes.

Content	Facebook Engagement	Twitter Shares
<input type="checkbox"/> <b>7-Day Keto Diet Meal Plan and Menu for Beginners to Lose Weight</b> By Tina Alexandre - Jan 24, 2019 <a href="http://ketodietrule.com">ketodietrule.com</a>	508	2
<input type="checkbox"/> <b>'Keto Crotch' is a smelly side effect of popular diet</b> By Lauren Steussy - Mar 1, 2019 <a href="http://nypost.com">nypost.com</a>	272.6K	349
<input type="checkbox"/> <b>Low-Carb Fruits And Berries — Guide To The Best Fruits For Keto Diet</b> By Julia Smith - Apr 11, 2019 <a href="http://delish.com">delish.com</a>	6.9K	11
<input type="checkbox"/> <b>The Keto Diet-Friendly Soup Is A Hearty Lunch Or Dinner Idea</b> Jan 21, 2019 <a href="http://homemaking.com">homemaking.com</a>	196.1K	23
<input type="checkbox"/> <b>Dad loses 92 POUNDS in just 150 days with the keto diet</b> By Danielle Zoellner For Dai... - Apr 17, 2019 <a href="http://dailymail.co.uk">dailymail.co.uk</a>	169.2K	107



# Article

- Then, read some of the best posts to see exactly what you should cover in your article.



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# Description :

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- With 2.3 million blog posts going live every day, you can't just publish something generic and expect a wave of visitors.
- Instead, to get traffic to your content, it needs a compelling angle.
- An angle is simply the hook that makes your content stand out from all the others on that topic.
- Your angle can be a personal story. A bit of controversy. Or something that simply **looks** better than what's out there.
- The angle you go with depends on your target audience.