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AN OVERVIEW OF CONTENT WRITING

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Abstract

This article focuses on the imperative field or area of profession that a creative writer can opt for which is Content Writing. Among the four skills, i.e., listening, speaking, reading and writing, writing plays a vital role in this profession and the main aptitude that is expected from a person is creative thinking and good command over English language. This article aims to provide few main kinds of creative writing: Review writing, Blog writing, SEO copywriting and guidelines for article writing: pre-writing stage, how to organize an article and the aim of a content writer. It can be assured that this article would bring some awareness to the students who opt for their degree in English and also the other students who have interest in content writing.

Keywords: Content Writing, its types and stages, content material, organizing article

INTRODUCTION

“Content writers are professional writers who produce engaging content for use over the Internet.”(1) Content writing is all about writing for the web – but there are different forms or types of content writing. “Everyone says that the secret to achieving great search rankings is to produce great content. People link to great content.”(2) Writers who have experience in content writing are usually able to write all types of content with slight variation in style and quality. There are many writers who specialize in a few types of content only. Here are a few main types of content which are much in demand today. The most common form of content and the most in demand is the task of article writing. This involves writing well researched articles on various niches. Articles can be of different word counts – most often writers are requested to write

content which are of 250-500 words. These articles may be written for several reasons – they might be written to inform the reader, to sell a product, to describe a product, to promote a company, its service or products or content material for a website.

Content writing and content reading have always been a source of benefit and information for the writer and the reader as well. It plays a vital role in the field of media such as Newspaper, Website, and Advertisement: brochure, pamphlets and so on. Content writing has different kinds and the few are mentioned below.

Types of Content Writing

Review writing as suggested by the name is quite important and involves understanding a product and then writing a review. Review writing requires certain amount of technical knowledge and understanding especially when reviews are to be written on some specific gadgets or electronic goods. Review articles or posts are much in demand since they have huge search rates. Buyers often look for product reviews before they decide to finally purchase products.

Blog writing or better known as blogging is an informal (sometimes formal) way of interaction. Blogs are better known as personal diaries and can be written on huge range of topics. Companies usually hire blog writers who can write posts on the different events of the company, new product launches and announcements. This is actually an informal way of getting in touch with clients and prospective new business partners.

Content material includes equally text as well as image and a accurate combination of both will determine how long visitors will remain at the web page. Well crafted content includes articles or blog posts which are both grammatically appropriate as well as well organized, as well as useful enough to engage potential customers.

SEO copywriting is another one of the most popular forms of content writing. The main difference between SEO copywriting and article writing is that SEO copywriting is done basically for the promotion of a website. It involves the use of relevant keywords in the article which are targeted towards the search engines. The main aim of such content is to attract the attention of the search engines so that they are indexed. SEO (Search Engine Optimization) have to be unique and it has to immediately satisfy whichever objectives a person have looking for current web page. Once it has decided that audience whom they want to concentrate on, then they certainly want to evaluate which they would like to learn about concerning the topic. “You

should always start with keyword research for SEO.”(3) Continue to keep the target audience in mind. Products and services like this can also help those who have established internet websites and are in frequent necessity of quality website content material. In addition to this, they are able to complete articles in case there is clients that consequently need to have web site content writing for their site. It is very important to discover the target audience whom the writer aims for and center on them. This will enhance relationship and will aid conversions. Therefore, employing content writing providers can create a dramatic boost in the business expansion as well as revenue levels.

Guidelines for Article Writing

The pre-writing stage is the time between being given the topic and actually starting to draft the article. This includes organizing thoughts, reading and taking notes. In other words, it is the complete study of the topic. The starting paragraph of the article has to show the introduction to the upcoming paragraphs and also the behind the whole article topic. In most of the articles it will be very useful if the article is started with the question based on the topic of the article. It is otherwise called as first paragraph or lead. It summarizes all the principal facts clearly. Sometimes the lead can address the reader directly or by implication as “you”. Eye catching quotations can be used for immediate attention of the reader.

Organization of the article

This is very important and the organization includes the proper formatting and designing of writing the contents. One can write the whole article in one paragraph or can also arrange the headings to make each of the paragraphs very distinctive and very much organized. Coherence of the paragraphs is essential. The relevancy of the points should be carefully handled and the reader can analyze the distinction of the paragraph from the very first line. Verbal repetition in the paragraph is the most obvious link. Sometimes the identical word is repeated. For instance, ‘such plants to operate successfully had to run at capacity. To run at capacity they needed outlets for their whole output.

Aim of the Writer

The ultimate aim of the writer is to provide the convenience to the readers and therefore, for doing so there are many things that need to be considered. Always use the very simple words and the straight forward language so that the average of the people can be able to understand the language. Ambiguous sentence would mislead the reader and also it would corrupt the aim of the

writing. The authenticity of the text should be also considered because giving the wrong information to the readers can give the negative impact to the writing. Therefore, make sure that all of the information is very authentic and credible.

Inclusion of the examples and the other tool can be very useful for making the write up more solid. The important information has to be given to the reader and in the case of the selling of the products; never forget to tell the buying process and tips. Give the link websites for the further information to the readers. In this way one can save the time of the reader and can get the positive image in the market. Always provide the easiness to the readers because such practices are not only beneficial for the reader but also for the writer.

Conclusion

Many jobs are available for content writer. “Content writers are behind much of the written content found on the Web. These types of writers must have strong English and writing skills, as well as experience using Web publishing software and technology systems. “Most workers need at least a bachelor's degree to secure entry-level employment” (1) Readability, clarity, brevity are essential for content writer. The information provided are few main kinds of creative writing such as Review writing, Blog writing, SEO copywriting and the guidelines of article writing: pre-writing stage, how to organize an article and the aim of a content writer will help the students and other laymen to get some idea about how to write an article with the help of one’s creative thinking. It can also be advised that many online resources have emerged to provide more details and tips for content writing as well as for being a good content writer.

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