

Content

for the Web

Mydrops
Tea / ~~Guip~~
Guip / ~~Stips~~

Worksheet

Content Discovery: Blog

<p>Target</p> <p>Who is the item for? (audience) People who like tea</p> <p>Why: What is the item's job? Shows the kind of tea</p> <p>Why: What is the value to the audience? Learn about tea</p>	<p>Business Type and Name: MyTea / Guip drops / Stips</p> <p>Company Profile</p>	<p>Who is the blog for? Describe a prototype reader with demographic and psychographic details. The goal is to get a clear understanding of what pushes the reader's buttons, intellectually and emotionally. Tea enthusiasts ENTHUSIAST</p>	<p>Business blog objectives?</p> <ul style="list-style-type: none"> • Raise brand awareness ✓ • Increase web traffic ✓ • Start conversions ✓ • Establish trust ✓ • Develop authority
<p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>Blog Statement: What will the blog offer? How will your content satisfy the needs of its readers? Example: My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales aims to establish trust, awareness, increase traffic</p>	<p>Use Content Map and Table:</p> <p>Blog topics tea, history, flavor</p> <p>Blog Categories</p> <p>Blog writing style casual</p> <p>Blog Voice: tone and personality casual</p>	<p>Which blog app? blogger Who will be writing the content? Who is the blog schedule? everyday Research into topics</p> <p>Research blog keywords tea, drinks</p>
<p>Design</p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality? Casual & relax tea, website link social media link</p>	<p>Color scheme? green, brown, white</p> <p>Typography? modern</p>	<p>Layout Elements: Select and Adjust Templates.</p>

Content

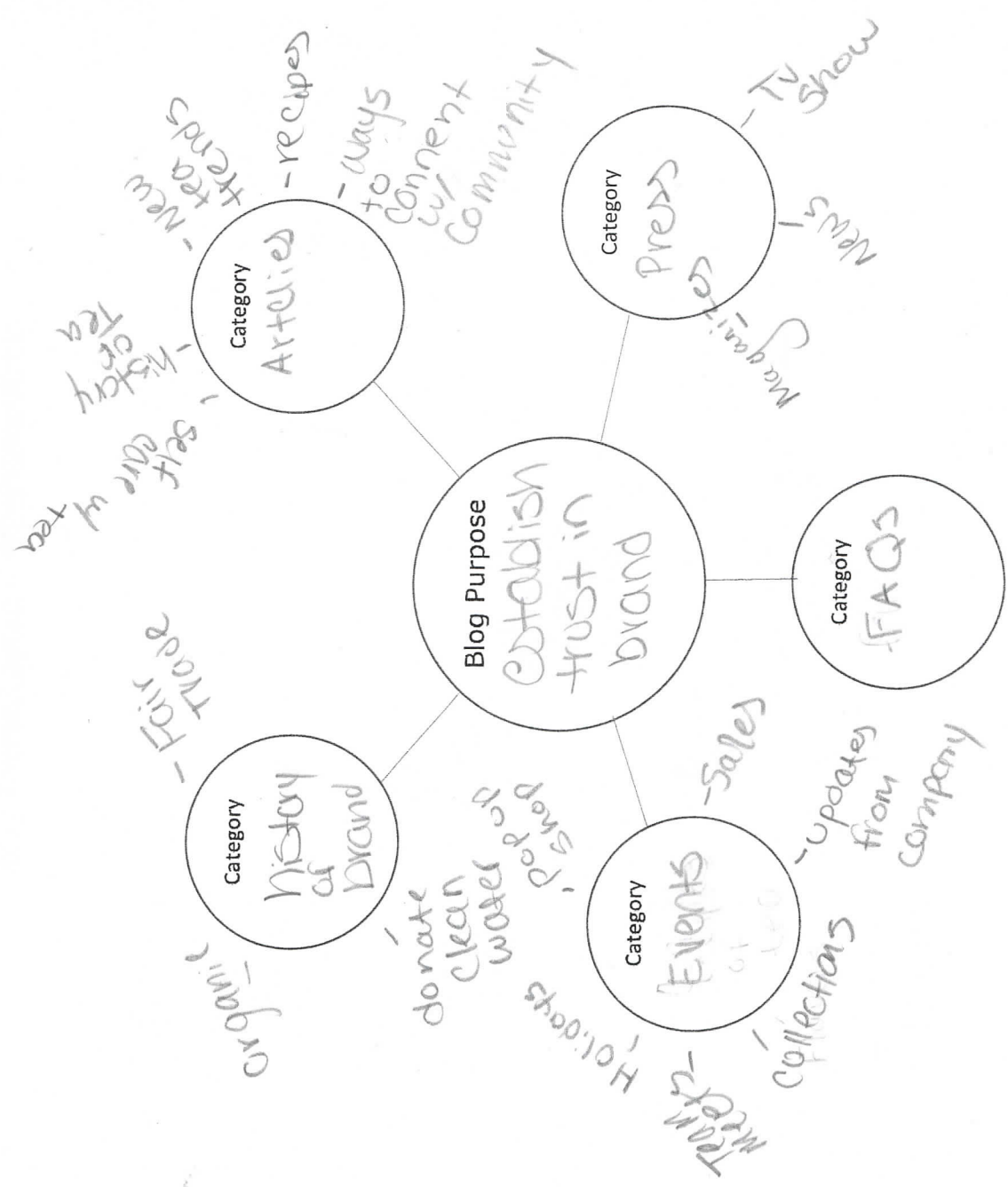
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Worksheet

Content Discovery: Blog

Blog Summary Table

Category: History of Brand	Sample Post Titles
Post Topics About the Founder About the Team	
Category: Events	Sample Post Titles
Post Topics Holidays Sales Popshop New collections updates	
Category: Articles	Sample Post Titles
Post Topics Recipes Tea Trends Tea Nooks DIYS	
Category: Press / FAQs	Sample Post Titles
Post Topics FAQs Magazines News TV Shows	



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Header: Your blog's header is found at the top of your blog and is usually the first impression visitors to your blog get.

Posts: Blog posts are the most important part of your blog, because if your content isn't interesting, no one will read your blog.

Comments Blog comments are what make your blog interactive and build a community around your blog. Without comments, you're simply talking to yourself.

Sidebar: Your blog's sidebar is the perfect place to display important information, ads, links, and so on that you want visitors to see.

Categories: Define the blog "story". Help to make your old blog posts easier to find by topic.

Archives: Blog archives are where all of your old blog posts are saved for future viewing. Visitors to your blog can browse through your blog archives by date.

Footer: It can include links, ads, and more. Use it to include helpful information that's not critical to the user experience.

Worksheet

Content Discovery: Blog

Blog Theme Layout – Wireframe Area

