

Content

for the Web

Breanna Simmons

Worksheet

"Inform don't sell"

5

Content Discovery: Blog

| | | | |
|---|--|--|---|
| <p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p> | <p>Business Type and Name:</p> <p>Airbnb - unique homes & experiences for booking</p> <p>Company Profile</p> <p>Unique homes & experiences for booking.</p> | <p>Who is the blog for?</p> <p>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.</p> <p>Anyone who's looking for a possibly cheaper, new experience when on vacation.</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>Raise brand awareness - share my stories.</p> |
| <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:</p> <p>What will the blog offer? How will your content satisfy the needs of its readers?</p> <p>Example:</p> <p>My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales</p> <p>My own personal experience will provide readers with more knowledge & trust for</p> | <p>Use Content Map and Table:</p> <p>Blog topics</p> <p>Blog Categories</p> <p>Blog writing style</p> <p>Blog Voice: tone and personality</p> | <p>Which blog app?</p> <p>Who will be writing the content?</p> <p>What is the blog schedule?</p> <p>Research into topics</p> <p>Research blog keywords</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?</p> <p>Friendly, empathetic, adventurous</p> <p>What brand items will be used?</p> <p>Airbnb</p> | <p>Color scheme?</p> <p>teal/turquoise, white, orange</p> <p>Typography?</p> | <p>Layout Elements:</p> <p>Select and Adjust Templates.</p> |

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for the Web

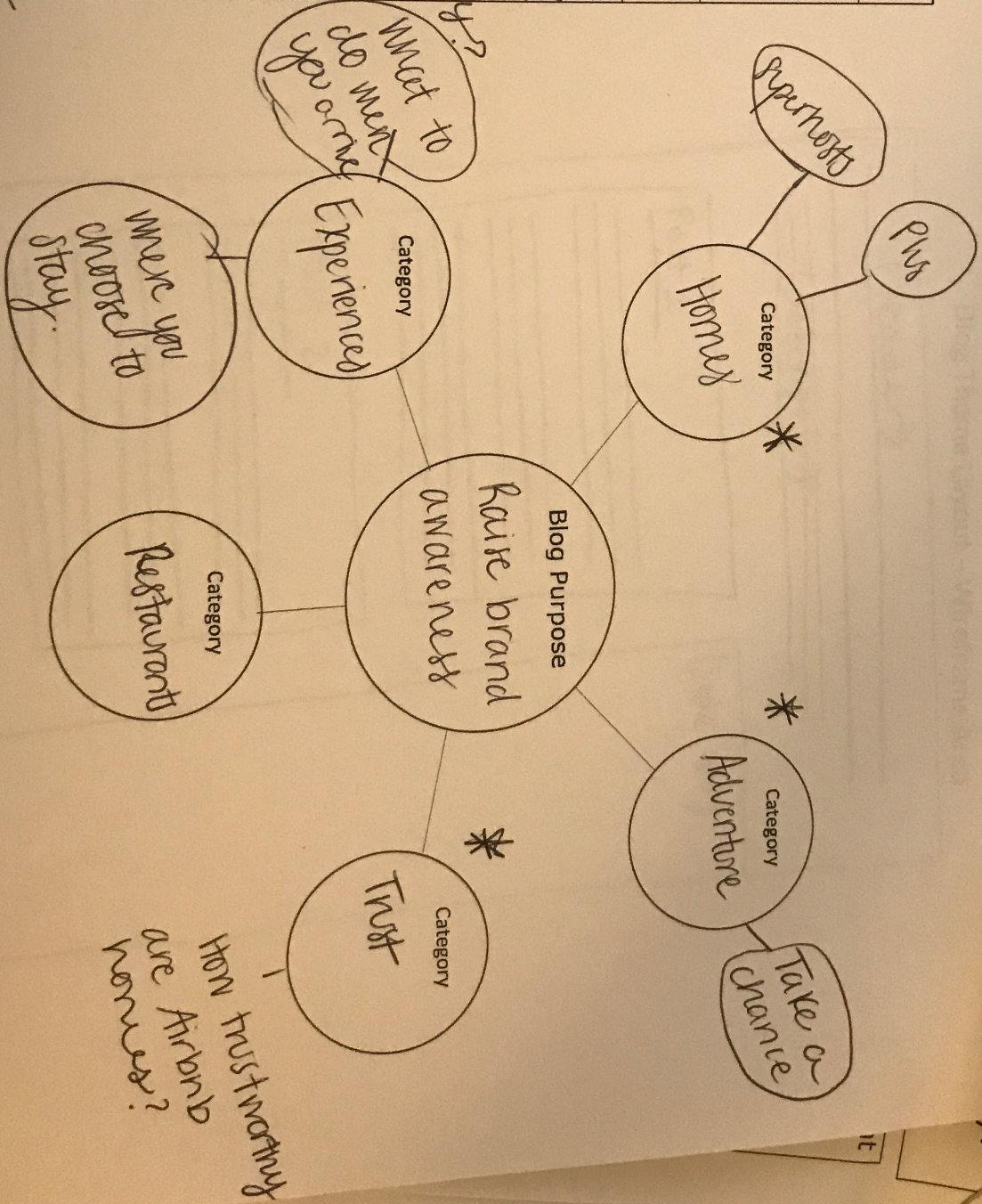
Blog Summary Table

Airbnb

* Talk about your own experiences.

Workshop
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| | |
|---------------------------------|---|
| Category: Home Homes | |
| Post Topics | Sample Post Titles |
| - Superhosts | Superhosts |
| - Plus | or Plus? |
| Category: Experiences | |
| Post Topics | Sample Post Titles |
| - What to do? | What to do |
| - Where you checked to stay? | When you arrive? What do you want in your stay? |
| Category: Restaurants | |
| Post Topics | Sample Post Titles |
| - Recommended | - Recommended |
| - Reviewed | 4. Reviewed by your very own |
| Category: Trust | |
| Post Topics | Sample Post Titles |
| | How trustworthy are Airbnb names? |



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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.

Blog Theme Layout - Wireframe Area

