

Content

for the Web

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Worksheet Content Discovery: Blog

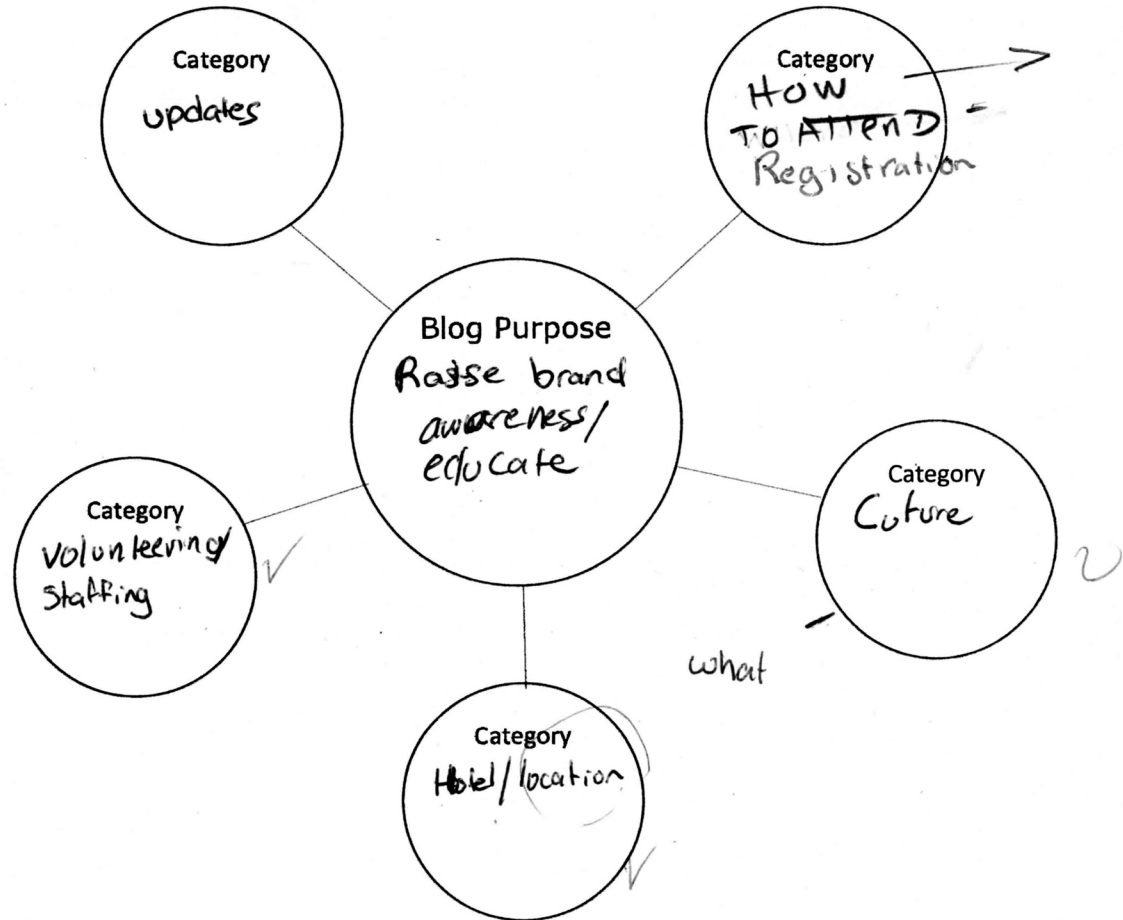
<p>Target</p> <hr/> <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Business Type and Name: Have this youmacon</p> <hr/> <p>Company Profile Description convention</p>	<p>Who is the blog for? Describe a prototype reader with demographic and psychographic details. The goal is to get a clear understanding of what pushes the reader's buttons, intellectually and emotionally.</p> <p>← Detroit's #1 anime convention*</p>	<p>Business blog objectives?</p> <ul style="list-style-type: none"> • Raise brand awareness • <u>Increase web traffic</u> • Start conversions ✓ • Establish trust • Develop authority
<p>Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <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?</p> <p>Example: My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales</p> <p>Michigan.youmacon</p>	<p>Use Content Map and Table:</p> <p>Blog topics How to get the most</p> <p>Blog Categories ^{among when setting.} condition, type of clothes.</p> <p>Blog writing style post</p> <p>Blog Voice: tone and personality Educational/Amazing</p>	<p>Which blog app?</p> <p>Who will be writing the content?</p> <p>What is the blog schedule? every Friday</p> <p>Research into topics</p> <p>Research blog keywords</p>
<p>Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality?</p> <hr/> <p>What brand items will be used?</p>	<p>Color scheme?</p> <hr/> <p>Typography?</p>	<p>Layout Elements: Select and Adjust Templates.</p>

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Blog Summary Table

Category: Updates	
Post Topics Guest updates Registration updates	Sample Post Titles Toedl Habbercorn is a go!
Category: Volunteering / staffing	
Post Topics Volunteer forms Volunteer testimonial Volunteer Q/A	Sample Post Titles "Youmacon was a perfect way to get out of my shell"- Brandy.
Category: Hotel / location	
Post Topics Hotels Location Hot-spots places to visit	Sample Post Titles Hot spots - Food edition.
Category: Culture	
Post Topics events, What is youmacon? who is it for? what happens? Registration Q/A	Sample Post Titles Youmacon goes international? charra cow cosplay competition.



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Content Discovery: Blog

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

