

Content

for the Web

Target

Who is the item for? (audience)

• small shop eartist shoppers

Why: What is the item's job?

To put a spotlight on

Why: What is the value to the audience? To gain knowledge

Plan

Where will the item be located?

What elements will the content item have?

What are the delivery specifications? examples: aspect ratio / dimensions

How will you create the item?

Design

Attach

layout wireframes - simple squares
design thumbnails - graphic detail

- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images

NOT A SALES
→ INFO! *

* Blogger *
y jennazalenski@gmail

Business Type and Name:

Twistful Thinking

Company Profile
Small Jewelry Company *

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.

inside look into all things
Twistful Thinking! • style materials
• How it began • jewelry • care • background

Business blog objectives?

- Raise brand awareness
- Increase web traffic
- Start conversions
- Establish trust
- Develop authority

materials
products

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

GIVE MY PERSONAL LOOK
@ TWISTFUL THINKING.
MY OPTION, THOUGHTS, EXPERIENCE

Styling: tone and personality?

earthy chic vibe *

Use Content Map and Table:

Blog topics

Types, care, collections

Blog Categories

Reviews / inside look

Blog writing style

Blog Voice: tone and personality
home like / personal

Color scheme?

purple / sage / B&W
Browns / teal / jade

Typography?

unique handwritten
clean look

* TWISTFUL THINKING . BLOGSPOT.COM *

Which blog app?

Blogger

Who will be writing the content?

me

What is the blog schedule?

Research into topics

ask tth herself.

Research blog keywords

Layout Elements:

Select and Adjust Templates.
Grab from Her site & Instagram

Worksheet
Discovery: Blog *

Publisher NOT promoter || Become a customer ||

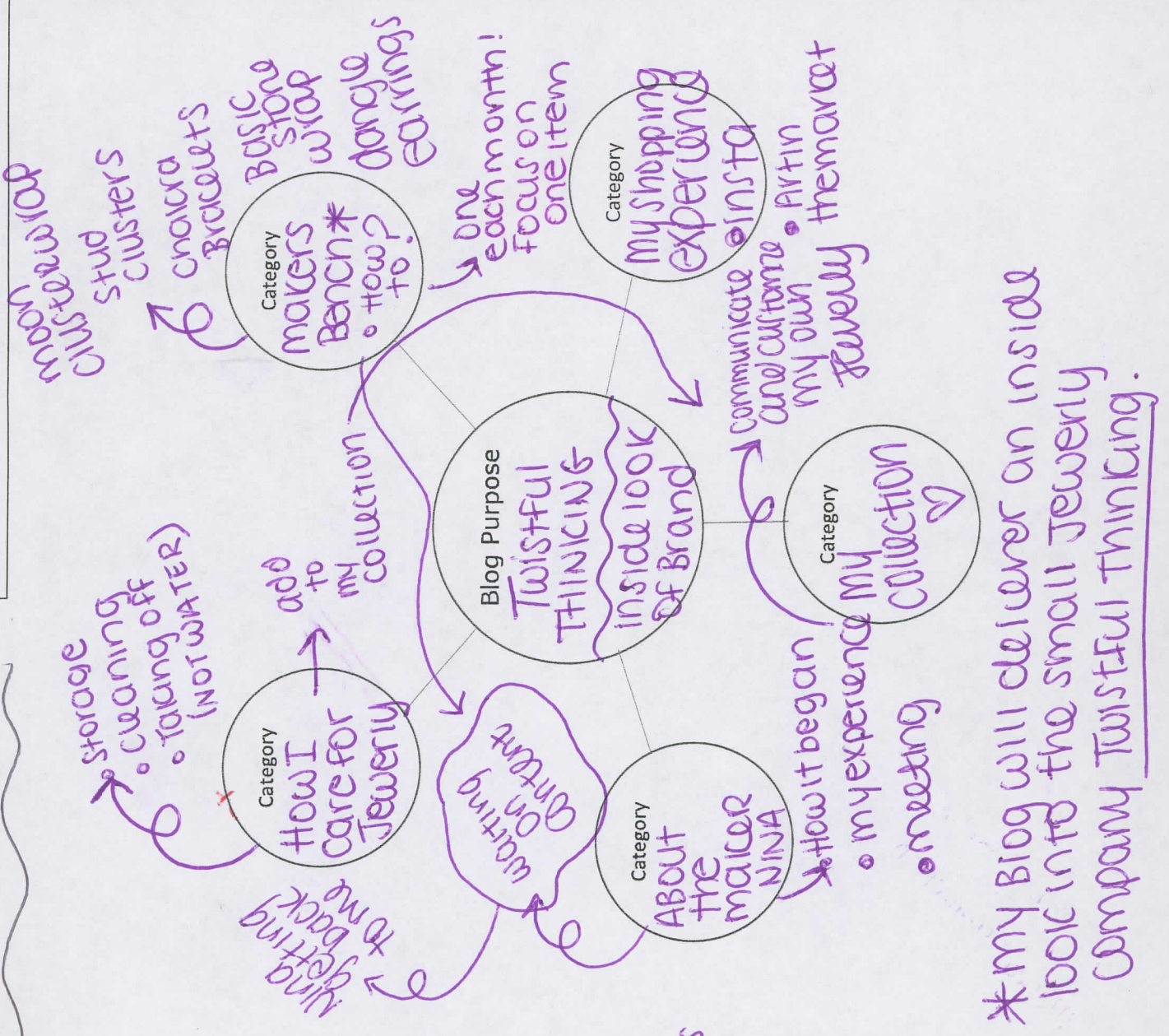
Content for the Web

Blog Summary Table

Category: OUR JEWELRY	Category: (Basic overview)	
Post Topics • necklaces • earrings • bracelets	Sample Post Titles Studs vs. danglers Statement vs. subtle	
Category: HOW TO CARE	Category: LOOK INTO THE PRODUCT	
Post Topics • What kind of stones • Our materials	Sample Post Titles Behind the scenes	
Category: COLLECTIONS	Category: STATEMENTS & WRAP CHAINERS	
Post Topics • All different collections • "A Review"	Sample Post Titles Review: Nakomis Collection Review: Bar Bracelets	
Category: MY PERSONAL COLLECTION		
Post Topics • earrings • necklaces	Sample Post Titles mytwistful thinking Collection	

Twistful Thinking

Worksheet
Content Discovery: Blog



Content

for the Web

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.

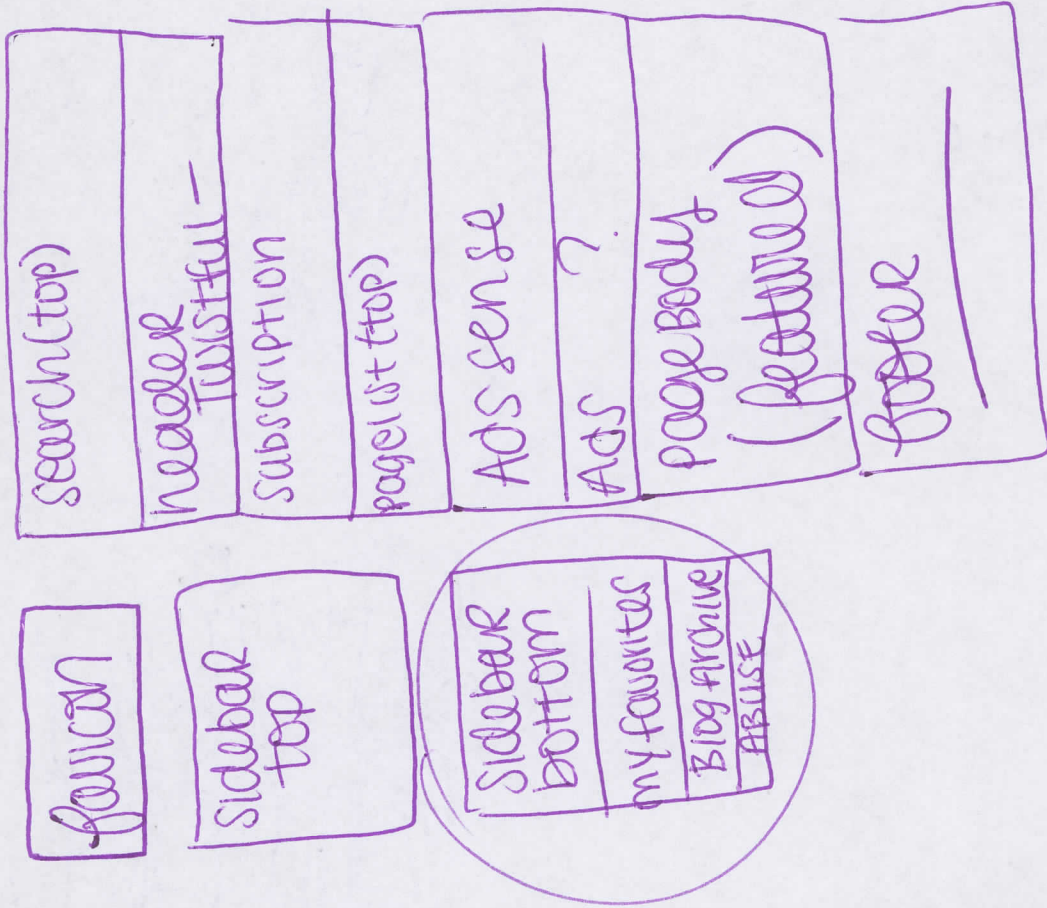
Sidebar: Your blog's sidebar is the perfect place to display important information, ads, links, and so on that you want visitors to see.

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



Care → storage
→ cleaning
→ avoid **personal**

• TO Buy (Instal Artshow)

• The product
(How to)

• ABOUT NINA • THE BEGINNING
• HER GOALS
• Personality
• my friendship

• my collection
• my jewelry
• How I shopped
• meeting/seeing
in person



make blog
focused on
my personal
experience/thoughts

**TWISTFUL
THINKING**