

# Content

for the Web

Blog

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Worksheet

Content Discovery: Blog

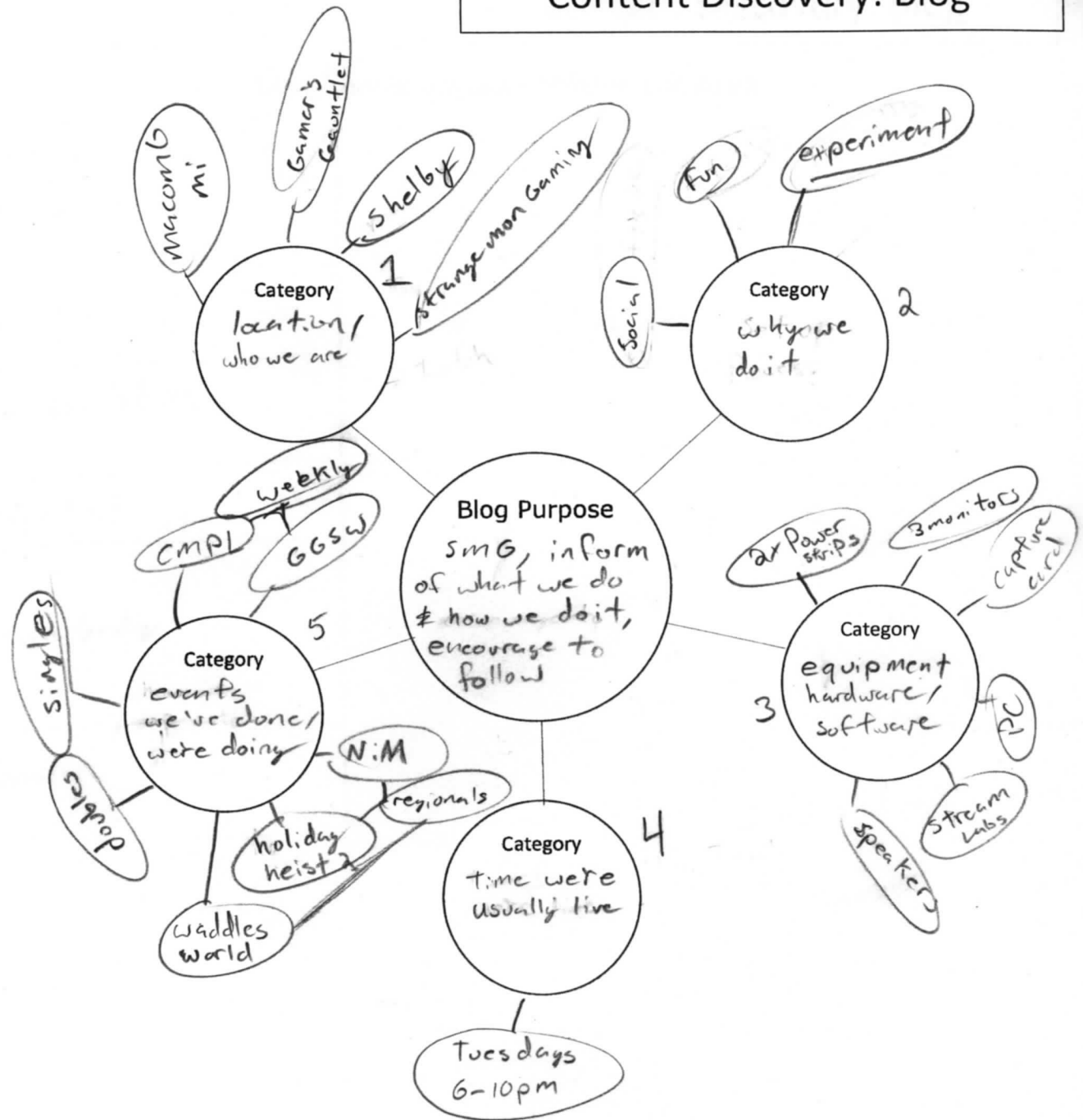
<p><b>Target</b></p>	<p><b>Business Type and Name:</b> Twitch-streaming</p>	<p><b>Who is the blog for?</b> Describe a prototype reader with demographic and psychographic details. The goal is to get a clear understanding of what pushes the reader's buttons, intellectually and emotionally.</p>	<p><b>Business blog objectives?</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Raise brand awareness</li> <li><input checked="" type="checkbox"/> Increase web traffic</li> <li><input checked="" type="checkbox"/> Start conversions</li> <li><input checked="" type="checkbox"/> Establish trust</li> <li><input checked="" type="checkbox"/> Develop authority</li> </ul>
<p><b>Who</b> is the item for? (audience)</p>	<p>Strange man Gaming</p>	<p>Proto type reader would be Twitch viewers/Smash competitors &amp; wouldn't have a age range</p>	
<p><b>Why:</b> What is the item's job?</p>	<p><b>Company Profile</b> Stream Smash</p>		
<p><b>Why:</b> What is the value to the audience?</p>	<p>Tournaments brings enjoyable matches for people to watch/study</p>		
<p><b>Plan</b></p>	<p><b>Blog Statement:</b> What will the blog offer? How will your content satisfy the needs of its readers?</p>	<p><b>Use Content Map and Table:</b></p>	<p><b>Which blog app?</b></p>
<p><b>Where</b> will the item be located? <i>blog</i></p>	<p><b>Example:</b> My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales</p>	<p><b>Blog topics</b></p>	<p><b>Who will be writing the content?</b></p>
<p><b>What</b> elements will the content item have? <i>text, images, video</i></p>		<p><b>Blog Categories</b></p>	<p><b>What is the blog schedule?</b></p>
<p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p>		<p><b>Blog writing style</b></p>	<p><b>Research into topics</b></p>
<p><b>How</b> will you create the item?</p>		<p><b>Blog Voice: tone and personality</b></p>	<p><b>Research blog keywords</b></p>
<p><b>Design</b></p>	<p><b>Styling: tone and personality?</b> Tone: informative</p>	<p><b>Color scheme?</b> Purple &amp; white</p>	<p><b>Layout Elements:</b> Select and Adjust Templates.</p>
<p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p>	<p><b>Personality: Fun</b></p>		
<ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p><b>What brand items will be used?</b> Twitch logo, video,</p>	<p><b>Typography?</b></p>	

# Content

## for the Web

### Blog Summary Table

Category: 1	
Post Topics	Sample Post Titles
Category: 3	
Post Topics	Sample Post Titles
Category: 2	
Post Topics	Sample Post Titles
Category: 4/5	
Post Topics	Sample Post Titles



# 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.

## Worksheet

### Content Discovery: Blog

#### Blog Theme Layout - Wireframe Area

