

Content

for the Web

Worksheet

Content Discovery: Blog

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T/TH 11-2 pm

<p>Target</p> <p>Who is the item for? (audience) PEOPLE WHO ENJOY MAKEUP / MAKE ARTISTS</p> <p>Why: What is the item's job? TO INFORM ABOUT PRODUCT</p> <p>Why: What is the value to the audience? CAN GET PERSONABLE REVIEWS</p>	<p>Business Type and Name: COSMETIC BRAND MORPHE</p> <p>Company Profile BEAUTY PRODUCTS THAT WORK WELL AT GOOD/FAIR PRICES</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. ANYONE / EVERYONE WHO MAY HAVE INTEREST IN MAKEUP / COSMETIC PRODUCTS; THOSE WHO WANT TO KNOW ABOUT A PRODUCT BEFORE THEY BUY IT THEMSELVES</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? TEXT, IMAGES, VIDEOS</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 A MAKE REVIEW OF THE BRAND MORPHE FROM YOUR AVERAGE GIRLS POINT OF VIEW - TO BUY OR NOT TO BUY</p>	<p>Use Content Map and Table:</p> <p>Blog topics →</p> <p>Blog Categories</p> <p>Blog writing style DETAILED - RELATABLE</p> <p>Blog Voice: tone and personality OUTGOING</p>	<p>Which blog app? BLOGGER</p> <p>Who will be writing the content? MYSELF</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? PERSONABLE - MY POINT OF VIEW, DETAILED</p> <p>What brand items will be used? THINGS THEY OFFER - EYE SHADOWS, BRUSHES, LIP STICKS, STINGLES, COLLARS, SETTING SPRAY, ETC.</p>	<p>Color scheme? PINKS, BLACK, GREYS, WHITE</p> <p>Typography? CURSIVE OR SANS SERIF - IN WHITE OR BLACK</p>	<p>Layout Elements: Select and Adjust Templates. - SIDE BAR - SCROLLIN POST - ARCHIVE</p> <p>- FUN, CLEAN, GIRLY</p>

Content

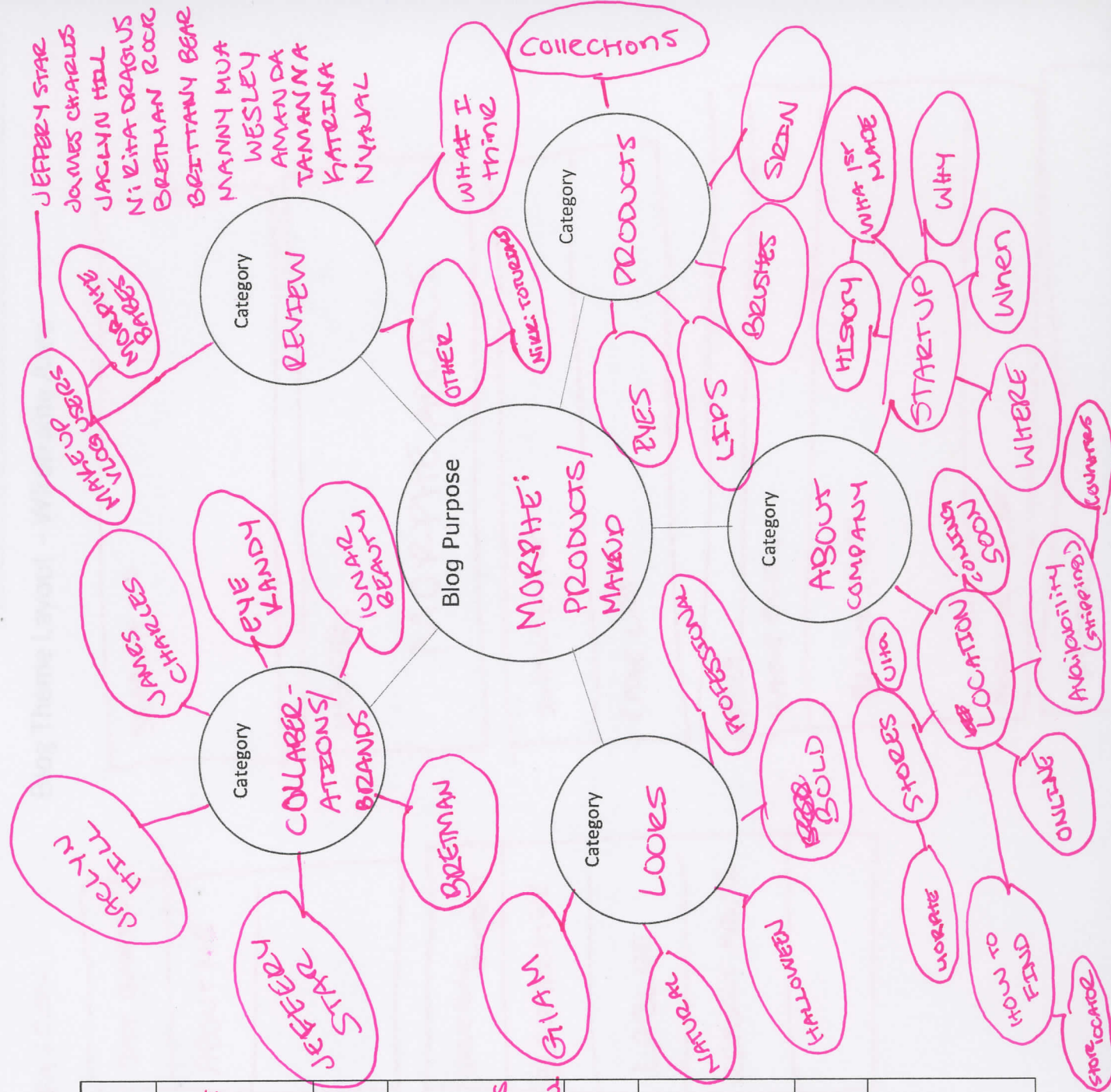
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Blog Summary Table

Category: ABOUT COMPANY	
Post Topics	Sample Post Titles
<ul style="list-style-type: none"> HISTORY LOCATIONS COMING SOON HOW TO FIND 	<ul style="list-style-type: none"> ALL ABOUT MORPHE PAST HISTORY WHERE TO GO
Category: PRODUCTS	
Post Topics	Sample Post Titles
<ul style="list-style-type: none"> COLLECTIONS EYES PALETS LIPS BRUSHES SKIN 	<ul style="list-style-type: none"> WHAT'S YOUR GO TO EYES, LIPS, & BRUSHES OH MY THEY HAVEN'T ALL
Category: LOOKS	
Post Topics	Sample Post Titles
<ul style="list-style-type: none"> GLAM GOTO NATURAL BOID HALLOWEEN 	<ul style="list-style-type: none"> NIGHT OUT ALL NATURAL TIS THE SEASON BREAKIN THE RULES
Category: COLLABS	
Post Topics	Sample Post Titles
<ul style="list-style-type: none"> JEFFERY STAR JACLYN HILL JAMES CHARLES EYE KANDY 	<ul style="list-style-type: none"> ALL PINK HOT PALETS EVERY SHADE STAR



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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

FAVICON

