Content for the Web

Vacation in Italia / blog spot

Valmira Ibi.

Target	Business Type and Name:	Who is the blog for?	Business blog objectives?
Who is the item for? (audience)	Travel	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.	• Raise brand awareness • Increase web traffic • Start conversions • Establish trust • Develop authority
Why: What is the item's job?	**Company Profile** Travel Agency	The blog is for an agency who call's Travel agency the goal is to sell more ticket for Italy.	want to do some advertisimp to sell more ticket for Italy that is our goal.
Why: What is the value to the audience?			

Plan	Blog Statement:	Use Content Map and Table:	Which blog app? Blogger.com
Where will the item be located? Italy	What will the blog offer? How will your content satisfy the needs of its readers?	**Blog topics** Explore Italia	Who will be writing the content? Valmira Ibi.
What elements will the content item have?	**Example:** *My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales*	**Blog Categories** Travel	What is the blog schedule?
What are the delivery specifications? examples: aspect ratio / dimensions	My blog is to show people the amazing place for vizit. To sell more ticket, for agency	**Blog writing style** Watermarle **Blog Voice: tone and personality** Me.	**Research into topics** • Review books/product/films • Interview some one. Run a contest **Research blog keywords** keyword, matter, research, Driving contra know your aodvience, Be unique
How will you create the item?			

Design	Styling: tone and personality?	Color scheme?	Layout Elements: Select and Adjust Templates.
Attach layout wireframes – simple squares design thumbnails – graphic detail	IBI web design	Pink, white, yellow	
• tone / personality • existing brand items • color scheme • typography • graphics • images	**What brand items will be used?** Bus, Train, Plane, Car	**Typography?** Ariel, normal.	Header Sub header 1 2 3 footer.

Content
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Blog Summary Table

Category: Travel Agency	
Post Topics	Sample Post Titles
Plaine Train Bus	Photo

Category: location	
Post Topics	Sample Post Titles
Big biger, and Douge park	Photo

Category: promotion	
Post Topics	Sample Post Titles
Refered Bonus for Ticket	Photo of cupon

Category: sesonal	
Post Topics	Sample Post Titles
Spring Summer Outumn	Photo

Blog Theme Layout – Wireframe Area

Train

Plane

Photo

Category Travel agency

Bus

agency.

Category Sesonal

Spring Summer Winter Outumn

Plan now for spring

Winter Remodel

Blog Purpose Explore Italia

Category location LOCATION

Big biger and Douge park

Category Promotion

Refer Bonus on low price to the ticket.

Category Queston of the month's

How do I sell more ticket for Italia
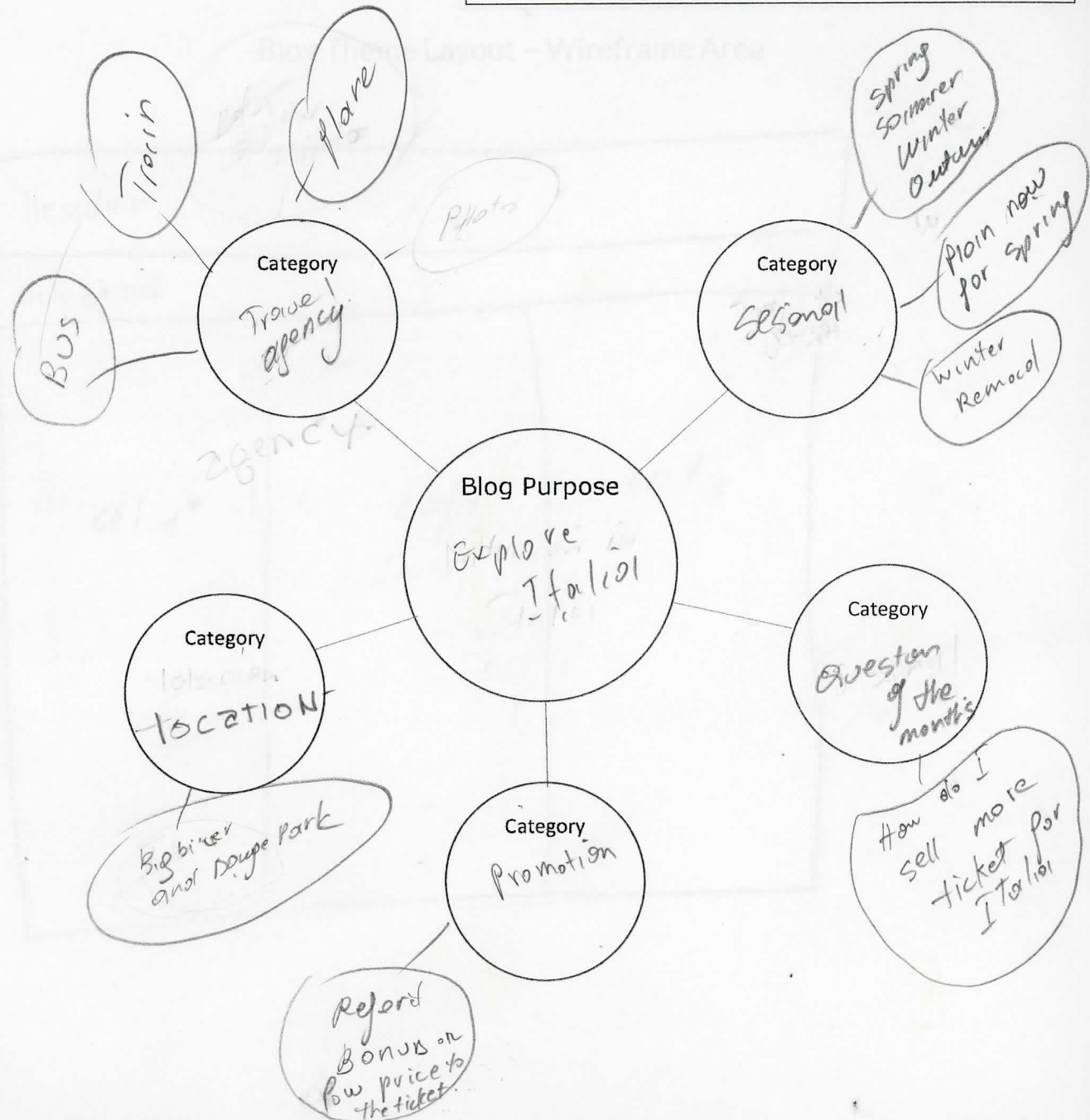
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Header: Your blog's header is found at the top of your blog and is usually the first impression visitors to your blog get.

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

Header

Subhead

col 1   col 2   col 3