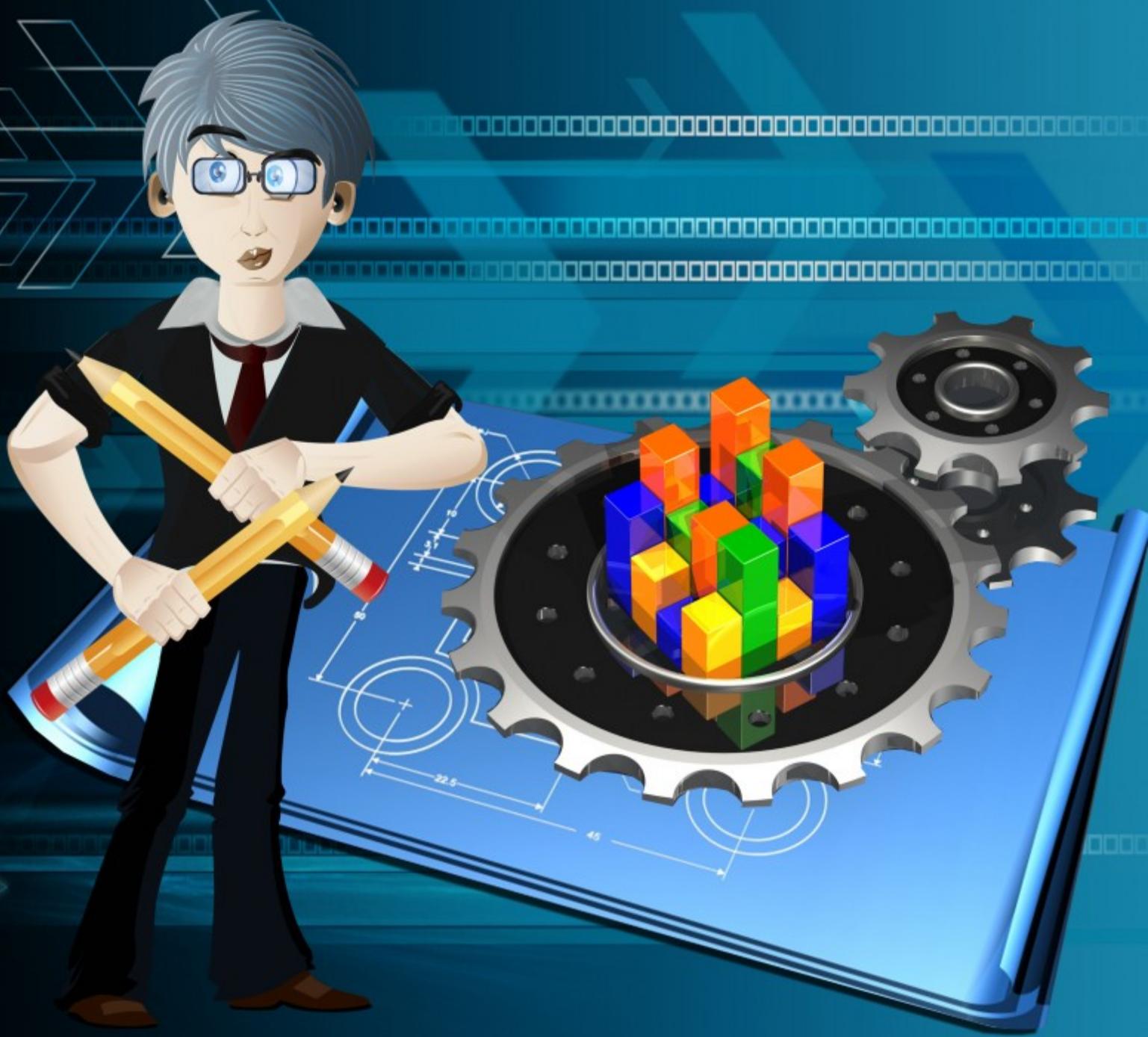


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Chapter 1

Introduction

No one can deny the importance of quality content, but with the advancements in technology and high quality internet, content has gained more importance. Quality content automatically attracts audiences because audiences are always looking for content that fascinates them.

If the content is unique, stylish, interesting and at the same time informative then people will not only appreciate the content of the writer but will always wait for the writer to write more quality content. To write a quality document, it is important to analyze the audience. Knowing the audience helps the writer in manipulating the content according to the needs of the audience. It's not about producing quality just once, but maintaining quality every time you write.

In this book we discuss tips to write quality content and mistakes that you need to avoid if you want to produce quality content. We also discuss how important it is to revise your document and proofread it before submitting.

As the importance of quality content is also realized by many businesses, it has emerged as a new career and many individuals and freelancers are taking advantage of it. Also we have provided some tips if you want to write your first content, just to ensure that when you write, its quality content.

We hope you enjoy reading this book.





Chapter 2

Why Choose Content Writing?

The advancement of science and technology has posed tremendous advantages to mankind. Internet is among those scientific inventions that have created a revolution in the business world. With the advent of the internet, a new terminology has also been introduced called "Content Writing".

Content writing is in fact a very straightforward and trouble-free job. But, besides its simplicity and easiness, it demands a lot of skills and ability from the individuals who get into this profession.

Content writing is actually among those activities of online business that offers extreme satisfaction and gratification. The boom of internet and the related technology have paved the way for skillful content writers to gain a lot of earning opportunities.

The current economic slump has changed the entire prototype of the global business arena. The financial crisis has made it very difficult for meager income earners to make both ends meet with their limited earnings. For all such people who want to make money online and within a short period of time, online content writing is the most feasible option available within the realm of the world wide web.

Many young people, single moms and dads or other adults of the current generation are in a quest of having some side income due to the fiscal chaos that has hit the economy. Apart from these, teenagers also want money to cover some of their daily expenses. Content writing, thus, is the most sensible option for all these people to make money by spending just two to three hours daily on the internet.

To be a content writer, one must have ability and skills to analyze the subject and to properly communicate it to the readers. There are many online websites that usually look for such individuals who have a passion for writing and editing. These websites normally pay huge wages to the skilled and experienced players of this content writing industry. However, amateur writers



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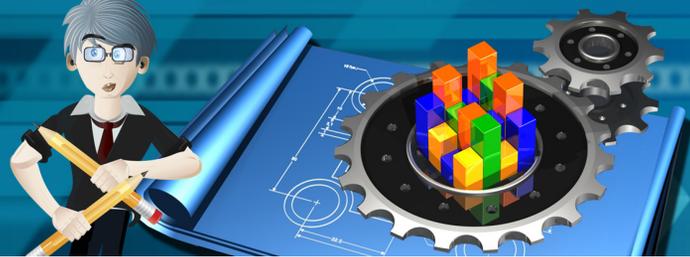


would find it difficult to write and analyze content as they begin their journey in this business occupation. Regular practice and exercises would definitely polish and increase the skills and talent of young and inexperienced entrants. The niche of content writing in the business world is among those areas that fascinates the young and mature alike and provide equivalent opportunities to both to prove their aptitude and ability.

The best practice in this regard is to host your own website and post the content on it. This would provide oneself a podium to begin personal business. Revenues could be generated easily by adding creative and thought provoking articles. As the value of the content escalates among readers, more and more traffic would access one's website. Thus one could reap profits by using this platform as a means to advertise third party products. The most vital and significant part is to place content such that it can entice readers to visit the link frequently. The enticing and tempting potential to the readers will reflect the probable revenue of the website. A lot of research will have to be done before embarking on the journey of placing any content on the website. The quality and the originality of the content matters the most.

Once a person gets to know the pleasures and rewards of content writing which offers a handsome income along with the comforts and solace of working from home, that person becomes addicted to it. Many people would like to choose this job but very few have that required quality in them to survive in this skillful business profession. This job definitely provides one, a win-win situation.





Chapter 3

Quality Content and its Importance

Content can be defined as anything that is written and presented on the internet for the audience to read. Content can be of good as well as poor quality.

Good quality content must have two main conditions:

- 1) It should be user friendly i.e. it should be able to please the audience and easily be understood by them.
- 2) It should be search engine friendly i.e. it should be able to gain good rankings by search engines.

The Importance of Quality Content:

Anyone who writes can never ignore the important role that content plays in determining their success. It is the content that pulls the audience to what you've written whereas, if the written content is of poor quality the opposite will likely happen. So you can never take the risk of being careless about the quality of content no matter what you are writing; a book, creating your website, preparing a presentation or anything else.

A great deal of hard work and thinking is required to generate a piece of good quality content. The most important objective for any writer is that the audience read the content. For instance the aim of a website owner includes gaining good rankings, having loyal readers and a high amount of traffic visiting the website. All this can be gained by writing excellent quality content on the website.

Generating a high quality work piece requires massive amount of thought and creativity. It requires a good deal of time to prepare the content that is worth reading. It is not something to be taken easily. Serious harm can be done to your writing career if you fail to maintain good quality content. So proper planning along with frequent review is required for this task. Always have faith



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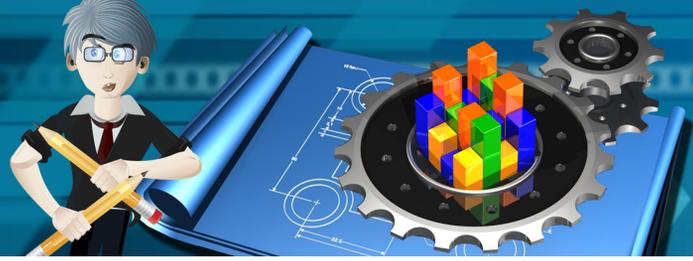
in hard work and remember “Good work will result in great rewards”.

Good quality content can also provide solutions to a number of business problems whereas on the other hand, poor quality content could increase the difficulties of a business. Your content needs to be professional, attractive and at the same time simple so that your audience can understand exactly what you want to convey. Almost every serious business today has an online presence and therefore quality and well written content can attract potential customers to yours or their websites, thus increasing sales.

By now you have realized the importance of quality content, so you must be wondering how to generate it? It's not an easy task, but once you maintain a habit of working on your content, it becomes a very interesting job to perform, plus it is very rewarding as well.

In this book we will discuss the main things that you need to consider while writing quality content. We will also be giving you tips that efficiently help you in writing quality content while also teaching you the major mistakes that people make while writing.





Chapter 4

Analyzing the Audience

You cannot produce a quality manuscript unless you know your audience well. Therefore, while writing quality content one of the main things to consider is to analyze your audience. This refers to gaining deep knowledge about the people whom you are targeting through your writing. Every writer needs to ask themselves important questions: For whom am I writing? What is the purpose of this content? Does it attract or influence the audience? Therefore, analyzing the audience is an important task.

No one can ignore the fact that the objective of writing is that it should be read by someone. Thus, it is very essential to understand what the reader would like to read. Only then will you be able to attract the audience towards your content.

Analyzing your audience helps you in the following areas:

Informs the writer about What to Write:

Knowing your audience and their interests saves you from wasting your time and efforts in writing something that will not yield positive results. A proper understanding of your audience enables you to develop your content with insight that will help you achieve your ultimate goal, i.e. pleasing your readers.

Attracting the Readers:

When you know what your readers' need, and you have the talent to produce exactly that, then nothing can stop you from creating magic in your writing. Automatically audiences are attracted towards quality content. When people get what they want, they don't only get pleased but they also develop a liking towards the rest of your work.

Entertain the readers:



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All that your readers want is something interesting to them that doesn't only provide information but also entertain them. They participate in such discussions with great interest. If you as the writer keep providing them with quality content (based on the your deep knowledge of the reader's profile and interests), the readers won't only stay loyal to your content, they will also spread good word of mouth which results in increased number of readers.

But the question that arises is, "how one can analyze your audience"? Most of us know how important it is to analyze the audience, but we find ourselves in confusion about how to carry out this analysis. We often think that the only way to analyze our audience is through questions. However, there are plenty of other ways as well.

You can analyze your audience by asking them questions in a way that makes them feel good. This can be done by focusing on 'you' aspect in the questions as it gives them a feeling that you care for them. This not only motivates them to answer your questions but it also results in honest opinions from your audience.

While analyzing your audience, you should use the ways that please your audience and encourage them to respond. Information received from audiences is of great importance and can help you in making important strategic decisions that will ultimately result in your success and the achievement of your goals and objectives. We will be expanding on how to know more about your audience from the feedback they give in the chapter "Knowing More about Your Audience through Feedback".





Chapter 5

Effective Research to Gather Data

Research is another important aspect of writing high quality content. Research can be defined as the systematic way to gain knowledge or information to establish facts. When you decide to write something, you need to be sure that it will work well. You may be thinking, “How do I get this assurance”?

The answer to this question is, by conducting research. Before you are starting to write is when you need to research on a variety of subjects and then choose the one that seems most appropriate. Further research will help you in gathering more data on your selected subject. This helps you in determining whether the topic you have chosen is worth all your writing efforts or not. In other words, research is a tool that minimizes your risk of failure.

Research seems to be an extra and troublesome job, but once you can compare the efforts required with the advantages it gives, then you will be more than glad to conduct this exercise.

So, the first question that now arises is How to carry out Research?

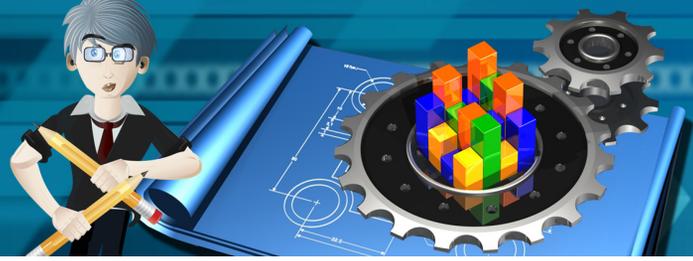
Research can range from a casual to very organized forms. However, for content writing, you don't need to go into complexities. Following the steps mentioned below, while conducting research will help you gather enough data for content writing.

Set Your Goals:

You should have a clear idea of why you are writing something. Once you convince yourself of why you are going to work on a topic, you will be able to convince others as well that your work is worth reading.

Choosing your Niche:





When choosing a topic, you should consider a variety of topics and then select one that you believe will work out the best. An ideal niche is one, which is less explored, and yet the readers are likely to find it interesting. However, the topic you choose to write about should be of your interest as well. You will only be able to create wonders if you find the topic interesting yourself.

Gather Specific Data:

Once you are clear about your goals, your audience's requirement and the subject on which to write, you can finally move on towards gathering the right data for your topic. There are various sources to collect data. To have a broad idea, you can begin from utilizing search engine resources. Later, you can move to specialized search engines that provide data specific to certain fields. You can also visit niche specific discussion forums to get deeper knowledge on your subject.

Brainstorming:

Brainstorming yourself and with others generate first hand data which cannot be obtained from other sources. Searching your brain for any kind of information always yields great results. One key is to imagine that you are a reader and then think about the subject. It will help you in determining the areas where readers may want more explanation. You can also think about the issues and questions that the reader will have in mind. This way, you will be able to respond to their queries in advance.

Develop a Research File:

You cannot keep entire data in your mind. So it's better to make a file (could be a soft copy or hard copy) that contains all your research work. This way, you will be able to extract the information whenever you want. Having it organized makes it easier.

Finalize Your Content:

With the help of the information that you have obtained, you can proceed towards writing your content. Focusing on what is important and interesting, you should develop an outline for your whole manuscript and then finalize it by making a draft and then the final copy.

By carrying out effective research to obtain useful data, you will end up with a piece of writing that



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will not only satisfy you but will also answer all the questions of your audience. All writers should begin with research because it is an organized approach to content writing that yields great rewards.





Chapter 6

High Quality Content

Up until now we have learned how to write quality content and what things are critical in producing quality work. There are two very important ways to attract an audience; Content and Graphics. They both play an important role in determining the future of any written work. This chapter emphasizes the role high quality content plays in the success of your writing.

It is the content that turns a reader in to your long term customer. People spend way too much on promoting their books, blogs and articles, thinking that it is the only way of attracting customers. However, this is not the only method that earns you customers. The most crucial role is played by the content itself. If you think about it, you will realize that promotion attracts the readers, but it is the content that actually retains them and make them your long term readers. Being interested in a writer is more important than being attracted only. So greater emphasis should be paid to the content itself as opposed to content promotion.

Content generation is an important phase. You can generate it yourself and can also ask others. However, when you are writing the content yourself, you should thoroughly analyze your talent, capabilities and skills. It's not sufficient to have good writing skills. You also have to sell that content as well. You can earn good ratings for your content only if it sounds professional and has enough keywords. Most inexperienced writers or writers not accustomed to writing for the web don't have enough knowledge about how to generate content that works well on search engines, therefore we suggest you apply these tips and tricks so that you can write quality content that not only attracts readers but sells as well. Tips for Quality Content Writing are discussed in more detail in chapter 11 of the book.

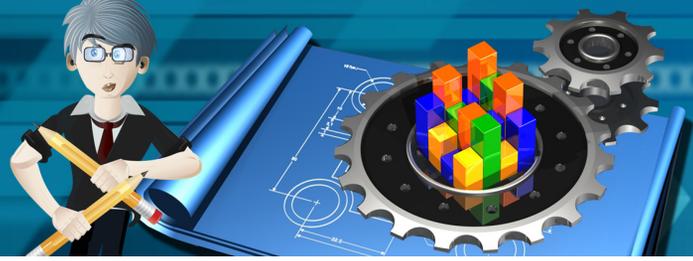
There are two things that are important to discuss here:

General Content

General content refers to providing information that the readers are seeking. This is the detailed



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text giving out all kinds of information in order to explain the subject. It should be generated in a manner that satisfies your customers. However, in order for them to be exposed to it, it is necessary that people visit your web page. So it is very important for your general content to be search engine friendly. Make sure you enter enough keywords to get high search engine ratings. But always remember, good written content does not overuse the keywords.

Ad Content:

Although there are people who make web pages as a hobby, most of us want some benefits out of it. The monetary benefits are achieved through ad content. This is the part that sells the products and services. An ad should be related to your subject so that people click on it to get more information. If you link your general content with Ad content in a creative manner, the results will be more productive.

Your content should be free of errors regarding grammar, language and sentence formation. The key to having successful content is to publish content which is informative for your user and is also search engine friendly when you are putting it on the internet. If you have good ratings in a web search, people will find your content quickly. Once the customers are attracted, it will be the quality of content which will retain them. So, whether you are writing a book, article or content for your business webpage you need to put emphasis on the quality of your content.

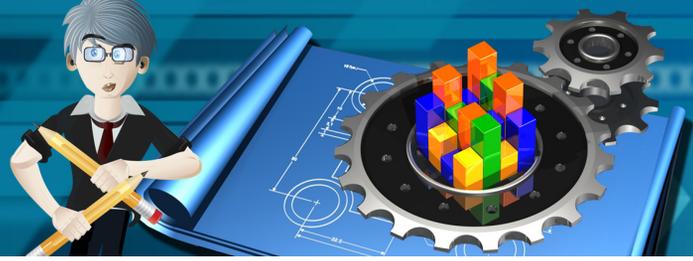
Next, let's examine what is Quality Content According to SEO Standards?

SEO is the abbreviation for Search Engine Optimization. It has become the most substantial aspect of all online business organizations. The triumph of any successful search engine optimization and other related online business organizations is always in relationship to the importance and significance of quality of content. This chapter covers significant SEO standards that one must keep in mind about the industry.

There are plenty of online articles, blogs, published papers and journals that one passes by every day. However their value and efficacy remain a question mark. That perspective of SEO demonstrates the harm and results of duplicate or copied content. There are many websites operating in the internet world that utilize copied and plagiarized content just to add quantity to their website by increasing the associated number of web pages. This could happen accidentally but most of the time it is intentional and thus it is an unethical and a false tool to gaining advancement by generating more traffic.



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Search engines inspect to see if the web pages are copied from any other web links. If exactly the same data or information is presented on any other web page then the search engines discards all other associated web pages and count them as one single page. Modifications in optimizing searches on the web have enabled users to gain access to all those links that are originally created or contain data that is accurate. Thus any copied material on any link of one's website or affiliated web page would not generate any traffic (or users) because of its imitative content. Such ethical issues are of great concern for all online business organizations. So careful and cautious steps must be taken in this regard by any business enterprise to ensure and protect their reliability and attraction.

There are considerable penalties and surcharges that can be levied against one's web page for containing the contaminated and copied substance. These kinds of penalties and punishments have harmful consequences for the sustainability and image of one's website. And if any business is doing it, then it would leave a bad impression. Furthermore these charges and allegations may cause one's webpage to be blacklisted for any future internet search.

The ideal and efficient way to maintain the veracity of your website or affiliated web-pages is to post only novel and creative content on your website. This would ensure that the specified search by any SEO displays your web page. Moreover it would insure that you acquire and maintain good search engine result programs (SERP).

Businesses web pages should have specific keywords that could attract customers. High quality content must have enough power to attract the customers. Because of high quality content, when people make searches on the web, your website will be in the higher rankings. Once, customers are attracted, it is important to retain them as well and quality content will play a significant role in retaining them. Marketing knowledge is very important if you are writing content for any business, because this will help you writing content that could change your business prospective customer into actual customers.

Therefore, high quality content based on good SEO standards is the main feature that attracts customers by positioning your website in the higher rankings when searched through search engines by smartly using important keywords.





Chapter 7

Mistakes to Avoid while Writing Articles

Writing quality content is very sensitive work requiring focused attention. You cannot be careless about your writing because even a minor error can create great destruction to the image that readers have about your work. When writing, you should be careful and should make sure that you don't make obvious mistakes. Since we would like to help you in writing quality content, here is some more advice to enable you to avoid the following common mistakes that many people make. This will help you to generate quality content.

Improper Grammar and Spelling:

No matter how genuine and informative your ideas are, they will lose their strength if they are communicated through incorrect grammar and spelling. This will ruin the effect that your content is expected to have on your audience. It will promote a sloppy image of you as a writer and as a result, no one will read your work.

Language Mistakes:

Some people have the misconception that loading their content with rich vocabulary will earn them a good image. However, that is not true. It will not earn you good ranking on the internet or a good image unless your audience understands it completely. You should emphasize more on helping your reader understand the content rather than using very difficult words.

Losing Focus:

One big mistake that generally new writers make is to start writing before having a proper idea of what they have to write. When you are not clear of what you are writing and why you are writing, you tend to lose your focus and then you drag your writing in various directions. This confuses your audience and they don't find your writing informative.





Working on Keywords Only:

There is no doubt that keywords help your content in earning good rankings. Knowing this, some writers load their work with keywords and end up with a piece of work that lacks genuine information. A good writer will enter keywords only where they are required.

Selecting the Wrong Niche:

It is good to select a niche that is not explored. However, it should not be the one in which an audience is not interested. People make a mistake by writing about something that is unique without knowing that their audience has no interest in that particular topic. Also, when you write about something that every writer is writing about, you will probably not get noticed.

Having a Poor Title:

A lot of people do not pay enough attention to the title of their content. However, it is very important, as it is the introduction and promotion of your content. People won't select your text, article or book from among a list of various articles, if they find the topic boring and dull. So a lot of creativity is required to come up with good title that catches the eyes of the readers.

Copying Content:

Although you can obtain a great amount of data from resources that are already published, you should limit the use of such data to preliminary research. Providing the readers with the same information would not necessarily make the content good. People will like your content only if it has originality and uniqueness. If copied content is made available, people will prefer reading the content of others, particularly the original content.

Self Praising:

A lot of writers believe that if they create hype about their work, then audiences will be attracted towards it and that the audience will automatically rate the content as good quality. Although this idea sounds great, it doesn't prove fruitful unless the content has the information which audiences are seeking. Good genuine information is something that will provide you with great results. Hype with no proper information is nothing but a waste.



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Uninteresting Content:

The content should be organized in a manner that readers don't get bored and tend to lose their interest. It should be crisp enough to maintain readers' interest. Before reading the whole content, your audiences are likely to skim it to decide whether to read it or leave it. Having proper headings, options and bullets will make your readers' task easy.

To avoid these mistakes once you have written the content, you should counter check the spelling, punctuation and all the other mistakes that were discussed above. In this way, you can learn from the mistakes that have been made by previous writers and make your content full of quality.





Chapter 8

Revision: Sharpening Purpose and Details

While generating the content, revision is a very important step. When you revise your document, you become aware of any mistakes that you have made. Also there are many other benefits of revising a document.

Most of us think that revision is something that we do after completion of the document. However, that is just not true. Just assume that after you finish your document, you revise it and make some change in the initial few lines. And this could require you to make relevant changes throughout the document. Thus, revision should start at the time you start writing so that you keep working on your mistakes and keep making changes appropriately as you proceed.

The Purposes of Revision:

There are different purposes for revising a document. Revision is done in order to;

- Find out mistakes made in grammar, spellings, punctuation or sentence formation.
- Improve the content.
- Enhance the purpose.
- Increase the depth of the content.

Importance of Revision:

Revision is very important. You definitely don't want someone else to highlight your mistakes. You will like your final copy to be free of errors. You don't want to spoil your reader's fun when they read your work. You can save yourself from all of the stated problems by revising your document properly.

It is said that writing is just one half of the job. The other half is revision. As E.B. White said, "The best writing is rewriting". So a major emphasis should be made on revising a document. Once you'll progress with your content, new ideas might arrive on how to make it better. Revision will





enable you to inject new ideas and add more information wherever needed, making your document more and more interesting for the readers.

How to carry out Revision:

Following the steps below will enable you to revise the document in an organized manner.

1 - Explain your Main Idea:

While doing revision, you should try to emphasize more and more on your main idea. Adding more weight to the central idea will allow your readers to know what you're trying to deliver. They will grab a clear knowledge when enough explanation is provided about the central idea.

2 - Talk to your reader:

Once you have expressed your ideas, revise them and present them in a manner that you are talking to your readers directly. This will help them absorb the information in a much better manner. Simply stating the facts won't have enough impact. So you need to revise the document and communicate directly with your readers.

3 - Remove any confusion:

Rereading the document allows you to read it from an audience's perspective. You should cut down the sentences where they are too long. Also, if you have written something that is dragging the concept out of limits, you should reduce or remove it. By revising the document, you should make sure that the readers is left with no confusions.

4 - Correcting the mistakes:

Finally, while revising, you should look out and remove any mistakes regarding grammar, language, punctuation and sentence formation.

So, revising the document is very important if you want your content to be of high quality. Even the best writers revise the document a number of times.





Chapter 9

Proofreading and Editing

Proofreading refers to reading the entire document after it's completed in order to identify any mistakes. Although in today's world, spelling the words in a different way, faulty grammar and improper punctuation is accepted as completely normal on small screen, when writing professionally, such mistakes can cause you a lot of disgrace.

Proofreading is a very important step in content generation as it saves the writer from the guilt that he/she faces when one of the readers identify those mistakes. This is the final quality check which is carried out to ensure that no errors are overlooked. When you expect to be rewarded as a professional, you need to work as a professional too. And professionals don't take any risk when it comes to the quality of their writing.

By proofreading the content you can identify the errors and then do the required editing to come up with the final copy.

Proofreading Your Document:

To improve the quality of your content you need to check errors in the following four areas while you are proofreading;

Typographical Errors:

A writer is likely to make various mistakes while typing. These typographical mistakes can change the meaning of the sentences and gives a bad impression to the reader. Therefore, such mistakes should be highlighted and edited.

Spelling Mistakes:

Although there are automatic spell checkers that identify any spelling mistakes in the document,





still it's not safe to entirely depend on them. One should always get the spellings checked for even automatic spell checkers can overlook some mistakes. For example, if you have written "their" instead of "there", a spell check or grammar check may not highlight it.

Grammar Mistakes:

While you are proofreading you need to have command over language in order to identify grammatical mistakes. If you do not have good command over the language then you can use the services of any other person. At times, a few sentences are grammatically correct but they don't sound right. Also tenses and sentence formation should be checked thoroughly. Extremely lengthy sentences are also likely to cause confusion. Therefore, changes should be made wherever required.

Punctuation Errors:

A proper check on punctuation is very important because wrong punctuation marks can change the meaning of a sentence. You definitely don't want your readers to infer wrong meanings of your words; therefore, the proofreader needs to make sure that the whole document is punctuated well. For this, the proofreader should also understand the meanings behind your sentences.

Role of the Proofreader:

It is completely normal for all writers, no matter how experienced they are, to make mistakes. However, it is better to identify them before it's too late. A proofreader is recommended because it's hard to identify mistakes in one's own writing. The writer, by reading his content again and again becomes immune to the mistakes. Whereas, it is easy for the proofreader to identify the mistakes made. You cannot take any risk when it comes to the credibility of your content.

Proofreading and editing is a time consuming task. But its importance should not be misunderstood. Those who skip this important step, usually end up paying a very high price for it.





Chapter 10

Increasing the Productivity of Writing

Writing is something whose quality varies from time to time. Even the most experienced writers find it hard to write and express their thoughts at times. There are times when you write pages and pages of quality content. Whereas, at other times you find it hard even to write a few lines. Writing quality differs with mood, topic, information and various other factors. The purpose of this chapter is to help you become a better writer by increasing your productivity.

Understanding and acting on the following suggestions will help you increase the productivity of your writing.

Work on Distractions!

Whenever you don't feel like writing, ask yourself a question; "Do I want to do something else?" Most of the time there are distractions that stop us from writing a good piece of work. There are things that have no value and importance but we still feel like doing them.

For example, when you sit to write something, you may feel an intense urge to check your Facebook notifications. Although, things like these are not important, but a single distraction can affect the quality of your work. The right thing is to perform those tasks first. Once you take those tasks out of your mind by giving them some time, you will be able to devote all your energy and creativity to your writing.

Surroundings and Situations:

You may not believe it, but the surroundings and situations you are in, have a direct effect on the quality of your writing. Small things like your room's temperature, your mood and your health can affect your writing.

You need to understand that there are times when you just cannot write. When you are under





uncomfortable situations, try to overcome them. If there is not much that you can do, then simply stop writing. Once the situation gets back to normal, you may continue writing.

Be Careful Of Deadlines:

Deadlines for the completion of work have different effects on different people. There are people who feel more productive when they have to complete the work at some given time. Whereas, there are a few people who feel too stressed when they are forced to complete their task in a given date. They want to have freedom of writing whenever they desire.

People should work on deadlines according to their nature. It is understood that you will face deadlines quite often. If you feel ok to work under stress, carry on. However, if deadlines upset you, then you should start working much sooner than the deadline so that you can complete your task before getting too stressed.

Try New Tools:

Some people use simple tools like pen and paper for writing, some use other tools like typewriter, desktop computer, laptop or a tablet. No matter what you use, you will not disagree with the fact that a little change is usually good. Try changing your tool and it can help you in bringing new ideas and you never know, you may be more productive with a new tool.

Take a Break:

All writers need breaks. You should know when to take a break. There are times when you should just stop and set the writing task aside. You are a human and you won't be highly productive all the time. So it's better to take breaks. Who knows, you may write the content of your lifetime after you get refreshed by a break.

These were just a few suggestions to enable you to improve your productivity as a writer. Even the best writers follow this advice.





Chapter 11

Knowing More about Your Audience through Feedback

We have been learning the importance of analyzing your audience and how content quality can attract them. Now we will learn how we can know more about your audience through the criticisms and feedback they make.

No one can ignore the fact that it is important to analyze the audience in order to determine whether your goals are achieved or not. Even in this era when businesses have evolved into being customer focused, most of us tend to neglect how important the 'audience' factor is. We often think that the only way to analyze our audience is through questions.

There are plenty of other ways as well. A saddening fact is that a lot of writers are not aware of the various methods and some of them understate the importance and role of audience analysis. However, that doesn't make audience analysis any less important.

Analysis is the first step and a very important tool for the 'functional approach' of the business. The 'functional approach' emphasizes setting goals and objectives and then guides us towards periodical measurement and an analysis of those objectives. This helps us in determining the level to which we have achieved our goals and whether we have accomplished them or not.

Audience analysis is a very important step that helps us analyze all this. Unless the researcher doesn't have an ability to analyze the feedback, they are likely to make mistakes or misjudge the progress that is made towards achievement of goals. This mistake will lead to generation of incorrect idea about the overall success.

You can analyze your audience by asking them questions in a way that makes them feel good. This can be done by focusing on the 'you' aspect in the questions. When you focus on the audience while asking the question, it gives them a feeling that you care for them. It pleases them



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that their opinion is a matter of importance to you. This doesn't only motivate them to answer your questions but it also results in honest opinions from the audience.

While analyzing your audience, you should use the ways that please your audience and encourage them to respond. Also, you need to read what they say about your writing, no matter if you have written a book, article or posted something on a blog. You should take the responses of your audience carefully and make amendments accordingly. Obviously, your content cannot satisfy everyone but your main objective should be to get the appreciation of most of your readers.

Information received from your audience is of great importance and can help you in making important strategic decisions which will ultimately result in success and achievement of your goals and objectives. Since you are writing for them, therefore it is important to know what they want.





Chapter 12

Tips for Quality Content Writing

Content is the most important object in any web page. It is your content that makes a difference. It not only attracts audiences but also plays a very important role in retaining them. Thus, in order to satisfy your audience's needs, you should work hard on your content.

There are several ways to generate quality content. You can write it yourself, you can take the data that is already published over the internet or on some other source and re-publish it on your web page or you can outsource content writing to some professional. In case you choose the first option of generating content all by yourself, you will find the following tips useful.

Be Passionate About Your Subject:

The writer must have a passion about the subject he/she is writing about. This passion will let you make the best use of your abilities as you will be able to share more information and in a better way than some other writers who lacks passion about that subject.

Carry out Research:

While writing content, even if you have enough information, you can always research for more information. You should be sure that you don't leave any information that your audience expects you to share. Always carry out research before writing content. You can check various resources like Search Engines, Libraries, other blogs, etc.

Stay Updated:

You should always stay updated regarding your topic. You are not supposed to miss any information. Television, newspapers and internet are a few of the sources that will provide you with the latest news about your subject. Audiences always like to know more and newer information about the subject. If your audience finds your content old and boring, they are likely to





switch to some other web page. So you should make sure that you provide the latest information about your subject. This will also help you to stay ahead in competition.

Use proper grammar, spelling and language:

This book has been emphasizing the use of proper grammar, spelling and languages because using proper spelling, grammar and language helps you in generating credibility. Language should be used in a manner so that all of the readers get your idea. You should consider the fact that English is not the primary language of all your readers so you should be careful about it.

Develop a Style:

Have a style of your own! People will appreciate you if you prove to be different. Even if you're telling them the same thing, the way you express it can make a huge difference. You should always communicate with your audience directly. It should feel like one to one conversation rather than simply stating the facts.

Set Your Goals:

Before writing, you should develop a list of goals and objectives. You should have clear idea of what return you are seeking from your work. You should know what reaction you want from your audience, so that you write the content respectively.

Identify your Audience's expectations:

For once, you should put yourself in your reader's' shoes and think about their expectations from your content. Knowing what the readers want will be very helpful in providing the audience with right content.

Predict the Issues or Problems that your Audience Might Have:

A little research and brainstorming will tell you what issues or problems your audience can have. Predicting probable issues will help you in solving your audience's problems in advance.

Applying the above mentioned tips will enable you to generate good quality content that will be appreciated by your audience.





Chapter 13

The Role of Marketing in Writing

After you have written your content you must be thinking to attract your audience and for this you need to market your writing. Marketing plays a very important role in making your writing a success. You may be a very good writer having the experience of lots of articles and books that provide exactly what audiences need. But nothing will happen unless your audience will read your work. To attract audiences towards your work, you need to do marketing.

Once you have completed your work, you need to reach out to your target market. You will need to find a good reliable publisher on whom you can trust. The publisher should be the one whose name and work adds value to your writing.

When we see big writers publishing their work through big publishing houses, we often get disappointed because we don't have enough resources to reach such a high level. Well, it is not necessary to have a big start. You can begin with a small publisher. However, the reliability of the publisher matters. Having association with some publishing group enhances your credibility.

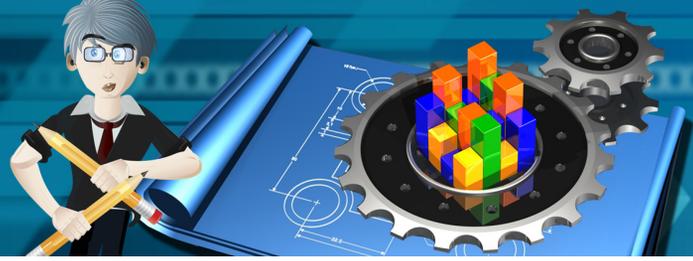
You can also start with associated content i.e. AC. If you're one of the writers who love to write for magazines and newspapers, you have no better place to start than AC. The feeling you can get from watching your work being published in known magazines and newspapers is difficult to describe. Not only this, but it also builds up your credibility and polishes your writing skills at the same time.

Watch out for websites which have high traffic and whose subject matches with your subject of writing. You can write for them and once users know you and your work, you can go on and launch your own page. This will save you from efforts to develop a number of loyal readers from 'scratch'. Also, you can always begin by having a website of your own. You will have to carry out marketing activities to attract the audience and to make your website more user friendly.

The world of the web is too large and people won't be able to find you unless you tell them that



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you're there. In order to spread the word of mouth about your work, you should not only have promotional offers at your site but also you should play the role of a social butterfly. You should visit other websites and blogs which are working on similar subjects as yours. Participating on other blogs will give you an insight about how people are marketing their work. Also, whenever you get a chance, you should provide links to your own work. This will allow more and more people to visit your page and read your writing.

Additionally, you should promote your work on social networking sites like Facebook, Twitter etc. People spend a lot of time on these sites and if they find your marketing good, they will definitely give your page a visit. However, be sure that you use catchy words and interesting sentences to describe your work.

If you have made your work available over the internet, it doesn't mean that you have to market it only over the internet. A lot of users allow other media resources to guide them to internet pages. You should make as much use of media as possible. However, your budget should be under control.

Try to get your news published in magazines or newspaper. There are ways how you can get into news without paying much. If there is something new or unique about your work, the media will highlight it itself.

The key to use marketing effectively in your writing is to provide the right information to the right people at the right time. The information should be provided in a manner that results in the desired response from your target audience.





Chapter 14

Maintaining Fresh Quality Content over Time

When we talk about content writing, the quality of the content is one thing that matters most. You will be able to attract audiences only if you provide them with something that is of their interest. However, this is not the only prerequisite to attract an audience. You need to make sure that your audience stays loyal with your content. The key to that is by maintaining good quality over a period of time. A continuous supply of quality content is a must for sustainability and growth. Writers must have proper plans as to how to maintain quality content whenever they write.

No matter which way you adapt to attract traffic, a continuous flow of interesting information is what you always need. The following are the keys which you can use to maintain quality in your content.

Brainstorming:

You can create enormous amount of information simply by studying yourself. You can start by examining your mind and asking questions like what you want to know about. Things that you would like to know more about might be the things that others want to know too. So learn what you're interested in and then share it with your audience.

Not only this, but you can also share your personal feelings. What you are going through might be the situation of others too. Even if not, they will get to learn from your experience. So it's always a good idea to share your knowledge and thoughts.

Identify your expertise:

You should well know that no matter what topic you choose to write, there are people who are writing on the similar topics. So instead of being isolated in your own world, you should go out and explore where similar topics are shared. You can even participate there whenever you feel you have something to share. But the main focus should be on 'learning'.



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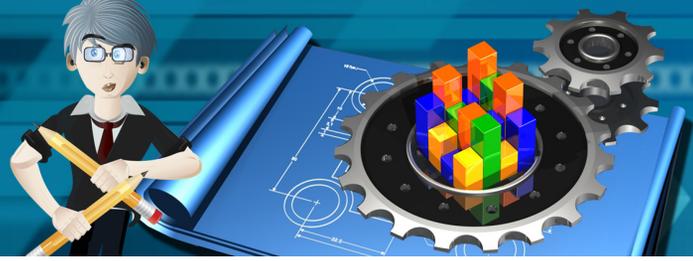
The insight that you will receive by seeing how and what others are doing will amaze you. We don't mean to say that you should copy the content or the style, but exploring your niche will help you with important information on what's going on around you. You never know, there can always be things that can inspire you. It will also help you out in promoting your content and your name. You can always tell others what you're doing and it may earn you more audience.

Welcome Other Writers:

Once you learn to maintain a significant amount of quality information in your content, you will certainly get noticed. At such a point, it's always good to shake hands with other writers whom you think can contribute positively to your blog. However, such a decision should be taken only after you become certain that the external writers are capable of producing quality content. It will not only lessen your burden but will bring a new taste to your writing.

To succeed, you have to maintain quality content over time. In order not to overlook this important aspect, you should have a proper content strategy that will enable you to maintain good content. No matter how good your marketing campaign is, a good content strategy will help you to stay ahead and successful.





Chapter 15

Quality Content is the Key to a Successful Website

How to make a website successful? This question is faced by all of us when we decide to have a website of our own. When you ask people, they will give you various answers. Some of them believe that it's all about attractive graphics whereas some people will suggest loading your website with eye-catching ads and money will start flowing in. It might be true for short-term success. However, studies have proven that people get bored of these graphics over a period of time and such websites soon face their demise.

Then what can be the key to a successful website? What is the thing that makes a difference? The answer to these questions is 'content'. It's the quality of content that matters. It is the content that makes your website successful.

The problem arises when you fail to generate quality content. There are different ways to generate good quality content. You should start by analyzing where most of your traffic comes from.

Once you know that, you should survey the search engines. Search engines are responsible for generating most of the traffic over the Internet. Search engines can provide you with massive amounts of information about any topic. You need to develop such content on your website that it earns your website enough ratings to stay on the good side of the search engines. You should work along with the search engines in order to deliver the right content to your audience through the right channel.

Although it sounds complex it's really not very difficult. Search engines will reward you with what you want provided you serve them with what they want. All search engines want is 'content'.



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When a user searches something, the search engine matches the query with the content of the websites and lists them according to the relevance. So you should work on your keywords so that they match exactly with user's query.

Knowing that it is the content that is most important, you should use more and more of your resources to generate right content. You can use your skills to generate content, get content from free sources or even outsource this task. In case you choose to do it yourself, you need to adapt a style that encourages search engines to recommend your content. Keywords should be used properly to provide audiences what they are seeking.

If you go for the free content through public domains, you should know that it'll be very difficult for you to gain a good ranking on search engines. The reason being, that all of the stuff will already be there on the internet and people will have no reason to visit your page since it will be no different.

In order to have a successful website, it's necessary to provide your audience with something that they cannot find anywhere else. Also, you should combine all the aspects including graphics, content, language and promotion in order to come up with a perfect mix.

So, by emphasizing the quality of the content of your website you can attract traffic not only for short term but for longer periods of time.





Chapter 16

Writing Content for Websites that Gets Traffic

The quality and efficacy of the content posted on any website plays a vital role in creating the reputation and prestige of any website. On the other hand it demands great concentration by the moderator to cautiously think before posting any article or online journal on the webpage. The content of the website or any associated web page is the core source to entice the readers (or users) of the website.

The content must be deeply analyzed and evaluated before displaying it on any web link. The array of words in any article or any online content must be appropriately knitted so that it can escalate the probabilities of that particular article or content of being explored by many search engines.

The optimization and modification in the search engine models have made it really challenging for website owners and online business executives to get their articles and content across the modern junk filters. The monetization and control of the modernized search engines have raised the bar relative to the quality and peculiarity of online content.

The uniqueness and exclusiveness of any content tempts more and more readers towards the website. Their frequent visits would generate more traffic each day thereby adding to the eminence and reputation of your website for the search engines. Furthermore doing so would also make your web page more accessible and more reachable. So there would be improvement in search engines' rankings and word-of-mouth would also offer more advertising of your website free of cost.

The usual escalation in traffic would be fruitful in the long run for you website. With the passage of time, this incredible increase in traffic and visits will be converted into successful sales. Interesting and appealing content would provide an ample amount of reasons to your users for staying at your website. As they spend more time on your webpage, they will make more purchases. Thus there will be a dual benefit which is the increase of traffic and at the same time,



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increase of revenue.

The best way to make content more fascinating to the readers is to select a hot-topic. The topic must be vigilantly and carefully selected so that it could link your product or services with the advancement taking place in the modern era. This could be achieved easily by recruiting professional and experienced web content writers.

Although there would be an increase in costs to the business by taking on specialized and proficient content writers, it would prove fruitful in the long run as it would bring in more and more business for your organization. The content posted on your website should not talk out loud about the related products or services offered. This practice would make many users averse to visit your web page. The content must not be an advertisement, however the best option for attractive content could be linking your product with the latest trends and fads in the society related to technology and science.

The content, if appropriately written, could easily get more and more traffic to your webpage. One must be keen enough before selecting any topic and subject for posting the content. It is better for you to understand the “do’s and don’ts” and “if’s and but’s” of content writing before embarking on this online business odyssey.





Chapter 17

Low Quality Content can Hurt you

We have been learning the importance of high quality content and how it can help you in attracting customers to your website. But one should also know what low quality content is and, how low quality content can hurt you and your business.

High quality content as we have discussed before is the content that attracts traffic towards your website and if you have poor quality or low quality content then it not only loses many customers that could have been attracted towards your website but it would decrease your potential sales as well.

In every business, there are customers who just come across and read about the product and purchase them. But the question is how these people come across your website? The answer is, that these people search what they need on different search engines by using some keywords and then the search engine shows the result. If they find something interesting, they have a look at it and just buy it. But if your website is having low quality content that does not show good ranks when searched through the internet then you are losing many customers.

It is a better idea to concentrate on the content on your website rather than producing too much content and posting it on different websites to attract customers. Customers would be attracted, but the main thing that will influence your customer is the content of your website. If the content is not encouraging and tempting them to buy your products or services then what is the point of attracting them by posting different content on websites and blogs. It is the content's quality that influences people to stay for longer period of time on your website and convert traffic into your customers. Another reason for not depending too much on different back-links from different directories is that these website do not provide reliable results.

With the passage of time and advancement in technology, these search engines change their methods of listing the search results. So, don't get worried too much, just try to concentrate and think on important keywords that your target market would be looking to search for. Think of



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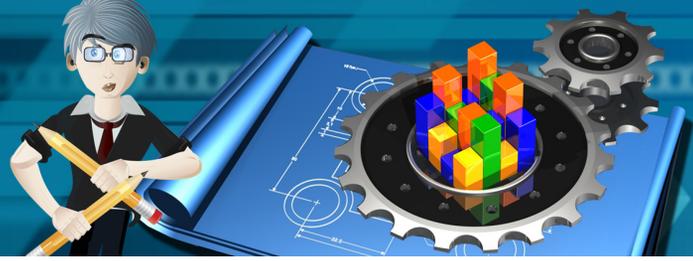


yourself as a potential customer, and try to determine your needs and wants that could be fulfilled by your business. This way you can come across good keywords that would be very handy in attracting traffic.

This is one of the simplest ways to attract traffic. So, the important thing is that you need to use appropriate keywords that your target audience would be using while searching, and concentrate more on the content that you use in your website.

If your content is of low quality, then people will not be able to discover you through search engines nor will you be able to convert your traffic into customers. So, make sure you use the correct keywords at the right place and emphasize quality content.





Chapter 18

The Cost of a High Quality Content Writer

Website owners often have to make a critical decision concerning engaging a professional content writer. The services of a good quality content writer usually incur a high cost on the expenses of any website or an online business organization. There are many benefits that one can have by acquiring the services of a good specialized content writer. The recent economic downturn has entirely shifted the paradigm of conventional business practices. Almost every business organization is interested in reducing the incurred costs over excess resources.

A careful analysis by the website owners and other business executives to profoundly evaluate the advantages of hiring a professional content writer must take place. The prime concern of any website or an online business organization is to reap more and more profits. The traditional way of achieving commercial success is to cut down costs and reduce expenses. However the modern era demands a change in the customary and usual business practices.

The presumption of quality is the foremost difference that can distinguish business organizations and websites. That is one reason why it is necessary to have a skilled content writer. Most of the online websites offer junk, plagiarized and poorly written articles at a cheap amount. Here we explore some aspects related to taking on board a professional and expert content writer.

There is a considerable difference in the amount of wages a professional content writer would demand than unskilled and inexperienced writers. If the qualification, skills and experience of any acquired writer escalates then at the same time the associated charges also increase.

There are many website and blogs that offer articles and journals at comparatively low rates but the credibility and worth of all such writings is next to rubbish. They only provide copied content and furthermore it is also not satisfactory quality. This would not add any value to your internet site, rather it would play a prominent role in jeopardizing the attraction of your website or blog.

High quality and perfectly written content obviously entice the readers and this luring is a



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continual phenomenon that provokes other readers to go through your website and thus generate more frequent traffic. The increase of traffic generally converts into mammoth sales.

An analysis of both options, that is, to have a professional writer or not, such that the sales gained by employing a professional content writer is by far better than reducing costs on the ground for not having expert content writers. The quality, efficacy and eminence of content written by qualified and proficient writers add substantial value to any website. A rough estimate reveals that SEO organizations' profits and revenues increase ten fold by having specialized and certified content writers as human resources.





Chapter 19

Skills Required For Writing Quality Content

Many people think that writing is a very easy job and most of them can write. However, there are skills required if you want to become a quality writer and if you lack these skills then you cannot produce quality content. There are many writers across the world, but readers like and appreciate only content which is of high quality. In this book, we have been emphasizing how to write quality content and give you tips that you can follow to write quality content.

But every writer needs to develop a few skills which are very important if he or she wants to write quality content. Unless your content does not have quality, your readers will not like and appreciate your content.

The following are the most important skills that are required if you want to produce quality content and want to attract customers attention. If you lack these skills, then you can always learn these skills.

Good Command of English

Many readers like content written by different writers, but because of errors and mistakes in the language they do not get a good first impression. It is important for writers to build reliability and credibility by writing error-free content and this can only be done if the writer has a good command of the English language. It is a good idea to avail the services of a proofreader if you do not have a good command of the language. However, you must concentrate on building your language skills if you want to achieve success as a writer.

Creative Writing

You need to bring creativity into your writing in order to differentiate your writing from others. Even if you provide basic information to the readers, it must be written in such a way that it grabs their attention. If your content lacks originality and creativity then readers might not be interested



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in even going through the whole content.

Good Research Skills

Research allows you to gather information from different sources plus if you have good research skills then you might not miss important points that should be included in the content and this is what every reader is looking for, that the content explains everything to them without missing important points of the subject. Besides, if you have good research skills, then your chances of accuracy increases and you can produce quality and accurate content in less time.

When a writer combines these three skills then they are a perfect fit to write quality content. You need to differentiate your content with your creativity and research skills. It is your style that will become a trademark for your readers so you need to concentrate on your own writing style and always emphasize quality because it will yield you long term readers.





Chapter 20

Writing For the First Time

Since you've gotten this far, you have read all the tips and guidelines that we shared with you here and which are important for writers to be able to write quality content. Plus you had the opportunity to learn about several mistakes that you need to avoid while writing. So now it is time to know how important your first content is and what you must do when you are writing for the first time.

It is important to produce your first content, as a nearly perfect content. So, you need to invest time in writing your first content and should do research even if you feel you have the expertise on the subject.

Also your first content should be very important because if it is good then it can bring you lots of appreciation from the readers or if the content does not meet up to the expectations of your audience then reviews and feedback from your audience can demoralize you to such extent that you might even stop writing.

Here are some final tips you must follow if you want the first content you produce to be very good.

Give ample time in preparing the manuscript -

No matter what you are writing, it is important to give ample time in preparing the first document. You might feel that you want to just quickly publish your first content but this is not the best way to go.

Hurrying just to complete your first manuscript might harm your career as a writer therefore you need to ensure that this manuscript is going to make a difference and automatically attract the audience you seek because of its uniqueness, originality and high quality content.

Learn from the mistakes and adopt good points of others -



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If you are preparing your first document, then you should learn from others. You must learn why some writers are so successful and also the reasons behind the failure of many writers. What traits and characteristics make some writers successful and some unsuccessful? You need to adopt good points of successful writers and at the same time learn from the mistakes that have caused writers to be unsuccessful.

Selecting your subject -

Writing your first document is a tough job because many times you are undecided in selecting your subject. One rule of thumb is that you should select a topic in which you have knowledge and expertise. However, you still need to conduct research on the subject even if you think you are an expert. One reason for doing research is that you should not miss any significant point that your readers might be looking for.

These are the most important points that you must adhere to while preparing your first document so that your first content will be able to make a mark in the minds of the readers.

Ok, we have had a good journey together.

You have seen why it is important to organize yourself, know the audience you want to reach and in what niche you are focusing on.

You have been taught the importance of thorough research, revision, proof-reading and writing from the point of view of your audience.

Do you remember that Chinese guy who said the thousand mile journey begins with the first step? Get out your tools and take your first step.

You are qualified.

So, good luck and start writing your first quality content.

