

Content

for the Web

Worksheet

Content Discovery: Blog

<p style="text-align: center;">Target</p> <hr/> <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Business Type and Name: Community Colleges</p> <hr/> <p>Company Profile information</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.</p> <p>someone who wants to see if coming to a community college is the right way to so and see what it has to offer</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>start conversion</p>
<p style="text-align: center;">Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p>	<p>Blog Title Research a good title.</p> <p>Blog Tagline Personality of the title</p> <p>Blog Statement/Description: What will the blog offer? How will your content satisfy the needs of its readers?</p> <p>Example: <i>My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales</i></p>	<p>Use Content Map and Table:</p> <p>Blog topics</p> <hr/> <p>Blog Categories</p> <hr/> <p>Blog writing style</p> <hr/> <p>Blog Voice: tone and personality</p>	<p>Which blog app?</p> <p>Who will be writing the content?</p> <p>What is the blog schedule?</p> <p>Research into topics</p> <p>Research blog keywords</p>
<p style="text-align: center;">Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality?</p> <hr/> <p>What brand items will be used?</p>	<p>Color scheme?</p> <hr/> <p>Typography?</p>	<p>Layout Elements: Select and Adjust Templates.</p>

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Blog Summary Table

Category:	
Post Topics	Sample Post Titles
Category:	
Post Topics	Sample Post Titles
Category:	
Post Topics	Sample Post Titles
Category:	
Post Topics	Sample Post Titles

Blog Title: Today's Community College has alot to offer!

Tagline: Not just a Trade School, much more

