

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:</p> <p style="text-align: center;">Simply Succulents</p>	<p>Who is the blog for?</p> <p>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 style="text-align: center;">Gardeners, aspiring plant owners, landscapers</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>raise brand awareness establish trust</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> <p>Blog Categories</p> <hr/> <p>Blog writing style friendly</p> <p>Blog Voice: tone and personality</p>	<p>Which blog app? blogger</p> <p>Who will be writing the content? me</p> <p>What is the blog schedule?</p> <hr/> <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> <p style="text-align: center;">friendly</p>	<p>Color scheme?</p> <p style="text-align: center;">natural colors maybe some pink</p>	<p>Layout Elements: Select and Adjust Templates.</p>
	<p>What brand items will be used?</p>	<p>Typography?</p> <p style="text-align: center;">playful or inviting font</p>	

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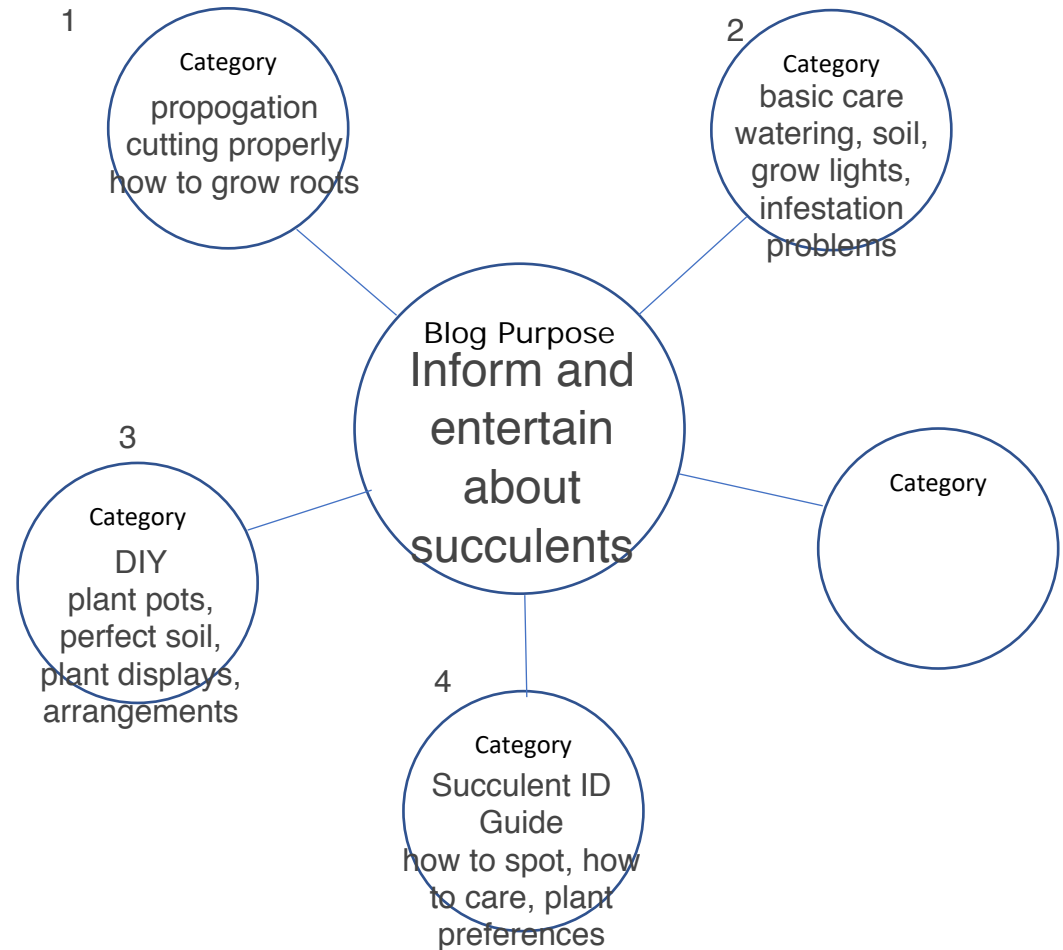
Content Discovery: Blog

Blog Summary Table

Category: Propogation	
Post Topics How to Different methods	Sample Post Titles How to water propogate How to care for cuttings
Category: Succulent Care	
Post Topics Watering Soil grow lights bugs	Sample Post Titles The right way to water your succulents how to catch an infestation
Category: DIY	
Post Topics upcycled pots	Sample Post Titles turn "" into a succulent pot
Category: Succulent Guide	
Post Topics Identifications care guides	Sample Post Titles String of Bananas String of Pearls Aloe

Blog Title: Succulent Gardens

Tagline: A guide to caring for your own!



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

Succulent Gardens

A Guide to Caring For Your Own!

