Content Writing's Tips and FAQS

What is Content?

Content is:

Adjective: in a state of peaceful happiness. For Example: I feel content, writing something.

Noun: a state of satisfaction. For Example: A word inside the book.

Verb: satisfy (someone) (Please, soothe, mollify). For Example: "we contented ourselves with a few small purchases"

Types of Content:

- Audio Content
- Video Content
- Image Content
- Text Content
- Computer Languages Content
- Etc

What is Content Writing?

Content writing is a form of online/offline writing which is closely linked to web marketing campaigns. This means creating the writing which appears on websites that are designed to sell or promote a specific product. (In term of blogging you can rephrase this definition by adding articles/niche/keywords/information/news/events/blogposts/guest posts/ reviews/ description/ and much more according to your thought.)

Content writers work according to the brief provided by a client.

This brief will define their task and any SEO related requirements, such as keyword density. The job of the Content Writer is to turn this brief into a finished product which becomes part of the target webpage. Content is distinct from journalism or conventional copywriting in that it is designed to achieve prominence on the web, and must be tailored for this purpose.

About Content Writing

Content writing is almost always related to SEO marketing campaigns. It will involve writing tightly focused texts that include a set of keywords or phrases that have been researched by marketers. High quality content will ensure that these keywords appear in the right density. The text will also be fluently written, clear and able to promote the product being described. The quality of the content produced also needs to be high. Poor quality content is less likely to achieve a high search engine ranking, meaning that the webpage in question will not be read by a large number of potential customers. The skills required for content writing are varied. They include the ability to write fluently and persuasively on a range of subjects while integrating keywords without losing readability.

Who is a Writer?

How can you become a pro writer?

Writing Techniques:

Article Writing Definition

Article writing is the process of creating a non-fiction text about current or recent news, items of general interest or specific topics. They are published in print formats, such as newspapers and magazines, or online. Some styles of blogs are written in article format and encyclopedias are collections of articles gathered in one volume. Articles can either present their topics directly or in a balanced debate format. Content may describe places, people and events, present academic research and results, or provide an analysis of news events and academic papers. Articles can also contain photographs, data and statistics presented in different formats, as well as eyewitness accounts and interviews. Articles should be objective and only contain facts from verifiable sources.

About article writing

Article writing is a skill which needs to be practiced. Constraints of length and word number are often present which that article writing needs to be focused, with its important message presented succinctly. Most articles commence with a short, eye-catching heading, designed to grab the reader's attention and give a clue to the content. The first paragraph should present an overview of the article and contain its most important points. This is especially so when writing for magazines and newspapers, as any edits made for space constraints are taken from the latter part of texts. The article's body will provide further information and its conclusion should sum up the main points and possibly clarify the writer's opinion on the topic if relevant.

Technical Writing Definition

Technical writing involves communicating in a clear, efficient way about a technical or industry-specific subject in detail and with reliable accuracy. The main purpose of a piece of technical writing will be to direct, instructor explain with regard to the subject matter, and it should serve as an expert source of information. Technical write-ups are based on solid research and need to be 100% accurate in conveying technical information/data. Good technical writing uses the specialist terminology and vocabulary form the given field, which demonstrates that the source is an expert, authoritative voice on the topic. The Society for Technical Communication is a comprehensive source of information on the subject of technical writing and communications.

Examples of Technical Writing

- The umbrella-term technical writing covers a wide range of text-types:
- User manuals and operation guides (e.g. for software programs or equipment)
- Research and case study write-ups
- Summaries and report (e.g. of legal cases or medical experiment/procedures)
- Business proposals

- Technological marketing communications and articles for trade publications (e.g. informative (sales-oriented) articles about a technical product)
- Training manuals (e.g. company policies, standard operating procedures)
- Certain white papers

Types of Content Writing (According to Fiverr or Freelancers or Buyers)

- Articles & Blog Posts
- Proofreading & Editing
- Brand Voice & Tone
- Resume Writing
- Cover Letters
- LinkedIn Profiles
- White Papers
- UX Writing
- Podcast Writing
- Case Studies
- Research & Summaries
- Sales Copy
- Press Releases
- Social Media Copy
- Book & eBook Writing
- Product Descriptions
- Website Content
- Technical Writing
- Business Names & Slogans
- Scriptwriting
- Email Copy
- Transcripts
- Speechwriting
- Legal Writing
- Creative Writing
- Beta Reading
- Copy writing

Content Writing Tones:

It's a simple question, but the answer can be rather complicated. In basic terms, tone usually refers to how a writer uses certain words in a specific way to convey non-verbal observations about specific subjects. Not only does tone help to deliver facts, but it delivers them with an attitude. With emotion. With a personal perspective.

Tone is sometimes used interchangeably with the voice of the author. They are very different. A writer's voice is a perspective of their personality. The tone of a writer conveys their attitude about what is being writing about. If tone is combined with voice, then this will create a specific writing style that can be attributed to that writer.

There Are Basic Types of Tone in Writing

Any emotion, any attitude, and any perspective can lay the foundation for a specific tone in writing. If you can come up with an adjective, then that can be a tone. This means if you look at tone with specificity, there is an infinite number that can be used.

That makes it a little difficult to begin developing your personal tone as a writing skill, so those infinite tones have been categorized into 9 different types. Let's take a look at them in some detail.

1. Joyful: This tone in writing focuses on the positive emotions that are experienced in the moment of an action. If you eat something you like, then you feel joy. When you experience reciprocal love, you feel joy. Writers use this tone to create relationship-building experiences between their readers and their characters.

2. Serious: This tone in writing creates a level of suspense within the reader. It increases their focus because the concepts being offered are important.

3. Humorous: Being funny does more than make people laugh. It also makes them begin to think about difficult concepts in a way that feels safe. This tone in writing is often intended to draw the reader into a story or narrative so they can engage with certain facts or opinions the author feels are important to share.

4. Sad: Sadness is a very real part of the human condition. In many ways, our saddest days define who we are as people. When incorporated as a tone in writing, the reader become sympathetic with the characters or the author and this empathy will keep them engaged with the narrative.

5. Formal: This tone in writing is often seen from an academic standpoint. It requires structured language, higher reading skills, and presents more facts that can be proven than the opinions of the writer.

6. Informal: The goal of this content is to have an informal tone. It's conversational, but still conveys a certain sense of expertise within the subject material.

7. Optimistic: There's a lot of bad stuff going on in the world today. Yet there is also a belief that the world can and will be a better place one day if we're willing to work for it. This would be an example of an optimistic tone.

8. Pessimistic: When there's a lot of bad stuff going on in the world, it can feel like that bad stuff will only get worse. That kind of tone would be an example of being pessimistic. Pessimism is not realism. Being pessimistic means having a belief that something will never get better, even if the facts may seem to indicate otherwise.

9. Horror: This tone of voice is threatening in nature. It speaks to the core fears that people have and forces them to confront those fears.