

1) What do you understand by content writing?

Content writing is the process of planning, writing, and editing web content generally used for digital marketing or Internet marketing purposes. Content writing is a broad field that includes writing blog posts, technical documentation, product reviews, articles on social issues, scripts for videos, and podcasts, etc.

For this purpose, we need content writers assigned to write exclusive and relevant articles or blogs, reviews, or technical documentation for different websites. Content writing can be categorized into many types as each website has a various target audience, and they need specific content to get traffic towards their business.

2) What is the basic difference between an article and a blog?

This is probably the most asked content writer interview question. The interviewer asks this question to check and analyze the content writers' basic skills in their field.

The basic difference between an article and a blog is that an article is written by following a more formal format. An article must be informative and give insights to the readers about a particular subject. Generally, the articles include various types of facts in writing, and the content writers can also make their analysis and present research work to make an impression on their readers.

On the other hand, a blog is different from an article in presentation. Generally, blogs are written and drafted informally. In blogs, the content writers may be casual and talk one-on-one with their readers.

3) What is the difference between a copywriter and a web content writer?

A web content writer may also be a copywriter, but it is not necessary that a copywriter can write web content. Web content writers are specialized in writing to the very specific format of the web medium, i.e., websites and blogs. On the other hand, a copywriter generally writes for marketing and copywriting formats for broadcast or print mediums.

4) How can content writer improve their writing skills and grammar?

There are various tips that content writers can use to improve their writing skills and grammar. Some of them are as follows:

- First of all, a content writer must learn the fundamentals of punctuation and grammar. It is necessary for writing anything.
 - A content writer should write every day and get it proofread by a senior content writer.
 - Make a habit of reading English newspapers daily. It is a must to improve writing and grammar skills.
 - Must attend webinars on content writing and grammar etc.
 - Practice makes a man perfect. So, always practice writing in English and oral communication in the same.
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5) How does good SEO copywriting help a website?

Good SEO copywriting always works as a booster for a website. It raises the website's rank in the search engine results as it follows Google's algorithms that make it attractive to crawlers.

6) What essential and integral components make web content outstanding?

There are a lot of aspects that make web content outstanding. Some of them are as follows:

- **Usefulness:** The main motive of web content is its usefulness. It should be written in a way that caters to 'what the reader wants to read'. This is the most

important thing for the readers' engagement and how a blog or article gets ranked on the search engine.

- **User Engagement:** Your article should be engaging to the audience. You should use proper headlines, images, and structure to engage the readers till the end.
- **Utility:** The content writer should create the content by keeping the readers' needs in mind. This gives a great impact on audience engagement and also affects the rankings of the website.
- **Credibility:** Credibility is a must for writing any content. The content writer has to make it credible. The information included in an article or blog should be from a credible source.
- **Originality and No Plagiarism:** In web content writing, plagiarism is the biggest crime. A content writer must create the content plagiarism-free. Plagiarism can negatively influence the performance of the article on a search engine and negatively affect the ranking. It can also harm the reputation and credentials of your company.

7) What things a content writer should keep in mind while writing a particular content?

There are many things that a content writer should keep in mind while writing a particular content. Some of the important points are as follows:

- **Research about the brand you are writing:** This is the most important thing that a content writer should consider. Before writing anything, he must know well about the brand or company he is writing. The content plan must be based on the features of the brand you are writing for. Thus, the content's writing style should reflect the core ideologies of the brand.

- **The brand's audience:** The content writer should choose the approach and nature of writing by knowing about the readers and the target audience. It is important to know about the audience to write content that can impress them.
 - **Publishing Medium of the Content:** The content writers have to write articles for various mediums. So, they must be aware of the platform where their content will be published. For example, social media posts require a different type of write-up than SEO blogs for websites.
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8) How should a content writer create a content strategy for a client/brand?

Creating a content strategy is important for a content writer to write for any specific client or brand. Different organizations have different ways of approaching their content strategy. To write up good content, a content writer must follow the steps given below:

- First, define the marketing objectives of the organization or the brand.
 - Identify the organization's audience and study their personality, behavior, demographics, etc.
 - Define a plan that can benefit the organization and satisfy the search of the audience.
 - Create the topic using the best possible keywords.
 - The content must be complete itself and can satisfy the user's search result.
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9) What is keyword research in content writing?

Keyword research is one of the most important parts of content writing. A keyword is a context of SEO (Search Engine Optimization). Keywords are part of the content and are used to define the content on that specific web page. For example: If you are writing a detailed article on content writer's interview questions, then the keywords would be, "Best content writers interview questions", "content writing questions",

"Most asked content writers interview questions," etc. When a user searches anything on Google, they put these keywords on the Google search to get a similar result.

Keyword research is a technique to search for keywords people generally enter into the search engine to get the best possible result.

10) How do you decide what topic/subject to write on?

For a content writer, it is always challenging to find a good topic or subject to write on. Following are some methods that a content writer can use to discover new topics to write:

- Identify your target audience and their needs.
- Research about the keywords and associate keywords of your industry.
- Analyze the keywords and conversations of your competitors.
- Analyze the people's interest on social media about your working area.
- Keep track of blogs and websites in your field and read the articles of subject matter experts, commentators, critics, business experts, etc.
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