

## HOW TO BE A RESOURCEFUL CONTENT WRITER

The demand for content writers is increasing every day, many businesses now employ content writers to craft compelling sales copy for their website and social media handles. Nowadays, Content Writers work remotely with flexible time. If you have always dreamt of pursuing a career as a writer, this guide will help you navigate content writing and how to be a resourceful content writer.

### **What is content writing?**

Content writing is the art of producing informative, persuasive, compelling, and entertaining content for the target audience. Content writing involves several steps, including researching, brainstorming, writing, and editing.

A content writer is someone who specialises in crafting relevant, engaging written content for websites and social media handles. Content writers are responsible for SEO (search engine optimization) to ensure their content ranks high in search engine results pages. They use specific keywords and phrases relating to the brand or industry.

Content that is well-written and researched, with a creative writing style, is not effective if it doesn't speak to the intended audience. A content writer ensures the content is engaging and is directed to a specified audience which could be existing customers, prospective clients, stakeholders, or employees.

The goal of content writing is to provide the specific target audience with high-quality information and entertainment for readers. By targeting these, content writers maximise the chances that people will find their content when they enter relevant terms into search engines.

At its most basic level, a content writer may choose to specialise in any of these forms of writing;

- Blog posts
- Web pages
- Social media posts
- Video/audio content
- White papers
- Press releases
- Email marketing

## What skills does a content writer need?

Content writers need to be versatile and well-grounded in the writing world. This skill set can seem daunting for newbies, but all you need to be a successful writer is to practice and master the art of writing. To succeed as a content writer, you must possess the following skills:

- The ability to research swiftly and effectively.
- A strong grip on spelling, grammar and style.
- The ability to write quickly and consistently meet tight deadlines.
- The ability to communicate in different tones of voice, on a range of subjects and within a variety of contexts/structures.
- Ability to understand the needs of the target audience and how to coin your writing to solve the identified problem.

These are some of the important skills you need as a content writer:

- Writing skills
- Content marketing skills
- SEO or search engine optimization skills
- Research skills
- Copywriting skills
- Editing skills
- Storytelling skills
- Content management system (CMS) skills

To outrank your peers in content writing, it is important to research, read a blog post, attend writing webinars and workshops, enrol in an online writing course, start writing and keep practising, it's helpful if you know how to use social media so you can share your content with a wider audience.

To be a resourceful content writer, you have to be familiar with writing tools that will make your work easier and faster. Here are the tools to help you scale up on content writing

**Grammarly** – Writing wholeheartedly seems easy, but never underestimate the power of proper capitalization, punctuation, and the reduced usage of passive voice. The inevitable tool for crafting quality content writing is Grammarly. It's not only helpful for spell-checking and similar issues. Grammarly offers a list of valuable insights – it helps a writer choose the most suitable word; it shows us how to obtain better readability and engagement. It has a free and a premium version to make your writing readable.

**Trello** – Working remotely can be boring and may lead to a lack of focus and organization. Use Trello to overcome this problem. Trello Board helps you dedicate tasks to yourself with a “due date” label attached to them. You can prioritize and simultaneously keep track of your progress.

**Topic Generators** – Several online tools can help content creators overcome writer’s blockage. Content Writers can turn to the HubSpot Blog Ideas Generator or BuzzSumo to generate ideas to write about. All to is a news generator that can help Content Writers stay up to date on trends. Google Trend comes in handy as well – you can utilize it for collecting new ideas by searching through relevant topics that pop out once you insert a keyword.

**Keywords planning** – Google Keyword Planner must be the first tool that comes to mind. You can get started by signing into your Google Ads account for free. Many available tutorials will help you understand this tool, all it requires is your time and dedication. It has different features and methods to make writing easy for you

**WordPress plugins** – There are many of them, and each one can be useful for content writing. The most frequently used SEO plugin is Yoast. Rank Math is another plugin that combines several features from different SEO tools. SEOPress is easy to use and guaranteed to boost your SEO.

To be a resourceful content writer, you have to consider the point outlined above.