

Content Writing Guidelines

What makes good content?

Good content:

- Demonstrate trustworthiness
- Answer common question(s) of readers
- Feels like a conversation
- Helps reader to pull out the important information as quickly as possible

Bad content:

- Contains a lot of fluff
- Shares no real examples
- Uses difficult and complex words
- Uses too lengthy sentences to read
- Is difficult to scan
- Doesn't support stats or any other statistics

01. Writing Introduction

The introduction should tell the readers about the purpose of the article/webpage and what benefits/information users will get after reading the article.

Think of introduction as a quick way of informing 'who is this article for' and 'why they should read this.'

- Write short and concise blog introduction **under 80 words max.**
- Don't add unnecessary statistics (add only if it makes sense), stories, & fluff in the introduction.

Here are three examples:

The Beginner's Guide to the Metaverse

The Metaverse: It's yet another buzzword that emerged in 2021.

But how much of it is hype and how much of it is the real deal?

With some of today's largest companies investing billions into the concept, proponents argue it's the future of how we'll interact online.

Other more skeptical observers argue it's a passing fad, or that the metaverse is already here.

In this guide, we'll explore the metaverse from all angles to separate the hype from reality.

The Beginners Guide to Fintech

Financial Technology (Fintech) is one of the hottest sectors on Wall Street and in Silicon Valley.

With the potential to disrupt the traditional banking system, fintech companies have become some of the fastest-growing startups on the planet.

In this new guide, we'll explain what fintech is, how it works, practical use cases, and what obstacles the industry currently faces.

57+ Amazing Artificial Intelligence Statistics (2022)



by Josh Howarth
August 4, 2022

This is a list of up-to-date artificial intelligence stats for 2022.

It's no secret that AI is one of the most exciting (and controversial) [technology trends](#) happening in the 21st century.

But how big is the AI space? And how quickly is it growing?

In this article we'll take a closer look at key AI statistics along with growth projections for the future.

02. No room for sharing opinions

Readers want information that is trustworthy and credible.

Don't write your opinion. Want to justify a point? Add statistics, data, research points to justify your claims.

Example:

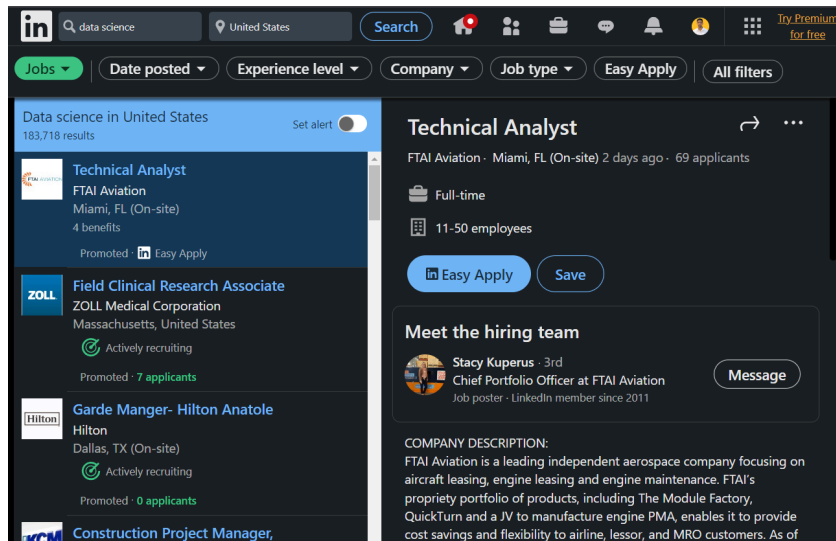
Not recommended: I think X is the most important skill needed to become a data science engineer.

Recommended: X is the most important skill needed to become a data science engineer, as per [Mckinsey's survey on 1000+ employers](#).

Another example:

Not recommended: Data science is one of the most in-demand jobs in the technology field.

Recommended: Data science is one of the most in-demand jobs in the technology field. In LinkedIn, there are 183k+ data science jobs available in the US.



03. Add external references

“Link, link, and link to relevant information. If you mention a summer reading program, link to it.

If you mention a faculty member, link to their bio page.

Don’t make people search for something that you mention if it already has a page.” – Duke University libraries.

Always add citations to related information research papers, studies. And, only cite sources that are authoritative and trustworthy in the field.

How to know if a site is trustworthy or authoritative?

Generally, you will know based on your experience and knowledge. Otherwise, an expert-level website will have lots of content on the topic, publish quality content, etc.

Always write descriptive anchor text while linking out to external references.

Not recommended: [Read this](#) to learn the benefits of cloud computing

Recommended: Check out this guide and [learn the benefits of cloud computing](#)

If you use any research papers, consider adding citation like this at the bottom of the article:

Supplementary resources

- Choo, K.-K. R. (2010). Cloud computing: Challenges and future directions. Trends and Issues in Crime and Criminal Justice [Electronic Resource], (400), 1–6.
<https://search.informit.org/doi/10.3316/ielapa.846168732516727>
- A. Kaur, V. P. Singh and S. Singh Gill, “The Future of Cloud Computing: Opportunities, Challenges and Research Trends,” 2018 2nd International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC)I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC), 2018 2nd International Conference on, 2018, pp. 213-219, doi: 10.1109/I-SMAC.2018.8653731.
- Anudeep Rawal. (2011). Adoption of Cloud Computing in India. Journal of Technology Management for Growing Economies, 2(2), 65–78.
<https://doi.org/10.15415/jtmge.2011.22010>

04. Write easy-to-digest content

1. Every sentence should add value/ something unique to the article

- Use simple words
- Try to limit using words that people don't use in their daily life

Example:

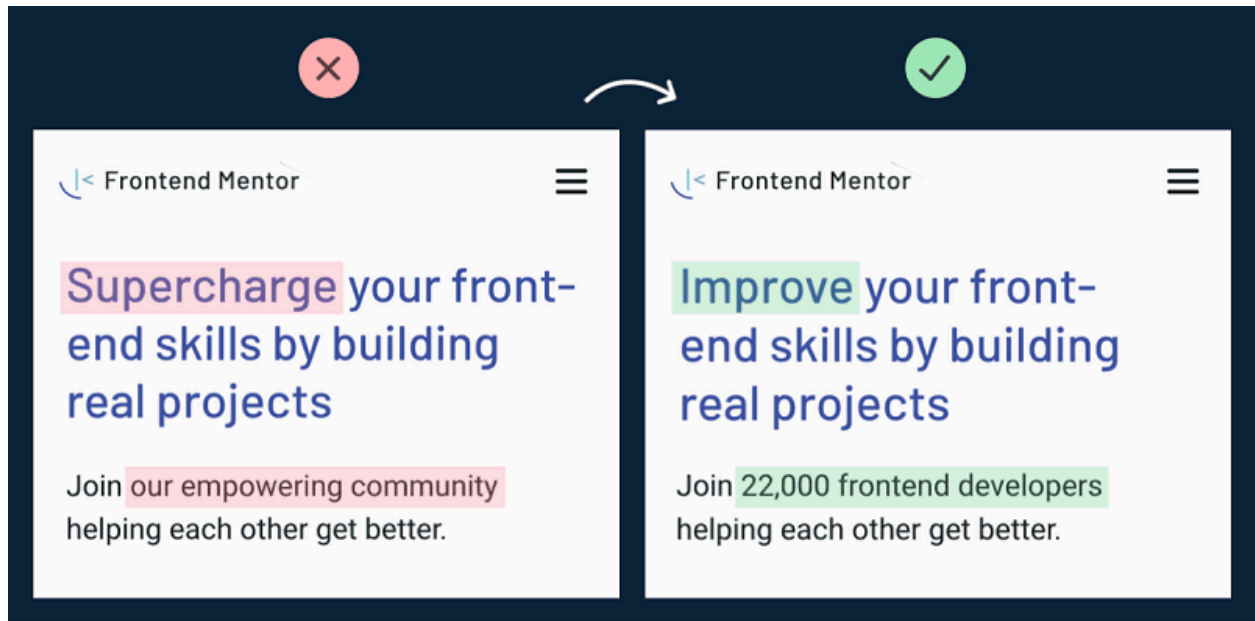


Image from MarketingExamples

2. Don't write longer sentences unnecessarily

Here's an example:

Not recommended: We can automate the task so that by using it, the time of the users is also saved.

Recommended: We can automate the task to save the user's time.

3. To-the-point content is highly suggested

4. Limit paragraphs to 4 lines max

5. Use Bucket brigades to make the content highly readable

Some of the examples of bucket brigades →

- Here's how/why
- The truth is:
- The question is:
- That said:
- Let me cite an example.
- Let's break it down.

05. Writing definition

While answering the definition (e.g. what is [term], definition of [term], etc.), the first paragraph (Under 2-3 lines) should be only about the definition.

This is helpful to win the featured snippet in Google. No need to add any examples or other details here.

Want some good examples?

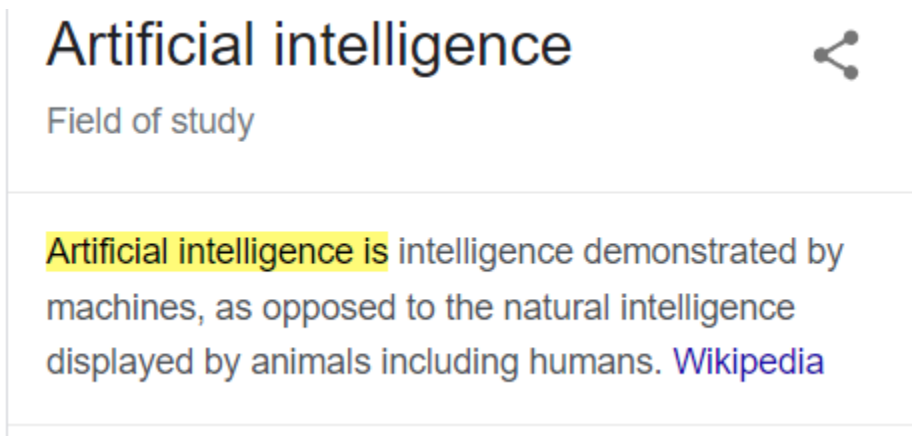
Read definitions from Wikipedia. The first paragraph answers the definition in a certain format.

You will see a common structure for writing definitions such as:

Q. What is [term]?

Definition: The [term] is _____

Example:



Another one:

What Is Copywriting?

Copywriting is the practice of crafting written text in order to inform, inspire or persuade. In most cases, copywriting is used to increase sales and conversions. Mediums, where copywriting is implemented, include sales letters, blog posts, advertisements and social media posts.

Definition is written in one paragraph, under 40-50 words

06. Break chunk of information into pieces

Always use sub-headings (H3) or bullets to make the content easy to read and easy to scan.

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- Aenean eu faucibus mauris. Pellentesque vel dolor ut lacus elementum vel bibendum elit. Pellentesque viverra volutpat neque, sed scelerisque dictum nec.
- Proin fermentum auctor eros, sed varius neque vestibulum sit amet. Sed et vestibulum, mollis metus ac, mattis nunc.
- Etiam vel dui sodales, suscipit odio eget, placerat lacus. Quisque sed tristique eros, non laoreet odio. Phasellus sit amet ultrices ante. Pellentesque porta lacus vel sodales. In egestas non libero a blandit.

Use sub-headings to improve readability

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- **Proin fermentum auctor eros:** Ssed varius neque vestibulum sit amet. Sed et felis vestibulum, mollis metus ac, mattis nunc.
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Use sub-headings and H3 to make the content more readable. Don't expect the reader to read an article line by line. This is why our goal should be to make the information as easy to digest as possible.

07. Improve credibility

Try to add at least one statistic within the content where it makes sense. Make sure that the source of the statistics is authoritative and credible.

Use google scholar to link out to related studies, mention other study papers or researches that improve the content quality and information accuracy.

Always research through Google scholar articles to find additional information that top ranking pages haven't covered well.

08. Add multimedia

Found a related chart? Add the image in the content. Found experts' opinion on the blog topic? Add the screenshot in the content.

No need to create any images. Just add images, screenshots when it makes sense with proper source.

09. Plagiarism

Plagiarism isn't allowed. Best you can use <https://plagiarismdetector.net/> before submitting the content.

10. Readability test

To measure the readability of the content, use this tool: [Hemingway Editor](#)

And, see where you can improve the content, use simple words, break long sentences, etc.

Consider:

- Maintaining grade level of 9 or fewer
- Use short sentences
- Max 3 lines per paragraph
- Use bulleted points wherever possible
- Use simple words that we use in daily life. Avoid jargons and difficult words