

# **Content Writer Role — Preparation Notes**

## **1. Role Understanding**

Focus on creating clear, engaging, and SEO-optimized digital content for enterprise audiences. Expect collaboration with marketing, consulting, and design teams while maintaining brand consistency.

## **2. Core Knowledge Areas**

- 1 Content writing formats: blogs, case studies, web copy, social media content
- 2 SEO basics: keywords, readability, meta descriptions, structure
- 3 Research methods for technical and business topics
- 4 Brand voice adaptation for corporate audiences
- 5 Content lifecycle: planning, drafting, editing, publishing

## **3. Essential Skills to Demonstrate**

- 1 Clear and concise writing with strong grammar
- 2 Ability to simplify complex technical information
- 3 Editing and proofreading precision
- 4 Collaboration and communication with stakeholders
- 5 Time management and deadline adherence

## **4. Interview Preparation**

- 1 Prepare writing samples demonstrating clarity and structure
- 2 Be ready to explain your writing process
- 3 Review SEO fundamentals and content strategy basics
- 4 Practice summarizing technical topics in simple language
- 5 Prepare examples of teamwork and feedback handling

## **5. Quick Practice Exercise**

Choose a technical topic and write a 150-word blog introduction explaining it to a non-technical audience. Focus on clarity, structure, and engagement.