**DIGITAL CONTENT AND COPYWRITING**

**ASSIGNMENT 4: Defining your audience and SEO**

**Student Name:**

**1. Name your topic, angle and title**

Start writing here:

For my first topic would be about mythology. I would previously post on social media to my existing demographic and take in comments about what they would like to hear me speak about on my first podcast or video series. I will then go on to talk about mythical creatures that I’ve been requested to talk about in the comments on my social media and do research to find out as much as I can and voice on this topic. Then I will go into depth about why these myths doesn’t have any clarity or lucidity in their stories. I will bring up discussion about why I believe these mythical legends can’t be found and why there are no visible data about them. In closing of my podcast or video series I will go on to interact with my listeners and ask them to share their stories and experience of any sightings of creatures I have or have not spoken about and will then speak on that in my next episode.

Marker’s comments:

/3

**2. Target audience**

Start writing here:

My target audience is people who have time on their hands or who is not using their time manage correctly. Adults aged from 17 – 40 and who plays video games. Someone who takes public transport or sits in long traffic. People who are enlightened and believe in or who are interested in mythology, superstitions, conspiracy theories and apocalyptic stories.

Marker’s comments:

/5

**3. Customer persona & DILO**

Start writing here:

UPLOAD YOUR DILO SEPARATELY

Marker’s comments:

/16

**4. Keywords**

Start writing here:

1. Mythology creatures
2. Favorite monsters
3. Mythology history
4. Myth
5. Superstcious monsters
6. Fore tales
7. Monsters
8. Scary tales
9. Griffin
10. Kraken A screenshot of a cell phone

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Marker’s comments:

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| **Total** |  | 30 |
| **Percentage** |  | 100% |
| Marker’s comment: | | |