Technical Writing and Entrepreneurship Development
from the book
Technical Communication
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Unit II–Introduction to Content Writing

- **Content Writing**
- **Blog Creation**
- **Organizing your Information**
- **Emphasizing Important Information**

Unit II – Section I – Introduction to Content Writing

- **Content writing** is an art of writing specific content for a website that would drive tariff to it.

- Some common types of formats for written content:
  - Article writing
  - Blog writing
  - Bios
  - E-Books (Free Report)
  - Landing Pages
  - Press Release writing
  - Newsletter writing
  - Social Media Posts and Syndication

Unit II – Section I – Introduction to Content Writing

- **Learn content writing with a stepwise procedure!**
- **Content Writing involves a lot of research**
- **Skills of a content writer**
- **Stick To The Point**
- **The creative perspective of content writing**
- **A content writer should create a Killer Title And First Paragraph**
- **A content writer shouldn't Exaggerate and Keep It Simple**
- **A detailed proofreading of the content**

Unit II – Section II – Blog Creation

- A blog is an online diary or journal located on a website.

- The content of a blog typically includes text, pictures, videos, animated GIFs and even scans from old physical offline diaries or journals and other hard copy documents.

- Since a blog can exist merely for personal use, sharing information with an exclusive group or to engage the public, a blog owner can set their blog for private or public access.

Unit II – Section II – Blog Creation

- When a blog is made publicly accessible, anyone can typically find the blog through links available on the blog owner's individual or business website, their social media profiles, emails and e-newsletters and online keyword search engines.

- Many blog owners also set up blogs on websites devoted to the creation, storage and sharing of blogs, such as Blogger, LiveJournal, Tumblr and WordPress.

Unit II – Section II – Blog Creation

- The primary difference between a blog and a website is that a blog is a specific type of content displayed on web pages on a website.

- Confusion often occurs because individuals and representatives of businesses often use the two terms interchangeably.

- For example, someone might say that they visited a company's blog when in fact the blog was merely one part of the company's website.

- Confusion also occurs because platforms that are devoted entirely to blogging create the impression that a person's or company's blog on one of these platforms is also their primary website.

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Unit II – Section II – Blog Creation

- **Blog structure**
  - The appearance of blogs has changed over time, and these days blogs include a wide variety of items and widgets. However, most blogs still include some standard features and structures.
  - Here are common features that a typical blog will include:
  - Header with the menu or navigation bar.
  - Main content area with highlighted or latest blog posts.
  - Sidebar with social profiles, favorite content, or call-to-action.
  - Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

  A **blogger** is someone who runs and controls a blog. He or she shares his or her opinion and knowledge on different topics for a target audience

Unit II – Section III – Organizing your information

Understanding Three Principles for Organizing Technical Information

- **ANALYZING YOUR AUDIENCE AND PURPOSE**
- **USING CONVENTIONAL PATTERNS OF ORGANIZATION**
- **DISPLAYING YOUR ORGANIZATIONAL PATTERN PROMINENTLY**

Understanding Conventional Organizational Patterns

- **Chronological**
- **Spatial**
- **General to Specific**
- **More Important to less important**
- **Compare and Contrast**
- **Classification or Partition**
- **Problem-Method-Solution**
- **Cause and Effect**

Unit II – Section IV – Emphasizing Important Information

- **Writing Clear, Informative Titles**
- **Writing Clear, Informative Headings**
- **Writing Clear, Informative Lists**
- **Writing Clear, Informative Paragraphs**