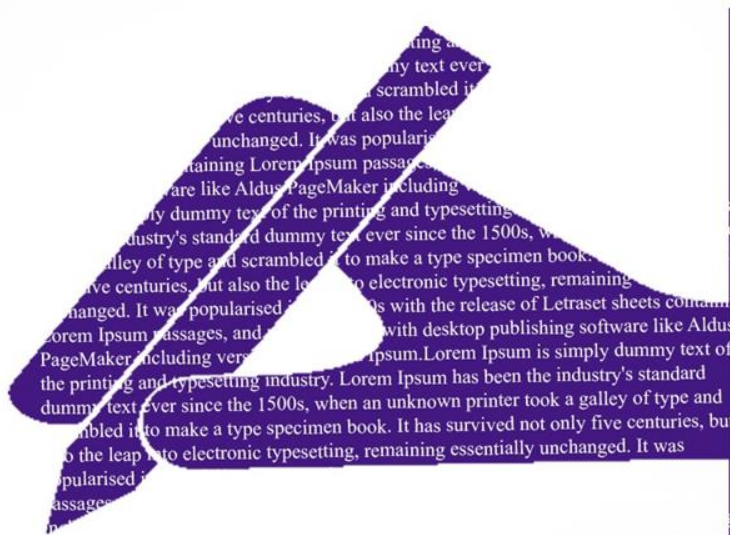


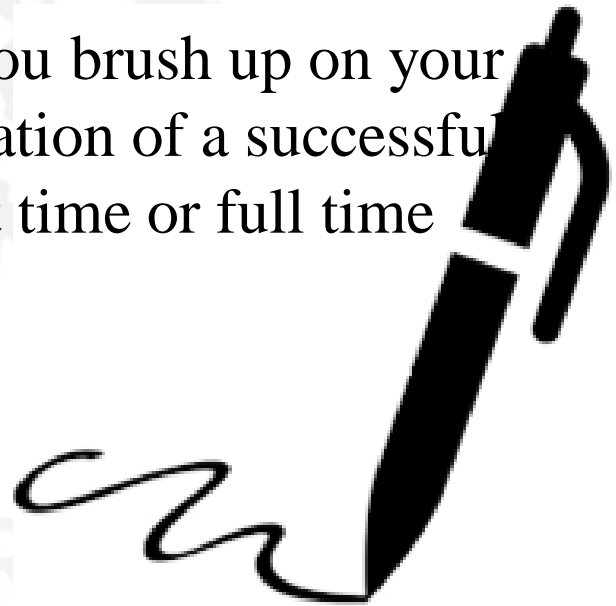


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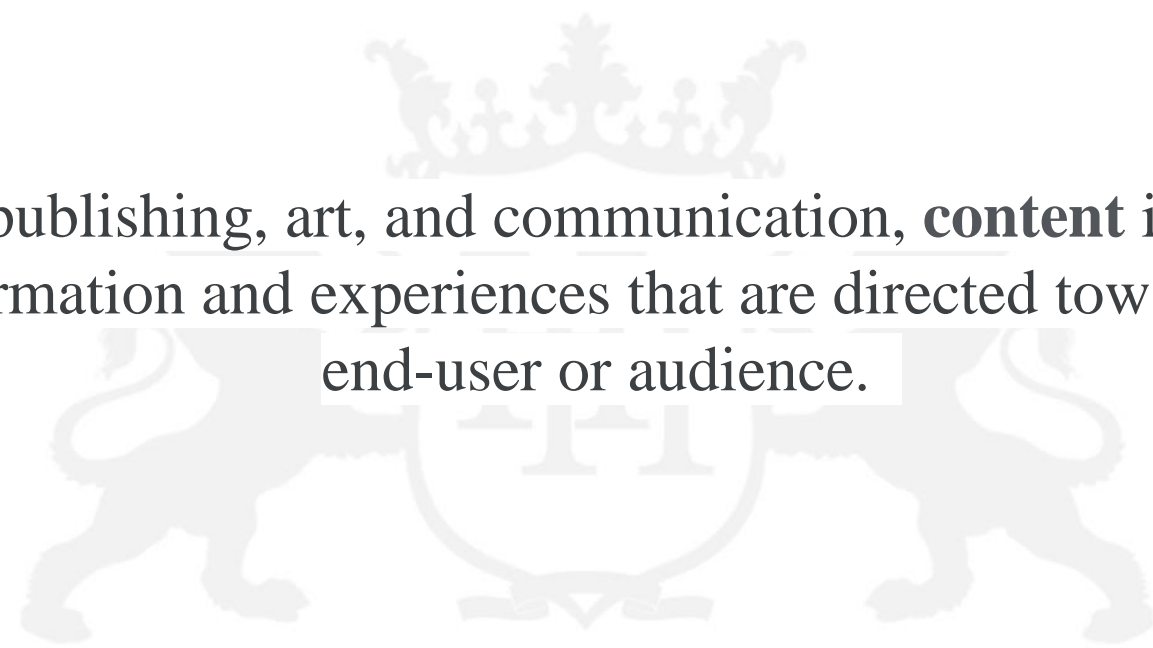
# LANGUAGE SKILLS

This module has been designed to help you brush up on your grammar skills that act as the very foundation of a successful Web Writing Career, whether it is part time or full time



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# What is Content ?

A large, light gray watermark of the Henry Harvin crest is centered in the background. It features a crown at the top, a shield with 'HH' in the center, and two lions on either side.

In publishing, art, and communication, **content** is the information and experiences that are directed toward an end-user or audience.

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# Pro Tips for Effective Content Writing:

- ❖ A Head-Turning Headline
- ❖ A Hook That Grabs Their Attention
- ❖ Do Your Research

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- ❖ Focus on a Single Purpose
- ❖ Write in a Unique Voice
- ❖ Optimize Digital Content
- ❖ Experienced content creators

## Tactical

v/s

## Strategy

Your moves in work, day to day steps & short to medium term actions which keep changing with market demand

Strategic is long term that considers purpose of existence, broader objectives & long term goals for an organization.

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# Aggregation vs Agglomeration

## Aggregation

- Much more contextual and flow of communication is in definite direction.
- Much more focused strong interrelation.
- Ex: Much easier to focus

## Agglomeration

- When you have loosely integrated content that is agglomeration
- Ex: Google

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***If you are not an Expert you need to act as an influencers***

## **Expert**

**vs**

## **Influencer**

- ❖ An expert is a person who is very knowledgeable or skilful in a particular area.
- ❖ Experts are adding new layers of knowledge and add unique pieces of information.

- ❖ An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience.
- ❖ An individual who has a following in a particular niche, which they actively engage with.

**Huge market for Influencer in India because it is reducing transactional cost.**



# What is Transactional Cost?

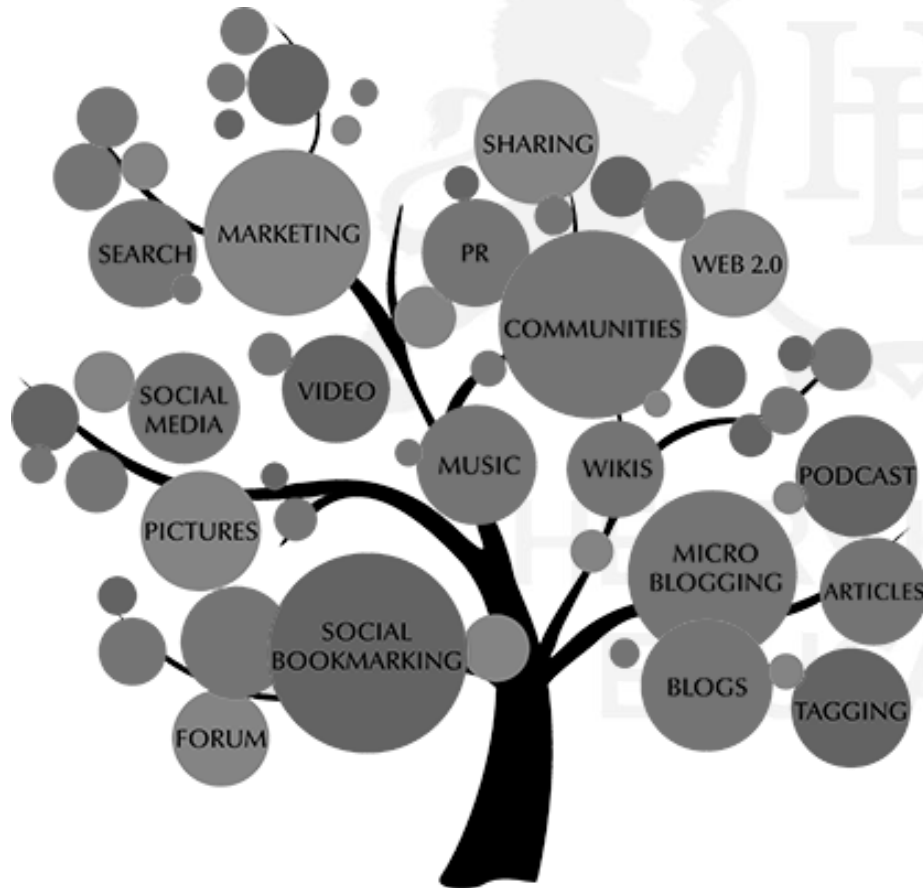
Transactional Cost possess three components:-

- 1) Human Effort
- 2) Monetary Effort
- 3) Time Cost

Ex: E-Commerce market is booming because it is saving transactional cost

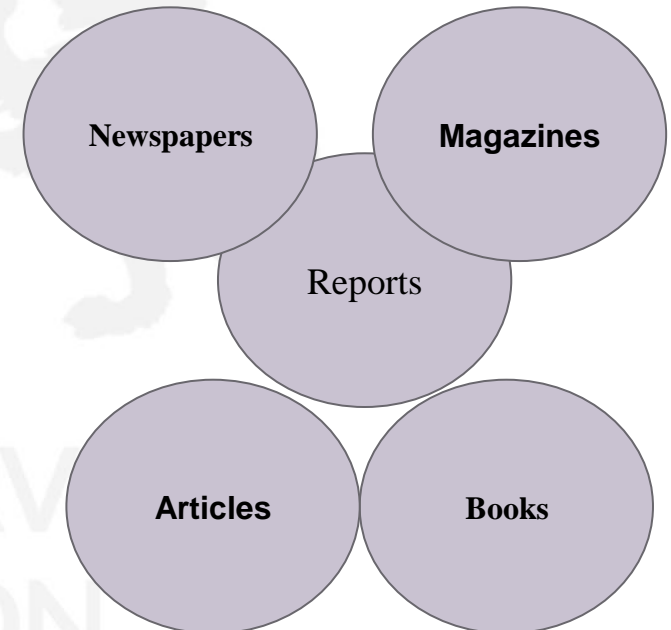
**As a content creator you should try to reduce the transactional cost for the client.**

## Digital Content



vs

## Non Digital Content



## Readability

v/s

## Searchability

- Readability connotes an appealing graphic design and page layout.
- All information systems, no matter how small must incorporate principles of good graphic design.
- You and your information system is competing with a myriad of other information systems.
- Your data should be presented in a visually appealing, easy-to-read manner, easy to comprehend and to the point.

- Keyword is most important part of Searchability.
- Searchability means direct Information Access
- Creates alternative logical classifications
- Simplifies location of known items
- Works independently of collection size

# Tips to Enhance Your Writing

- ❖ Use shorter sentences.
- ❖ Reduce jargon, acronyms, and “insider” words.
- ❖ Use active voice.

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- ❖ Turn complex points into simple maxims.
- ❖ Stay on point. ...
- ❖ Boosting your readability is easy when you know how.

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## Keywords (Digital Marketing)

- ❖ They are the words that are more commonly used to depict certain phenomenon, certain events, certain things & certain places.
- ❖ The terminology that most people used to refer to something on internet is keyword.
- ❖ Something which is used for the masses.
- ❖ Pick Keywords as per the readability.

<https://www.marketingterms.com/dictionary/>

# Bargaining Power

- 1) **Writer:** Bargaining power is close to zero when you are dealing Online.
- 2) **Customer:** Extreme bargaining power, you can switch among Choices available.

## Technical Writing VS Creative Writing

Technical writing is written mainly to inform in a formal manner or to incite the reader to make an action such as purchase the writer's product.

Creative writing is written mainly to entertain with the creativity of the mind

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