**Role of content writing in digital marketing**

Hey, are you thinking of making your career in digital marketing as a content writer? May you have some queries about how to start, where to learn, where to apply etc? This article will definitely answer your queries. There are numerous fields in web marketing from where you can choose any one from them and can earn more working fewer hours compared to working in other sectors.

Let’s start with some of the job opportunities that you can find in digital marketing. You can be an SEO specialist, marketing officer, digital project manager and last but not the least content writer. As it is said that content writer is the king of digital marketing. Content attracts the audience to the website and gives information related to the product or service which will hold users in the site so that there is more chance of getting business. So, let’s list out some of the importance of content in web marketing.

1. **Content answers the audience**

First, content informs the targeted audience about the product or service and answers most of the questions of the users. So, when we create content we are not only promoting our business, at the same time, we are helping our customers to choose the right product which will save their time and money.

1. **Content ranks in Google**

We all know that Google is the largest search engine in the world. There are 1 trillion searches every year in Google from users all over the world. With this number, creating content and posting on our website is the best method of reaching our potential customers. On the other hand, when you post something regularly on your site gives Google will rank and show your site in top so that you can get more visitors.

1. **Content shared on social media is valuable**

Whatever the business is, you need to promote it on social media. You can post a brief summary and link of what it is about on social networks. Your customers can directly connect to you by liking, commenting and sharing your post.

1. **Content is the base for any digital marketing strategy**

For starting any kind of digital marketing campaign, content is the key. It is also the foundation for SEO (search engine optimization) because a page of the content ranks in search engines. So, it’s time to start writing good content on your website.

**Content writing job description**

[A content writer is responsible for creating a powerful content including website content, product or service description, social media content and blog posts. Other responsibilities includes doing research on related topic, generate idea and proof reading article before publishing. So, what make a good content writer? The good content writer should:](https://www.indeed.com/hire/job-description/content-writer)

* [Use appropriate keyword which will help in SEO.](https://www.indeed.com/hire/job-description/content-writer)
* [Have a good knowledge of English language and grammar.](https://www.indeed.com/hire/job-description/content-writer)
* Work on creating new ideas related to the content.
* Have the ability to proofread and edit the content.
* Use catchy language to attract the audience.
* Have experience of writing about different industries.
* Do research to enhance the quality of the content.

Those, who want to learn content writing and make a career in it can start learning from online. There are various paid and free content writing courses available on different websites as well as a lot of videos on YouTube. You can start your own blog and post content of your interested that will help you to determine the quality of your writing.

To sum up, what we can say is that the content is the backbone of web marketing. So when we think about making website the first thing we need to focus on is to write good content.