

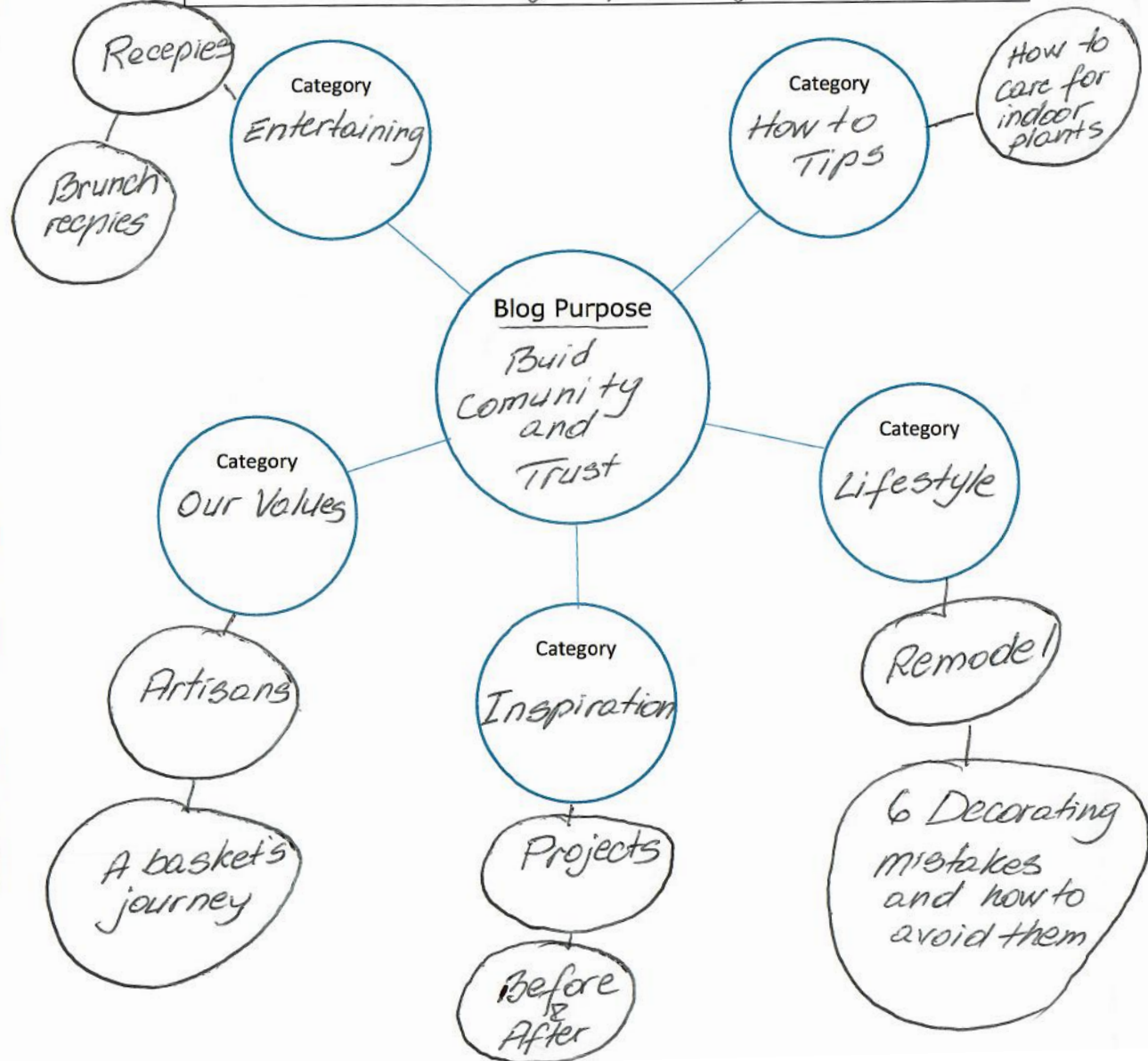
Content for the Web

Worksheet Content Discovery: Blog

Blog Summary Table

Category: <i>INSPIRATION</i>	
Post Topics <i>PROJECTS</i>	Sample Post Titles <i>Our Latest Project Before and After Photos</i>
Category: <i>LIFESTYLE</i>	
Post Topics <i>REMODELING OR REDECORATING</i>	Sample Post Titles <i>6 Mistakes to Avoid when redecorating</i>
Category: <i>ENTERTAINING</i>	
Post Topics <i>RECEPIES</i>	Sample Post Titles <i>Brunch Recepies to enjoy with your friends.</i>
Category: <i>HOW TO TIPS</i>	
Post Topics <i>HOW TO:</i>	Sample Post Titles <i>How to Care for Indoor Plants.</i>

Blog Title: *Tips and Inspiration for
Improving your Lifestyle*
Tagline: *Good design, good for you, good together.*



OUR VALUES

Topic: <i>Handmade</i>	<i>A basket's journey</i>
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Content

for the Web

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MACA 2725

Worksheet

Content Discovery: Blog

<p>Target</p> <hr/> <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Business Type and Name: <i>West Elm</i> <i>Furniture and home apparel.</i></p> <hr/> <p>Company Profile <i>Good for people, good for the planet, good together.</i></p>	<p>Who is the blog for? Describe a prototype reader with demographic and psychographic details. The goal is to get a clear understanding of what pushes the reader's buttons, intellectually and emotionally.</p> <p><i>This blog is for Consumers (mostly women), who support a social Environmental issue, and local Craftsmanship.</i></p>	<p>Business blog objectives?</p> <ul style="list-style-type: none"> • Raise brand awareness • Increase web traffic • Start conversions • <u>Establish trust</u> • Develop authority <p><i>Build a sense of Community.</i></p>
<p>Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p>	<p>Blog Title Research a good title.</p> <p>Blog Tagline Personality of the title</p> <p>Blog Statement/Description: What will the blog offer? How will your content satisfy the needs of its readers?</p> <p>Example: <i>My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales</i></p>	<p>Use Content Map and Table:</p> <p>Blog topics</p> <hr/> <p>Blog Categories</p> <hr/> <p>Blog writing style <i>Conversational.</i></p> <p>Blog Voice: tone and personality <i>Friendly.</i></p>	<p>Which blog app? <i>Blogger.</i></p> <p>Who will be writing the content? <i>The blogger-me.</i></p> <p>What is the blog schedule? <i>Weekly.</i></p> <p>Research into topics</p> <p>Research blog keywords</p>
<p>Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality? <i>Bright and welcoming.</i></p> <hr/> <p>What brand items will be used? <i>Photos</i></p>	<p>Color scheme?</p> <hr/> <p>Typography? <i>Montserrat & Roboto</i></p>	<p>Layout Elements: Select and Adjust Templates.</p>

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Worksheet Content Discovery: Blog

Blog Theme Layout – Wireframe Area

Header: Your blog's header is found at the top of your blog and is usually the first impression visitors to your blog get.

Posts: Blog posts are the most important part of your blog, because if your content isn't interesting, no one will read your blog,

Comments Blog comments are what make your blog interactive and build a community around your blog. Without comments, you're simply talking to yourself.

Sidebar: Your blog's sidebar is the perfect place to display important information, ads, links, and so on that you want visitors to see.

Categories: Define the blog "story". Help to make your old blog posts easier to find by topic.

Archives: Blog archives are where all of your old blog posts are saved for future viewing. Visitors to your blog can browse through your blog archives by date.

Footer: It can include links, ads, and more. Use it to include helpful information that's not critical to the user experience.

