

# How to Boost Digital Content in Four Simple Steps

Let's face it: the world has gone digital. Promoting your web presence can strengthen your brand, grow your audience, and boost your sales. Having an active presence online can open doors for you that lead to greater opportunities. This guide will lead you through four key strategies that will greatly expand your online reach. We will focus on blog posts, tweets, Facebook posts, and newsletters.

The following guidance is designed to adapt with your personal needs. Whether you're a small business looking to gain traction, a larger corporation wanting to stay on the forefront of customer's minds, or an author wanting to establish a better reputation, this guide is for you.

## Beginning a Blog: Do's and Don'ts

Blog posts and web articles can attract potential clients to your site and help you get your company on their radar. By producing something helpful that appeals to a wide range of your target audience, you'll be well on your way to promoting your company. For the sake of this article, I'll use the terms *blog post* and *web article* interchangeably, though the same general principles apply to both.

### "Don'ts"

Starting a blog may be intimidating. In an attempt to ease into the process and introduce the blog to potential readers, it may be tempting to begin by writing a so-called "Hello, World!" blog post to get started (Parsons 2021). Parsons explains that doing so is a bad move. It's best to hit the ground running and let

**Commented [KW1]:** I revised this sentence by splitting it into two to preserve the parallel structure of the first sentence. You don't have to keep this edit, as this is only one way to fix the parallel structure issue, but I do suggest keeping elements in a series parallel.

**Commented [KW2]:** The word *tweet* is lowercase in the MW dictionary and you use it lowercase throughout the article, so just make sure to be consistent in your use.

**Commented [KW3]:** For parallel structure, consider deleting this phrase or revising the other clauses in the series to also have two phrases.

**Commented [KW5]:** You typically don't need columns after a heading as the heading already serves as an introduction to the following section.

**Commented [KW6]:** Why is creating a "Hello, World!" blog post a bad idea? Consider expanding on this idea so that your readers better understand the logic of the article.

your first article have a bit more substance to it. Instead of a “Hello, World!” post, you might direct readers to the “About” section of your company website to learn more about you before diving into the blog material.

### “Do’s”

Although it’s not a very good call to make a “Hello World!” post to start your blog, that doesn’t mean you can’t make readers aware that you’re starting up a blog. Be sure to advertise your new blog on all your other social media platforms to direct your current subscribers to follow alongside you in your content creation journey (Parsons 2021). You could make a graphic announcing your new blog to share as an Instagram story and embed the link in the caption. You might publish a tweet about the blog creation process, then another once the blog is up, though you should make sure to include a link to your blog in those tweets. You might even add a couple of lines in a weekly newsletter introducing your blog to readers and explaining to them how they can stay up to date with your new content.

## Creating Blog Content

Now that you understand how to publicize the birth of your beautiful new blog, let’s dive right into coming up with posts. Parsons explains that there are two overarching ways to start coming up with content: top-down ideation and bottom-up ideation (2021).

### Top-down ideation

Let’s start with top-down ideation. Top-down ideation is a process that starts with a larger topic, then slowly breaks that topic down into smaller, bite-

**Commented [KW7]:** I feel like there should be a header here to separate this section from the previous section about blogging do's and don'ts. A possible suggestion might be "Creating Blog Content".

**Commented [KW8]:** These headers are different than your previous headers. Make sure to make them all the same.

sized chunks. Let's say I'm the marketing director of Great Greens, a gardening supply store. If I were starting a blog for Great Greens, I might start a blog full of gardening tips and tricks. I'd want to focus on choosing the right plants for any given environment and geography, finding one's personal gardening style, and teaching general helpful gardening. From there, I'd break the topics down into smaller, bite-sized topics. Some of these may be: Why is my plant dying? What tools do I need to start a home garden? How do I garden with minimal space? Questions like these could turn into future blog posts.

#### *Bottom-up Ideation*

Bottom-up ideation differs a bit from top-down ideation; this approach would start from the ground-up (Parsons 2021). You'd first want to start by zeroing in on your competitors and similar sites to yours. You might ponder which sites you personally tend to turn to, and the questions you still have about the industry.

Staying with the Great Greens example, I'd research the gardening sites I had used in the past for gardening help. I'd see what kind of content these sites already covered, and try to get a feel for what hasn't yet been covered. I'd then start listing ideas I come up with as I peruse other sites I've admired in the past. Now, there is one key aspect to keep in mind, one that may jog your memory from junior high: *do not plagiarize*. You're plagiarizing if you take content from another's blog without permission and proper citation. However, you're absolutely allowed to view other's sites for ideas and inspiration. As an example: if a blog similar to yours wrote a post on the best houseplants for apartments,

you *wouldn't* be plagiarizing if you wrote your own original article on the same topic. You *would*, however, be plagiarizing if you took chunks of material from their article, and inserted it into your own blog, either paraphrased or directly quoted.

## Staying Consistent

Web content can only truly be effective if your readers can count on consistent new material. This doesn't mean you need to post every hour, but having some structure to your posting schedule can be helpful. This also means making a realistic plan to help facilitate writing in a way that makes sense to you.

### *Scheduling Posts*

One common method to stay consistent with web content is planning and scheduling posts. WordPress and other platforms will let users schedule posts in advance. If you're someone who enjoys getting ahead or working in batches, you might consider writing several posts in one day, then scheduling the posts to publish online once or twice a week.

As far as the frequency of posts goes, volume *does* matter. Marketing Insider Group explained that posting two to four times a week provides the highest yield in traffic to your blog (Brenner 2021). Marketing Insider also mentioned a fascinating statistic: "companies that published 16 blog posts or more a month received 3.5 times the traffic compared to companies that blogged less than four times a month" (Brenner 2021). Though publishing four times a week might seem overwhelming, you can break the process down by starting with two a week and building from there if you have the capacity. Consistent

volume will drive more readers to your site in no time, which is a major step in boosting your business as a whole.

### Working with your personal writing style



Comic from Incidental Comics

Though consistently posting on your site is critical to building your online presence, that doesn't mean you can't adapt content creation to your own style. Some writers may prefer to work ahead and create huge batches of content at once, as mentioned earlier. Others may enjoy breaking up writing sessions throughout the week. Whatever your style, be prepared to adapt to changing circumstances.

**Commented [KW9]:** A note about the picture: while I think it's a great picture, I'm not sure what purpose it is serving. It is also difficult to see the picture. I would consider deleting it or making it bigger. If you want to add comics to your article, it may help to add them in other places to be consistent throughout the piece.

## Moving in More Directions

### What's next?

Once you have the web article content creation down pat, it may be time to try your hand at expanding your web presence in different avenues. You may up your **Twitter** game, start a newsletter, or even send out texts to subscribers about events happening in your company. Whatever direction you decide to take, I'm here to help! Starting a new online venture can be overwhelming, but I have years of experience in honing online content. Once your online presence is well-

**Commented [KW10]:** Because Twitter is the name of the company, it should be capitalized.

established, you'll be able to enjoy more customers, greater income opportunities, and more open doors. I'm excited to see where you go from **here!**

**Commented [KW11]:** I like that you have a call to action, but it may be a good idea to mention specifically how your readers can reach you and how you can help them.

## Works Cited

- Brenner, Michael. "How Often Should You Blog? [Blog Post Frequency RESEARCH]." Marketing Insider Group. August 25, 2021. <https://marketinginsidergroup.com/content-marketing/how-often-should-you-blog-blog-post-frequency-research/>
- Bills, Suzy. *The Freelance Editor's Handbook*. 2021. Oakland: University of California Press.
- Parsons, James. "Guide: How to Write Content for Your First Business Blog Post." Content Powered. June 10, 2021. <https://www.contentpowered.com/blog/write-first-blog-post/>.

## Author Bio

When I was in the third grade, I went through a phase where I'd devour an entire book from Lemony Snicket's *A Series of Unfortunate Events* every day, for 13 consecutive days. The addiction was so severe that my mother had to set a rule that I wasn't allowed to read books until I was completely done with all my other schoolwork for the day. Needless to say, I've spent a lifetime avidly devouring, analyzing, and savoring words far and wide.

I'm the youngest of three girls and my mother and older sisters have always looked to me as the authority on grammar and spelling disputes (though I like to think that I've since backed that title with more credibility than when I was ten years old). I've also spent years learning how to share my love of poetry and creative writing with others by sharing poetry online, creating my own anthologies, and even hosting poetry-reading events with friends and other interested individuals.

My love for language and sharing what makes me passionate led me to study English and editing at Brigham Young University. After honing my craft, my skills now range from guiding clients through the editing and publishing process of physical manuscripts to creating a broad range of content for individuals and companies. I have an eye for clear and powerful writing. Whether I'm helping you polish your book or magazine, making and editing podcasts for your mommy blog empire, or churning out web content for your business page, I'll be sure readers and listeners all over the world realize the high quality of your material and keep coming back for more.

If you need a second set of eyes on your beloved book, feel a little overwhelmed with creating your own content, or even just want to know more about what I can help you with, don't hesitate to reach out. I'm here to help make the vision you have for your personal or corporate brand a reality.

**Commented [KW12]:** Great job! I really like the voice you have going through your article. A couple of things to be aware of as you revise:

1) Parallel structure. I made a few notes along the way of instances of parallel structure that's parallel until the last clause or phrase. Make sure that all the clauses or phrases in a series are parallel.

2) Headings. Your headings look really good so far, but the middle section of your article has different headings than the beginning and ending and it seems like it is missing a level 1 heading to separate the do's and don'ts of blogging from the content creation part of blogging. Make sure your headings are consistent all the way throughout the article.

3) Double-check spellings. There were a lot of typos I corrected that were simply spelling errors. Just be aware of spelling errors as you go through your revisions.

Other than that though, it's looking really good so far! Great job including the bio!

Good luck with your revisions and let me know if you have any questions about my suggestions and edits.