

Guidelines for Content Writers

Dos

- Understand the reader's persona.
- Keep US reader/clients in focus while designing the outline of the blog, and write accordingly.
- Follow US English while writing.

Example:

Spellings:

- color, flavor, honor, humor, etc

Use of Z in place of S:

- organization, surprize, prioritize, etc.

Usage of **Shall** instead of **Will**

Tenses:

- Write in Past tense, not Past Participle (***I ate too much*** NOT ***I have eaten too much***)

- Construct simple sentences.
- Try to fit the **Primary Keyword** in the first paragraph of the blog.
- Ideally, the sentence length should not exceed 20 words.
- Write small paragraphs, mostly comprising of 2-3 lines.
- Change the paragraph with the change in objective.

Example:

Headline

Intro:

Para 1
Para 2

Main Body:

(No. of Para as per the requirements mentioned in the wireframe, or as suitable for the content)

Conclusion:

- Write in bullet format. In case bullets do not suffice the requirement of the blog, write it under different subheads, explaining each of them precisely and clearly. People these days run short of time, always! If they find the content in bulleted or divided into subheads, then chances are more for them to read and like the content.
- Write the entire content in one tense, preferably in the active voice.
- Check for readability and the Flesch score.

How:

Here is one of the online Flesch score calculators.

https://www.online-utility.org/english/readability_test_and_improve.jsp

(Around 60-70 Flesch score is considered good. It will show better results if the content is in active voice and sentence length is under 20 words. Try to write around these criteria.)

- Always add the reference links as hyperlinks on some contextual anchor text and not as a naked URL.

Example:

[WHO](#) mentioned in its recent study that..." **(CORRECT)**

<https://www.who.int/> mentioned in its recent study that..." **(WRONG)**

- Give hyperlinks wherever required. But, do not stuff the content with hyperlinks. A long blog (1500-1700 words) can have 2-5 relevant hyperlinks.
- Provide catchy headlines and subheads. An impressive title is a key to an impressive content and reader base.
- Provide a one-liner CTA subtly in the conclusion. Do not mention the name of the product or the company directly, unless said otherwise.
- Proof-read the content before sending it ahead for editing. Content without proof-reading wastes a lot of time from both the ends.
- Strictly check for plagiarism on Copyscape.

Don'ts

- Do not spin the content!
- Do not stuff keywords. (Max 2% of the word count including exact match and secondary keywords)
- Avoid writing in the first person. Write in the second or third person, as it makes the content sound more objective.

Example:

- First-person is the 'I/we' perspective.
- Second-person is the 'you' perspective.
- Third-person is the 'he/she/it/they' perspective.

- Do not give hyperlinks of market research websites, nor refer their stats or content. Always take statistical references from authenticated sources.
- Do not use synonyms without understanding the meaning.
- ***Do not paraphrase! You are a writer, not a bot! The more original your content is, the more are the chances of readers to connect with it.***

Formatting Guidelines

- Font - Ubuntu
- Font size - 11
- ***Put all the headings and subheadings in the Title Case.***