

ZEN4 BIZ

Content Creation Guide



What to Create, Where to Post, Plus SEO

Content Creation Guide

All content serves one purpose: to connect with your audience. In marketing, this means connecting with your customers and prospective customers. And with each piece of content, you enter an agreement with the reader:

They will somehow benefit from taking the time to read or view a piece of content (information, entertainment, etc.), and you benefit by pitching an idea, gaining future readership, or arriving at a CTA—or call-to-action—for your audience to act.

This reduces a complex process to its simpler elements, but it demonstrates the trust you must have, or build, with your audience. And building that trust is the key to content creation that makes content marketing work.

Create content that appeals to your audience and complete your side of the agreement. Here is how even the least experienced of beginners can get started.

Content Ideas

Beginners might think content creation starts with your own ideas, what you want to say. But the ideation process starts with understanding your audience—imagining what they value, what they find interesting, what previous content has appealed to them and why. This will help you generate content ideas later in the process.

Who is my audience?

Basic questions or statistics (age, interests, education, location, buying habits) go a long way, and you can branch out from there. For example, if you know your audience are primarily recent high-school graduates, your content creation planning will take a different path than a company with an audience of university graduates.



Does my audience know already? What don't they know?

This helps you avoid redundancy, gives you the lay-of-the-land, and shows you what you can and cannot assume your audience already knows. Again, basics help: does my audience know my company or product, and how much? What assumptions or stereotypes do they carry?

What does my audience care about, what don't they care about?

List and identify what your audience cares about. How many of these align to the solutions your business provides, or are there similarities with what your business cares about? These points of alignment are building blocks for content creation and content marketing.

Content Writing Tutorial

Generating content ideas should come from that initial audience understanding process, learning about your audience and what interests them. But once those facts are on the table, heed these writing instructions to create the content.

Format

Voice and style, SEO keywords your audiences use, headings and subheadings, introductions, and CTAs—these are the bones and muscle of your content, and they help you organize, develop, and communicate your ideas effectively. Know what tools you have and how to use them.



Research

Good content reduces megatons of information into what is most relevant and helpful to the reader. Research gives you authority to speak about what is important, but it also improves your writing skills, giving you confidence and continuity.

Review

Request feedback for an outside perspective on your content to see if a.) you still have your core audience in mind, and b.) if you are still on-message with the content marketing goals your business created at the start of the project. Also use feedback in the form of comments, web traffic, or lack thereof.

What is content creation in marketing?

Is there such a thing as content for the sake of content? Sure, if your endgame is to simply generate traffic. But if your customer is your audience, you know the end-goal of content marketing is to sell an idea or product, directly or indirectly.

That could mean a blog's purpose is just to lead to a whitepaper—or to generate further traffic—but, at the end of the day, your intent is a profitable customer action.

What is included in content creation?

A lot. Keyword research alone takes a significant amount of time. ZEN4 Biz has automated that process for you. Not only that, but ZEN4 Biz has also automated the content strategy process, informing on the exact content you should create to take share from your competitors. Try it yourself for free!

Once you have created that content you need to evaluate how well you are meeting your end of the bargain (or content creation agreement) by measuring your audiences' interaction.



ZEN4 Biz empowers content creators with a look at the questions their audiences are asking online and powerful analytics to see how audiences react to content strategies. Get started today!

What Is Content and Why Is It Important?

Google receives more than three billion searches each day, and studies estimate that over 25% of searchers click on the first search result. What are they clicking on?

Website content.

Brands are potentially missing out on a huge number of website visitors by lacking the kind of website content that ranks well in Google and answers the questions people are searching for.

This article will explore what content writing for a website is, different types of content, and why good website content can make or break a website.

What is Content Writing?

Website content writing is any writing on a website. If that sounds broad, it's because it is. Let us explore the types of content writing that are generally found on a website.

- **Blogs:** No longer just for writing about your feelings or the day, blogs are an important component of a website's content marketing strategy. Blog posts are often short—around 750 words—and are designed to inform, entertain, and delight your readers.
- **Case Studies:** Brands can use case studies to illustrate their value proposition by writing about how their product or service helped a customer or client. Case studies are specific to a brand and should provide in-depth details



or data around results.

- **Checklists:** Often downloadable, checklists are fantastic pieces of lead generation content, content that aims to attract potential new clients. Templates should offer concise, actionable steps for readers. If the content is downloadable, companies should also ensure their branding is present on the piece.
- **eBooks:** Another type of lead generation content, eBooks are long form writing packaged into a book, generally in PDF format. eBooks are an opportunity for brands to provide thought leadership on a given topic, strengthening their authority on a given topic.
- **Website Copy:** Content that appears on pages of your website like a homepage, landing page, about page, or FAQ. Copy on your website should explain your brand, sell your product or service and lead readers throughout your site.
- **White Papers:** Shorter than eBooks, these pieces of content generally focus on one specific topic or problem and offer solutions or data to solve the issue. White papers are another excellent lead generation tactic.

Content writing is not the only type of content for a website though. Web content can and should also include audio and visual elements to provide additional elements for your audience to interact with. Audio and visual content for your website may include recordings, podcasts, videos, infographics, images, and photos.

What is Good Content?

From a marketing standpoint, good website content is content that has been optimized for search engines. Search engine optimization (SEO) drives traffic to websites through organic search results on search engines such as Google.



SEO involves understanding what your audience is searching for—including the specific terms they are searching for—and using them strategically to increase your ranking within search results.

However, SEO is not the only hallmark of good website content. If you are asking, “How do you write content for a website?”, use the following elements to guide your writing.

- **Understand your Audience:** Understand who your audience is, what they are looking for, and what their needs are. Many companies create buyer personas to better understand the key characteristics of their audience.
- **Educate, Rather than Sell:** Generally speaking, website visitors want to learn; they don’t want to be sold to. By providing educational content, you can set yourself apart as a trusted leader and expert, rather than a salesperson.
- **Be Mindful of White Space:** Break your text up by using lists, small paragraphs, and informative headings. This will help readers scan your website content for exactly what they are looking for.
- **Be Clear and Concise:** Poetic language has a time and a place. While it can certainly fit some brands, ensuring your content is easily understood by your audience is more important.
- **Be Accessible:** Web Content Accessibility Guidelines (WCAG) are provided to help website owners ensure their website, and their content, is accessible to people with disabilities.

Why is Website Content Important?

High-quality website content is one of the best strategies to get your content—and your product or service—into the hands of customers looking for answers or solutions to the problem your brand solves. But what are the benefits of having a content-rich website?



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- **Add Value to Your Site:** Quality, educational content makes it easy for returning, new, and prospective customers to find the information they need to make informed decisions. Once your customers or clients know your website is a valuable, reliable source of information, they will keep coming back.
- **Gain a Broader Following:** Good content website content makes for good social media content. This can help build a broader following on your social media channels—and drive those followers to your website.
- **Rise in Rankings:** Google and other search engines are more likely to rank websites that regularly update with new, SEO-rich content. Studies estimate that 89% of B2B researchers use the internet during their search process. Getting SEO right means getting your content in front of them.

Get Creative Content Ideas with ZEN4 Biz

Developing website content does not have to be stressful. With ZEN4 Biz, you can write faster and rank better. Our platform assembles the world's data about topics and keywords to tell you exactly what content to write, what keywords to include, what videos to produce, and more. Gone are the days of guessing what your audience wants or needs.

With ZEN4 Biz, you can know exactly what content to write and create outlines and content calendars quickly and efficiently. If you are ready to create content that ranks on the first page, get started today!

Examples of SEO Writing: 11 Steps to Creating Great Content

Writing remains an important factor for businesses trying to improve SEO standings for their web content. Good writing is required to make online content accessible for users—generating more traffic—as well as to emphasize phrases, keywords, and other content that show up in SEO algorithms and metrics, which boosts your appearance in search results.



Thankfully, keyword-laden, automated texts are no longer the SEO writing standard. We know purposeful, informative content has a greater effect on SEO relevance. And that audience engagement must be included in our SEO definition—otherwise, it becomes apparent we are writing for robots, not humans.

Let us take a look at eleven writing strategies that may be common in your content writing process already that you can adapt. Below, the SEO definition and examples will help ensure your content is utilizing the tools it needs to appear higher in search results but is also engaging to your audiences.

How to do SEO

Writing for SEO involves some holistic ideas that will improve your overall strategy, as well as some line and word-level choices that make a real difference. You should approach your own SEO strategy with a similar pyramid structure: start with your overall purpose, then other SEO strategy details follow.

1. Write for the audience

Our first example is our most important. Write for your audience. What they value, what interests them, the information they are looking for—make this your priority, and you've already solved half your SEO issues and created good content.

2. Create one centralized keyword phrase

What is the single centralized phrase that sums up the message in your content? Can you reduce it down to one keyword phrase? If not, that means the content lacks cohesion. Brainstorm content based on the keyword phrases you want your content to be based around.

What is SEO writing?



Mention “SEO writing”, and immediately we conjure content vastly different than what is seen in our daily search results. We irrationally think: SEO writing is keyword-heavy, jargon-filled, and reads like an electrical manual. Not so. We have a lot of misconceptions.

3. Search results tell us a lot

You can find a real SEO example just by identifying some common search terms, plugging them into an engine, and identifying features of the top results. This might take time to do manually, but you can identify how the content uses keywords and links to other popular articles. Dig deeper, and you would see how many articles link back. You would also find that it is very readable...

4. Improve readability score

Take our example above and study the writing style of high-ranking search results. The sentences are shorter, the tone is conversational, word choice is simple, and you do not see spelling or grammar mistakes. These all contribute to readability. Web tools like Grammarly create readability scores, which identify how accessible texts are. High-ranking results tend to have high readability scores.

5. Active voice over passive voice

This is one clear example of a writing rule you can use to improve readability—use the active voice over the passive. Let us look at an example.

Right: “We write the content.”

Wrong: “The content gets written by us.”

In the second iteration, we use more words (which can lengthen sentences) and the meaning is unclear. Brevity and clarity are key for SEO and audience accessibility.

How to improve SEO



As we narrow our lens from holistic to pragmatic, let us look at detailed writing elements that affect SEO.

6. Keyword usage

We mentioned earlier avoiding keyword-laden articles that do not read like a human wrote them because it seems like every other word is a keyword. On the contrary, keywords still inform SEO, and you need to utilize them in your content.

- Multiple relative keywords and synonyms show authenticity.
- Overuse does not help. Stop counting.
- Meta descriptions and headlines should utilize keywords without overuse.

7. Your SEO Thesaurus

To develop SEO-relevant content, consider—again—your audience: what search terms would they use you have not considered? When you have identified a primary keyword for content, create an “SEO thesaurus” for your team to map out other words that might be used in context. This can drive what phrasings and keywords you include in your text.

What is an SEO writing example?

Create search engine optimization meaning and definition for your content creators by studying successful examples and identifying relevant conventions, like headline use.

8. Use of headlines



Another feature you often see is the use of headlines. These structure content for the audience as well as enhances keyword phrases for SEO relevancy. Search engines look for those H2 tags that make content skimmable and well-organized. This also relates to readability: if your audience just skimmed headlines, what would be their takeaway?

9. Meta descriptions

Meta descriptions are what you tell your website to display whenever your content appears in search results. The use of meta descriptions is two-fold: it is a chance to highlight keywords and phrases—similar to headlines—and it also invites your audience to open the article, increasing traffic. Pay close attention to your meta descriptions because this might be more relevant to SEO and audience participation than the actual content.

How SEO works in digital marketing

You will not achieve SEO success with a single piece of content. SEO plays into the bigger picture of your digital marketing strategy, including how one piece of content relates to others.

10. Pragmatic hyperlinks

Understand hyperlinks in two ways: A.) Does it benefit your audience and give them opportunities to expand their learning? B.) Do they connect your piece of content to a greater digital marketing campaign, or to other industry sources that could contribute to your SEO standing? Use hyperlinks pragmatically to achieve one or both elements.

11. Good content that does not rank.



You could very well create a piece of content with great keywords, readability, and audience relevance, and it could still end up in the doldrums of the internet, never to be read by your intended audience. That is when you need additional tools to inform your content marketing strategy.

ZEN4 Biz helps content creators find purpose with their content—including building a great SEO content strategy. We help you identify your audience, where to place your content, and what content to develop to meet your digital marketing goals. The best part, you will save over 50% of your time while creating content that ranks - fast!

The ZEN4 Biz Dynamic Content Generation Tool

Get the Best of Technology but still have the Human Voice. SEO Tools right in the editor showing you how to make the most of the content you are creating. Pull from any RSS feed including Google Alerts. Keyword and Hashtag search too. Drag and Drop Editor automatically credits the source. Add Video and Images to your posts. Add your own voice to the content by typing in the editor. This gives the content your point of view not just content gathered from other places. Add value for your readers and point out how you can fix any issues your content is about.

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