

Content for the Web

Matthew Hale

Worksheet Content Discovery: Blog

Target	Business Type and Name: Wisconsin Dells Visitor and Convention Bureau Company Profile	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.	Business blog objectives? <ul style="list-style-type: none"> • Raise brand awareness • Increase web traffic • Start conversions • Establish trust • Develop authority
Who is the item for? (audience)	Tourist info Center	People curious about a place to go for vacation	
Why: What is the item's job?			
Why: What is the value to the audience?			

Plan	Blog Title Research a good title.	Use Content: Map and Table: Blog topics	Which blog app? Blogger
Where will the item be located?	Blog Tagline Personality of the title	Blog Categories	Who will be writing the content? Matthew Hale
What elements will the content item have?	Blog Statement/Description: What will the blog offer? How will your content satisfy the needs of its readers?	Blog writing style	What is the blog schedule?
What are the delivery specifications? examples: aspect ratio / dimensions	Example: My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales	Blog Voice: tone and personality	Research into topics
How will you create the item?			Research blog keywords

Design	Styling: tone and personality? Welcoming, Informative	Color scheme? Blues and Whites	Layout Elements: Select and Adjust Templates.
Attach layout wireframes - simple squares design thumbnails - graphic detail	What brand items will be used? Images Text	Typography? Sans-Serif	
<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 			

Get through goal

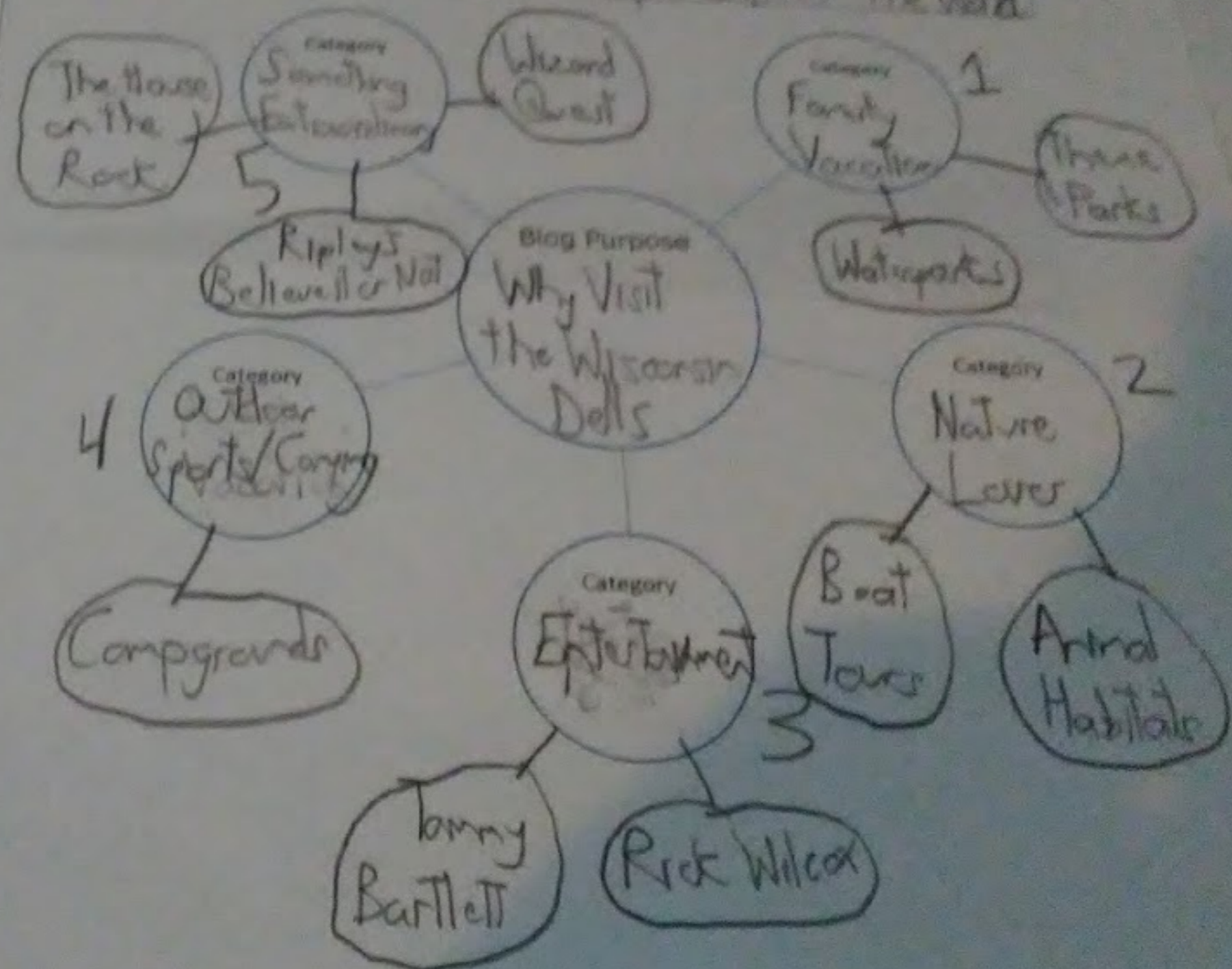
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Blog Summary Table

Category: Family Vacation	
Post Topics Nooks Ark Mt. Olympus	Sample Post Titles Fun for the Whole Family
Category: Nature Lover	
Post Topics Original Wisconsin Dells Wisconsin Deer Park	Sample Post Titles The Glory of Nature
Category: Entertainment	
Post Topics Tommy Bartlett	Sample Post Titles For Your Entertainment
Category: Outdoor Sports/Camping	
Post Topics Campgrounds	Sample Post Titles Outdoor Adventures

Worksheet Content Discovery - Blog

Blog Title: Wisconsin Dells Must-Sees
 Tagline: More Than Just the Waterpark Capital of the World



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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.

5	1	1
4	2	3
3	2	2
2	4	5
1	5	4

Worksheet
Content Discovery Blog

Blog Theme Layout - Wireframe Area

