Content for the Web

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Worksheet

Content Discovery: Blog

Target	Business Type and Name:	Who is the blog for?	Business blog objectives?
Who is the item for? (audience) **Why:** What is the item's job? **Why:** What is the value to the audience?	Gaming Kingdom **Company Profile** hub for tabletop games	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. board gamers & card gamers, families & kids, tabletop gamers, convention attendees	• Raise brand awareness • Increase web traffic • Start conversions • Establish trust • Develop authority

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

Design	Styling: tone and personality?	Color scheme?	Layout Elements: Select and Adjust Templates.
Attach layout wireframes -- simple squares design thumbnails -- graphic detail • tone / personality • existing brand items • color scheme • typography • graphics • images	knowledgeable, informative, helpful **What brand items will be used?** logo, color scheme	black, white, gray, red **Typography?** sans-serif	*see layout page*

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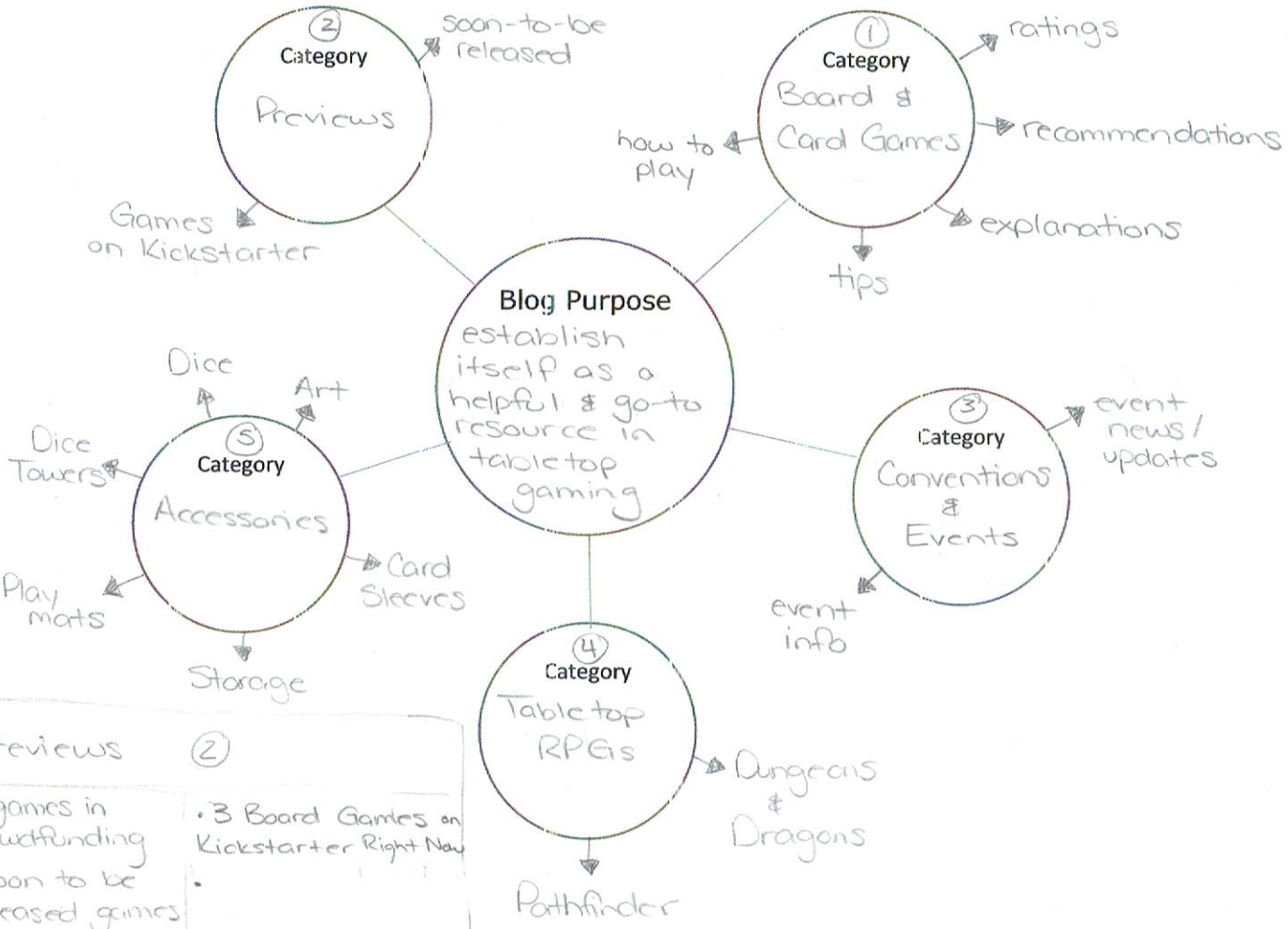
Blog Title: Gaming Kingdom

Tagline:

Blog Summary Table

Category: Conventions & Events (4)	
Post Topics • convention info & updates • event info & updates	**Sample Post Titles** • Top 3 Tabletop Conventions in the US
Category: Board & Card Games (1)	
Post Topics • games • resources • tips	**Sample Post Titles** • 5 Board Games to Play while Quarantined
Category: Tabletop RPGs (3)	
Post Topics • games • resources • tips	**Sample Post Titles** • How to take your D&D campaigns online
Category: Accessories (5)	
Post Topics • upgrading pieces • protecting pieces • gifts	**Sample Post Titles** • Best Gifts for Tabletop Gamers
Category: Previews (2)	
• games in crowdfunding • soon to be released games	• 3 Board Games on Kickstarter Right Now •



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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.

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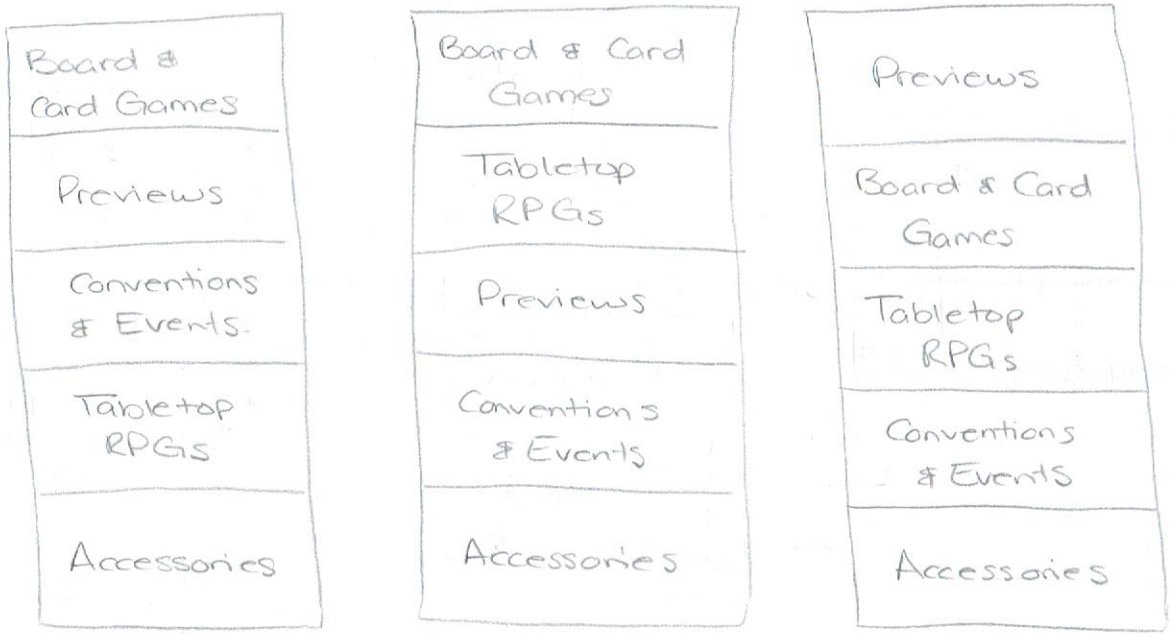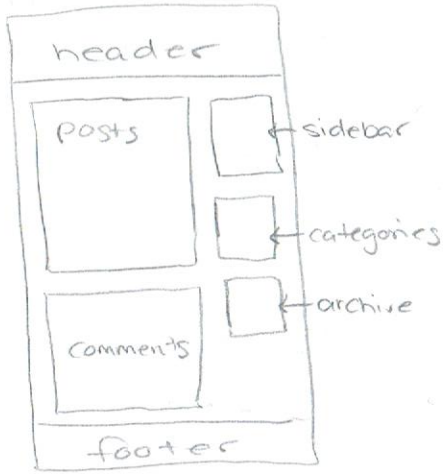
Blog Theme Layout – Wireframe Area