

**dcm** THE  
LEARNING  
EXPERTS

# Writing for the Web



**Joanne O'Brien**



# Website Content

- Online Content **Educates** your Audience
- Online Content **Fuels** your SEO
- Online Content **Feeds** your Social Media



# HELLO!

I am **Joanne O'Brien**

I am a Sales & Marketing Trainer since 2016  
You can contact me at [joanne@dcmlearning.ie](mailto:joanne@dcmlearning.ie)



# Today let's look at ....

Being Online – Creating Content That Works



# Why Be Online?

## **It's very simple:**

Everybody is online

We 'Google' Everything

We hang out on Social Media

We get our news there

We interact with friends there

We live through that smartphone

# From Print to Web

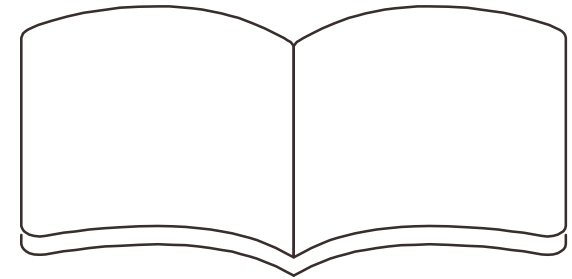
## There is a difference:

Print is author driven – Web is reader driven

Web users are looking and searching and active

Print content consumed in more relaxed way

Web content should be easily consumed



# How Digital Readers Differ



# What is SEO?

## Search Engine Optimisation:

Optimising for Google

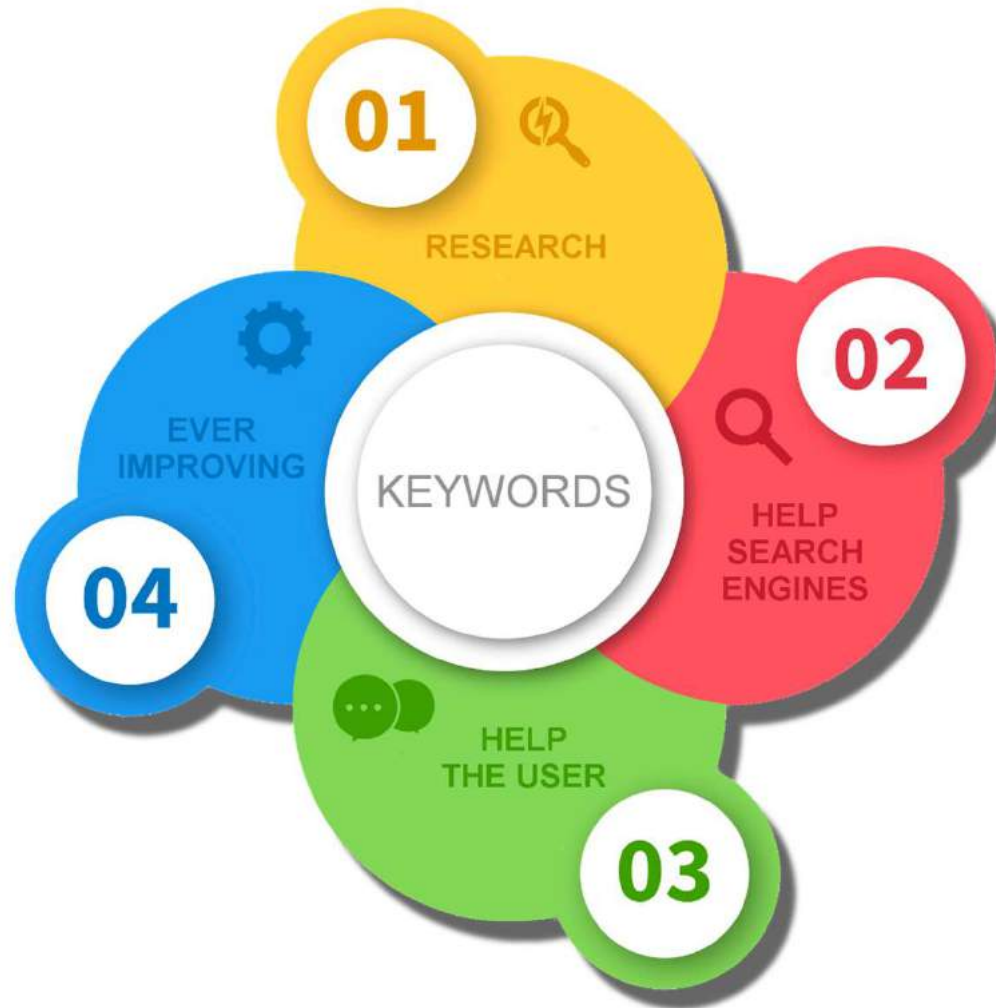
The visibility of a website

Being there when your customer is searching





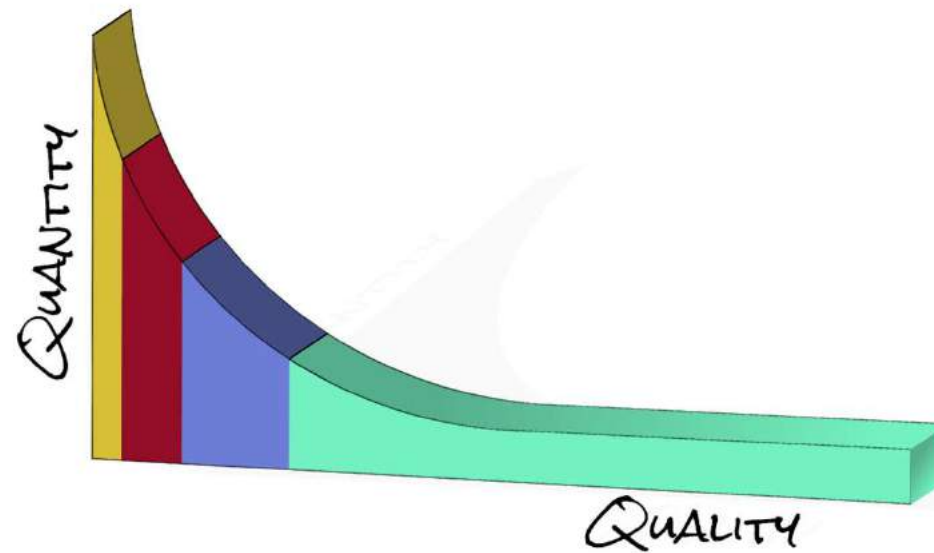
# Keywords



# Keywords

Popular words get lots of queries

More specific terms get quality visitors



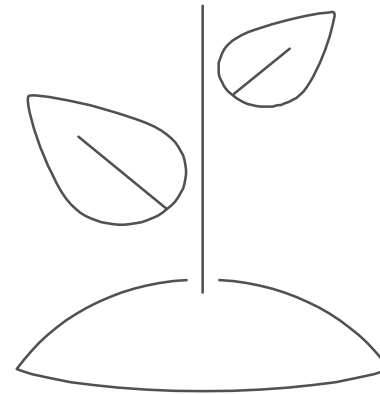
# SEO?

## **It's a long-term commitment:**

Follows Guidelines

Unique Good Quality Content

Great User Experience





# Your Message

## What can you do for ME:

What is unique?

What is better?

What's in it for me?

# Writing for the Web

## What is blogging:

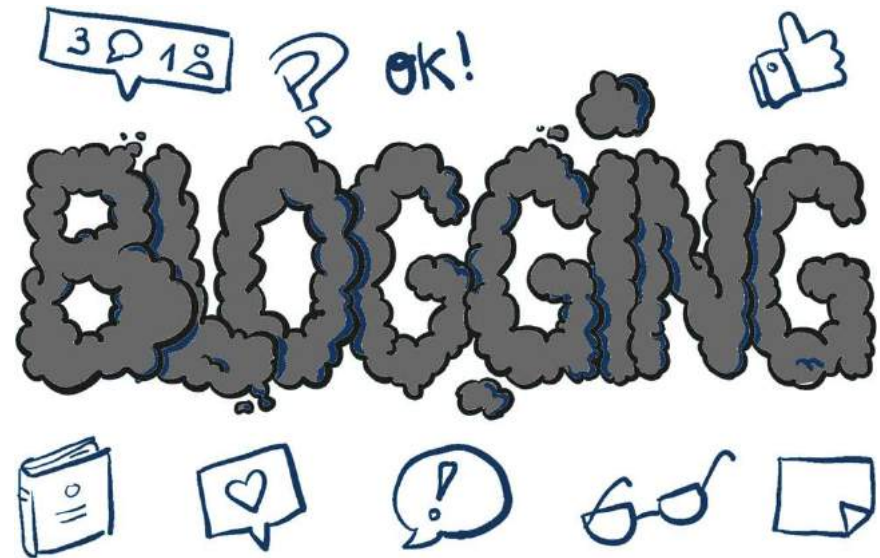
It's news

It's your opinion

It's sharing information

Lives on your website

It should be regular and updated



# Your Blog

## What you should aim for:

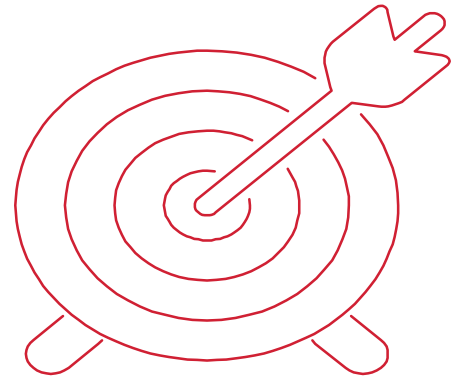
Add genuine value to your audience

Have a content calendar for scheduling

Use a great image

Topic Authority – similar threads

Original, relevant content



# Keywords

Tell Google  
/ keywords



Bigger site



Social  
media



SEO

For sharing



To educate  
or engage



For Links



Brand  
Awareness



# Write what they want to read

## What you should aim for:

Know your audience

People love to be entertained

Tell a great story

Make them laugh (or cry)

A catchy title





# Write what they want to read

## What you should aim for:

Educate Them

Give Advice

Inspire Them

Share Hope





# Interesting Topics

## Lead people to your business with:

The latest trend

What is happening in the world

What is new in your industry

How can you solve their challenge

What's in it for ME



# Blogging Structure

## **Lead people to your business with:**

Tone of voice: Decide on the tone and stick to it.

Topics: What will you write about, what is current, relevant, interesting.

Spell check, Grammar, Proof reading



# Blogging Structure

**Lead people to your business with:**

Use Images

Have a call to action

Use your keywords and phrases

Long enough but not too long



# Skills for the existing blogger

**Switch off the phone, set aside time and just do it:**

Plan, Draft, Edit, Format

Be conversational. Ask questions/answer them

Use more interesting words and phrases

Outline what you are going to say in advance

Think about mini stories within your blog

Give simple examples of complex ideas

# Sharing your blog

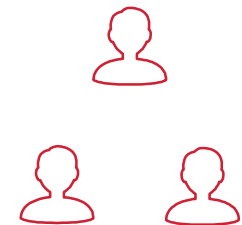
## Share it on social media:

Use it to drive traffic to your website

Share and then Re-Share

Facebook, Twitter, LinkedIn

Remember your hashtags



# Summary

## **To write great content for the web:**

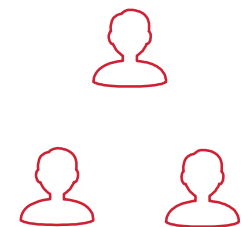
It should be original

It should be interesting and useful

Remember the search engines, optimise it

Share it out to as many platforms as possible

Be consistent and keep creating





# Questions

- How many words per blog or webpage?
- Where can I get keyword inspiration?
- What about customers at different stages of the buying cycle?
- Where can I share my content?
- What about outsourcing the creation of content?





**THANKS!**

Any questions?  
You can find me at  
**[joanne@dcmlearning.ie](mailto:joanne@dcmlearning.ie)**

**dc**m THE  
LEARNING  
EXPERTS