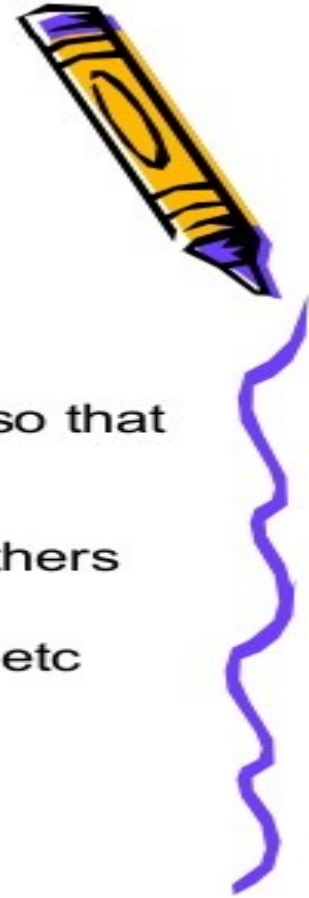


# ***Writing Articles: Guidelines***

## **Step One: Planning for Article**

- Planning for article writing
  - Why will you write the content?
- Knowing the Audience:
  - Writer must understand the attributes of audience so that required information can be delivered.
- The purpose of writing:
  - Adsense site, product sell, branding expertise or others
- Posting Media:
  - Blog, corporate site, book, newspaper, sales page etc



## *Writing Articles: Guidelines*

### **Step Two: Select Topics**

- Only a good topic can gift a good article
- Source of Topics Idea
  - Long tail keyword research tools:  
<http://ubersuggest.org/>
  - Conversation at Forum
  - Blog commenting
  - Discussion at Social Media



# *Writing Articles: Guidelines*

## Step Three: Sharable Article

- **Unique Article:**
  - Every article will be presented at your own style, own language. Then it will be unique article
- **Valuable Article:**
  - Useful, clear & compelling, high quality & genuine content are valuable article
- **Engaging Article:**
  - Write in a conversational tone of voice, your blog will spur remarks and engagement.





## *Writing Articles: Guidelines*

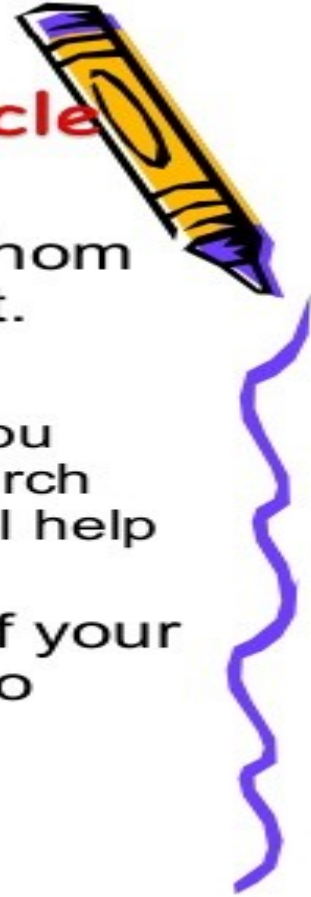
### Step Four: Article Presentation

- Attractive title
- Write article with point
- Use quotation at content
- Use the other important article link at the content.



## Quick Tips for Writing a Good Article

- 1) Identify your audience. You need to know whom you're writing for and why they should read it.
- 2) Stay focused and write about what you know. If you have a topic, take the time to do some good research before you write it. A little search before writing will help you to write an effective and well informed article.
- 3) Don't forget about the opening paragraph of your article; just like the title, this is what's going to induce people to keep reading your article.



## Quick Tips for Writing a Good Article

- 4) Don't make your paragraphs shorter than 3 or 4 lines.
- 5) Always aim for clarity and simplicity in your writing.





## Quick Tips for Writing a Good Article

8) Use keywords in the title and remember to use catchy titles. What you want is a good balance; here are a few title templates that work fairly well:

“How To \_”

“Ten Greatest Ways To \_”

“5 Surefire Steps To \_”

“5 Simple Ways To \_”

“10\_ Ways To \_”

9) Proofread. Please. You don't have to miss or mister perfect grammar, but you don't want to submit articles to people that are riddled with grammatical holes. Most of this can be eliminated by just proofreading a couple times. If you don't want to do it, email it to someone who can read through it to you.



## Quick Tips for Writing a Good Article

10) Use short sentences. Sentences should be as concise as you can make them. Always try to make your meaning clear. Avoid the passive voice. Active verbs add power to your writing and carry paragraphs forward.

11) You may add humor to lighten up the subject and make your readers connect with you. It should not be forced, it should appear natural. People deserve to smile while reading and they will like you for making their hectic day lighter.

12) If you want to stand out from the crowd, you need to give information, insight or outlook to the readers that they have not already heard a hundred times before. The readers should not think we have already been there, done that. The article is of interest if it provides them with facts that they did not know of.





## *Types of Article Writing Approaches*

- Evolution (how something changes over time)
- Perspective (from the customer, user, etc.)
- Interview (Q&A write up)
- About Products or Services
  - Reviews
  - Features or Benefits
  - Common Usage Mistakes
  - Common Misconceptions



## *Types of Article Writing Approaches*

- How to Instructions
- Introduction (something new to the industry)
- Expert (writing like the subject expert you are)
- Current Event Response
- Rumor/Expose





## The Format of Article Writing

Heading / Title.

A line having the writer's name.

Leave a line

Introduction

Leave a line

Main Body (the main part of the article, 2 - 3 paragraphs)leave a line after each paragraph.

Conclusion (Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal)