

Content Writing

Improving Your Work

Little Things, Big Difference

- Purpose and audience
- Word choice
- Sentence length
- Transitions
- Examples and evidence
- Edit and simplify
- BE CREATIVE

Purpose and Audience

- Know the point/goal of your content and work backward based on that
- Understand the language around your readers' pain points (talk the talk)
- Know and be clear about the value you are providing
- Understand the stage of the buyer's journey

A Quick Look at the Buyer's Journey

The Buyer's Journey



Pain/Problem
Aware



Solution
Aware



Provider
Aware

A Quick Look at Buyer's Journey

Awareness: Mostly educational, soft sell, gentle CTAs like “learn more,” “download this whitepaper,” “watch this video.”

Consideration: Shows how a product or service will help serve their problem. More promotional copy, CTAs that get the person closer to buying, such as signing up for an email list, webinar or reading a case study.

Decision: Making the case for the product or service and why a person should buy from you. Promote the solution and focus on making it convincing (reviews, awards, testimonials etc.) CTAs are all about the purchase, such as providing a free trial, promo code, demo, etc.

Word Choice



- Simple
- Clear
- Powerful

Simple Words

“He has no courage. He has never been known to use a word that might send a reader to a dictionary.” - William Faulkner

“Poor Faulkner. Does he really think big emotions come from big words? He thinks I don’t know the \$10 words. I know them all right. But there are older and simpler and better words and those are the ones I use. - Ernest Hemmingway

Simple Words

	
Utilize	Use
A number of	Some
Attempt	Try
Consequently	So
Currently	Now

What is the average reading level for people online?

Grade 8

A Few Ways to Improve Readability




- Read your work aloud to edit
- Use a tool
 - Flesch-Kincaid Calculator
 - Grammarly
 - Chat GPT
 - Hemmingway app

Word Choice Conversion Case Study

GoCARDLESS

Home Features Customers Pricing Guides [Login](#) [Sign up](#)

GoCardless is the UK's leading online Direct Debit provider




-  **The UK's #1 for online Direct Debit**
Used by over 5,000 organisations including [Greater Anglia Railways](#). More people choose us than any other provider.
-  **Industry leading product**
Our [online dashboard](#) and [API](#) offer simple online customer setup, payment management and real-time reporting.
-  **Direct Debit experts**
Authors of the [industry leading guide to Direct Debit](#). Regulated by the FCA as an Authorised Payments Institution.

[Request a demo](#) [Find out more](#)

GoCARDLESS

Home Features Customers Pricing Guides [Login](#) [Sign up](#)

GoCardless is the UK's leading online Direct Debit provider

-  **The UK's #1 for online Direct Debit**
Used by over 5,000 organisations including [Greater Anglia Railways](#). More people choose us than any other provider.
-  **Industry leading product**
Our [online dashboard](#) and [API](#) offer simple online customer setup, payment management and real-time reporting.
-  **Direct Debit experts**
Authors of the [industry leading guide to Direct Debit](#). Regulated by the FCA as an Authorised Payments Institution.

[Watch a demo](#) [Find out more](#)

Power Words

- Instead of “Effective”
 - Proven
 - Data-backed
 - Expert-approved
- Instead of “Great”
 - Favorite
 - Killer
 - Winning
- Instead of “Important”
 - Crucial
 - Game-changing
 - Staple

Sentence Length

- 15-25 words
- Mix of short and medium-length sentences
- Reading aloud should be a smooth experience

Transitions



Bucket Brigades

- Helps establish a relationship with a reader
- Connects paragraphs, statements and concepts
- Encourages readers to keep following the text

Bucket Brigade Examples

In other words

Not so fast

Meanwhile

In my experience

Even better

By now

And it doesn't stop there

By the way

What does this mean for you?

Think about it

Have you ever wondered?

Have you ever found
yourself?

Have you noticed?

Do you want to know how?

Do you hate it?

Can you imagine?

Do you know?

Let's get started,

Let's jump in!

Let's dig a little deeper.

Let me show you how

Let me explain

First, let's

Let's go

Let's dive in

Here is how it works

When I ask people why they're not active on LinkedIn, I get the same responses repeatedly.

LinkedIn is boring and intimidating.

I don't know what to say.

I tried LinkedIn for a few weeks and barely got any bite.

Nobody reaches out to ask about my services.

LinkedIn is for "serious people," not for me.

You're scared of being yourself on LinkedIn because you feel intimidated by all the CEOs and marketers showing up with success stories. **So,** you've concluded that LinkedIn is a professional networking space where everyone wears suits and speaks perfect English.

Wrong. LinkedIn is human first, and just like any social media, the people who win are those who show up authentically. They share valuable advice that readers can implement immediately, and they do it consistently.

Let's be clear. There is no magic trick or checklist to a successful LinkedIn marketing strategy. But you'll not find any social media platform that rewards content creators with as many leads and

Examples and Evidence

- Use concrete examples
- Back up statements of fact with evidence
- Would *you* believe you?

Examples

Three examples of topic clusters in the wild

Below you will find three examples of topic clusters across different niches.

If you want more examples, check out Kane Jamison's awesome [30+ content hub examples](#) or look through [Ahrefs' Beginner's Guide to SEO](#) for inspiration.

All these examples below have the ingredients of a good topic cluster:

1. Page focused on a high-level topic (online courses, wines, workouts)
2. Related subtopics that go into greater detail
3. Internal linking between all of the pages

Back. It. Up.

Using topic clusters can help your site grow its organic traffic.

Using topic clusters can help your site grow its organic traffic. In fact, [topic cluster experiments](#) conducted by HubSpot's Anum Hussain and Cambria Davies found a direct correlation between internal linking and SERP impressions.

Would *you* believe you?

Editing Your Work

- Read your content aloud
- Use a tool like Grammarly to check your spelling and grammar
- Take a break between writing and editing
- Use your editing time to zoom in on the adjustments we've already covered
 - Word choice
 - Sentence length
 - Transitions

Be Creative

- What questions aren't being asked?
- What unique things can you leverage? (sources, expertise)
- How can you do something different?

Questions?