

BLOGZY

DIGITAL MARKETING | CONTENT CREATING | BLOGGING

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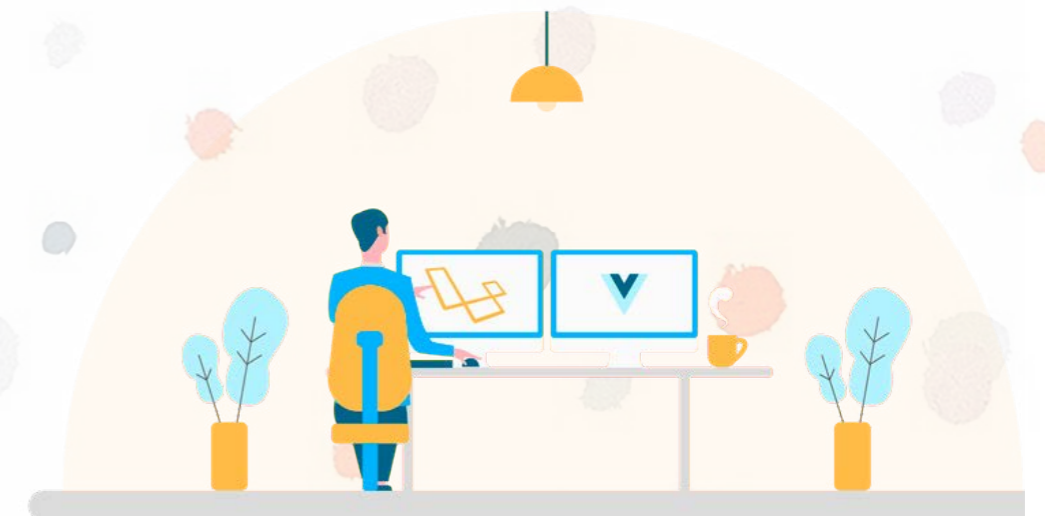


*Hello,
I am Blogzy!
Your content writer ...
Click here to find my App.*



You should know ...

Blogging has transformed marketing due to rapid tech growth and the internet. Nowadays, standing out in the competition without a blog is hard. So, how can you manage this with all those important work-tasks already piled up on your desk? Do you think you will have time to work on your blog up to standards? Believe me, in the past, I also struggled to organize my writing from a specific perspective with my busy schedule. This was because understanding the subject and **distinguishing between academic and non-academic writing** was tricky. Perhaps you've faced this too, feeling uncertain about what your content should achieve, leading to a focus on length rather than accuracy. Don't worry, I'm here to help. Together, we can elevate your blog to the level you've been dreaming of. Let me explain the best I can through this booklet, so we can find our mutual sweet spot to work together as a team.



A tip from me ...

“As a writer, I ensure I understand what I’m writing about and pay attention to its context. However, it’s tough when aiming for marketing goals like boosting search engine rankings. I’ve learned to rephrase and summarize ideas to create a clear, concise picture. Have you tried this technique?”



Targeted Keywords: blogging as a marketing tool, blog article, blog article construction, blog article writing, SEO optimization



A little about the industry ...

The internet changed everything, especially advertising and marketing. Blogging, which is like a website where someone writes about things they like, became a useful marketing tool. It's cheap and easy to share lots of information. But now, there's a lot more competition, making things tougher.

For the last twenty years, the internet has grown fast, even in rural areas. In rich countries, they spend a lot of money on online advertising. In the US alone, online ads went from \$1.3 billion to \$10.5 billion in just five years! People prefer reading blogs online instead of printed brochures. They think it's better for the environment too.

Because lots of companies want to advertise on blogs, they need good writers. Editors also want higher pay than what's usually offered. Usually, a company needs three co-editors and a main editor to update a blog at least twenty times a day, fixing mistakes and talking to readers.

When it comes to using blogging for marketing nowadays, there's a ton of content out there. But most of it lacks clear, key points that readers need. Instead, there are these really long articles that are full of words but not very clear. I think it happens because writers and editors rush to finish and publish content with

lots of words, without thinking about what's really important. They just want to have a lot of content to compete only with the motive of ranking higher on search engines.

As a writer, it's super important to know why you're writing something. You need to figure out the main idea before you even start. The way you write changes depending on what you're working on at the time. It's essential to plan your ideas carefully and use the right words and structure to keep the audience interested. But following SEO rules is also really important for blogging. If you can blend those rules with good content, it can make a big impact on how well your blog does.



How I agencified my skill ...

Choosing the correct viewpoint

Using blogging for marketing has different sides and reasons. I might start a blog to share my thoughts, while a company might use it to connect with customers. We both could also use a blog to advertise and make money. But remember, what we put in a blog is just that—a blog. It's not like scholarly stuff with an ISBN.

- **If my blog is about sharing ideas:** I can write freely and deeply, even if it's long. My readers are eager to dive into my thoughts because they're already fans. So, I don't need much marketing since my audience knows me well. [Learn more](#)
- **If my blog is for marketing:** When I talk about an existing product, I keep things short and add links for more info. Using bullet points makes it easy for readers to find what they need. For example, if I'm writing about a product with five features, I might write a short intro, a bit about each feature, a quick intro to a related product, and a brief ending. The idea is to be clear and not like a product manual. People check my blog for quick info, though if they're not interested, they won't stay. So, I follow Tesla's lead: [learn more](#), by keeping things clear and easy to read. Check out this [link](#) for an



article to see how a news blog updates products. For self-help articles, I keep each point short and easy to remember. Usually, my posts are around 800 to 1200 words. If they're too long, people might get bored scrolling through. [Learn more](#)

- **If I'm using a blog for advertising:** I can use it to share short descriptions, articles, and lots of images and videos to catch people's attention. This helps keep them interested and up to date. Posting different ads on blogs and websites also affects how much I gain from my ads. "Pay-per-click advertising" is a well-known method. With this, I only pay when someone clicks on my ad, not just for showing it. [Learn more](#). Also, check this [link](#) to learn about something different, not related to advertising.

Finding the sweet spot of drafting

I might plan it out in different ways. Some people can picture the whole article in their head, while others sketch it out before writing. I make sure the content is clear and follows a set format. Blog articles are written in a casual style to keep readers engaged. When readers interact more, the community grows. What's important is how easy it is to read and understand, not how complex the writing is.

- **Introduction:** I start with a short description of what I want to talk about. It's like the main idea that I'll explore. I keep it

concise and use the right words and punctuation.

- **Body:** Here, I keep my own writing style and make sure my ideas make sense. Before I start writing, I do some research. I avoid using phrases that might not make sense to readers
- **Conclusion:** I summarize what I've discussed without exaggerating. It's a quick overview without stating the obvious.

I would rather say that focusing on the unique writing style and using the right words, tenses, structure, and punctuation in all three parts will make anyone's article better. Also, check this [link](#) here for more tips on drafting a blog article.

Choosing the right materials to add

When using blogging for marketing, it's important to add attractive pictures and links to impress readers. Just writing isn't enough because different people learn in different ways. Some like visuals more than reading. So, it's good to include pictures and stuff to get more people involved. Using more keywords in the article helps it show up on search engines. Following the latest SEO rules is key to staying ahead. Also, adding quotes from others can give your article more strength and spirit.

Understanding Jekyll and Hyde

Good stuff:

- People like the casual style, so it's easy to read.
- Short articles with lots of pictures keep readers engaged.

- Using bullet points makes things clear.
- It's a great way to express yourself quickly.
- You can target specific groups of people.

Bad stuff:

- Long articles might turn people off.
- Using lots of keywords can make the article less good.
- With so many blogs out there, it can be hard to stand out.
- Even with references, blogs aren't seen as scholarly.
- Too much content can confuse readers.

Applying Search Engine Optimization (SEO)

When I edit a blog article, I make sure to add the right keywords. This helps the article show up higher in search engines, bringing more traffic to the website. Strong SEO is important, especially on the page itself. Even if the company has an SEO service, using on page SEO keywords still matters for ranking high to defeat the competition in a geographic location. Big companies also work hard to stay at the top in digital competition. There are tools to find these keywords. If I'm on a paid plan, I might get help with this. Check these links below for more info,

- [Ubersuggest](#)
- [Ahrefs](#)

Here's what I kept an eye on:

- Search volume: higher numbers usually mean better results.

- SEO difficulty: If it's under forty, it's easier to rank using those keywords. But what matters most is your budget. Being subscribed to an SEO specialist like Neil Patel can help in today's competitive search engines. Check out his approach through this [link](#).
- The best meta description of 155-165 characters with keywords is key to search engine ranking. I revise it plenty of times because it's worth the effort.
- Including graphics and reference links might also boost search ranking.





Let me conclude ...

I see blogging as a marketing tool that lets me be creative and passionate, even for personal branding. It's where I can share my ideas in my own way without holding back. Expressing through a blog is a genuine way to approach readers to understand where I'm coming from. It's meant to entertain them while giving useful info. But for marketing purposes, it needs to be descriptive yet concise so readers can quickly grasp the info and remember it, and the content has to be well edited and clearer for clients to grasp the relevant demonstration immediately.

Blogs aren't like academic sources, even if they're written that way. They're meant to engage readers with different topics without overwhelming them with long content. In final words, editors help shape the blog effectively while writers focus on style and staying true to themselves.



A little note from me ...

I believe blog posts should be followed up with **3S's Writing Style** as **Short**: keep it as much as brief with the most important information in the content, **Sweet**: the tone of the content has to be attractively addressed for the reader to interact with it as much as possible, and **Simple**: the readability of the article has to be much high so even a high school kid also could read and understand.

- **To Editors:** Once the content is decided and passed to the writers for drafting, do not distract their identity and authenticity of the written work by asking for too many variations to do for the way you want it to be expressed. If you want to express what you desire the most, you should write the article in your way rather than expecting a writer to draft it for you. Writers exist because of their wholehearted expression and writing style, e.g.: if there are a million things that can be added to the article, one writer can choose ten out of them as the way he/she prefers to express him/herself. Do not spoon-feed writers about how to draft the content or do not try to teach them how to do their job because you do not hire writers without understanding their capability in interacting with goals to complete tasks, and it is likely de-

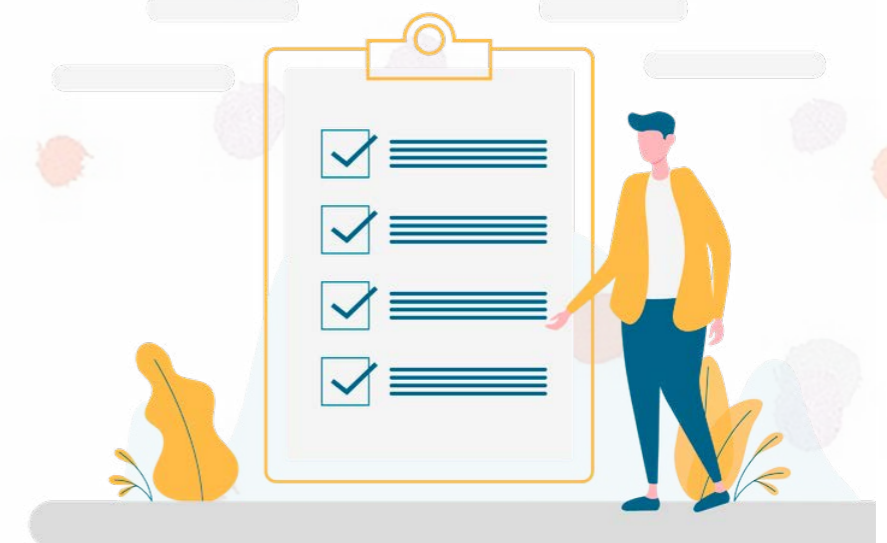


grading their profession. Also, writers are not writing to sink in one article, they prefer to move through, so be specific and neat in providing the requirement without second thoughts or later expectations. Let them come up with their research and express themselves according to their way of performing. Always use a grammar tool to save time. Go through micro and macro editing even before publishing articles on the blog.

- **To Writers:** As highlighted earlier in this paper, keep a brief way of drafting a blog article in the best way possible with as much as needed information compressed in its content. Use a grammar tool to avoid simple mistakes and save time, do not lose authenticity, be mindful in using jargon, avoid idioms as it could cause others to be twisted with your expression when it comes to geographic locations, and do not try to compete with another writer: especially a native writer. Create your quotes or take them from renowned icons in the industry, proofread the article at least three times before sending it to an editor, and talk to the editor if you feel skeptical about anything, cross-checking with your fellow writers is another good way to brainstorm ideas, do not be too obvious when drafting the article but bring clarity in the thesis statement followed by the context, never down-grade your written materials as they are published in a blog where millions of arti-

cles are uploaded.

- **To Publishers:** Editors are also human beings, not machines, so be mindful when uploading the article to have a good scan and search for any errors through a grammar tool once the article is published—keep on updating it while scanning in a reader's shoe, try and find different sources where the writer's work can be shared and promoted to bring new readers to the ground. Author's Motive: I am not an SEO specialist but an editor with SEO knowledge, so I try to keep a close connection with the SEO specialist to provide articles in the best way they expect. I did not draft this article following up with SEO requirements, I wrote this article because I wanted to add this to my portfolio. So, if someone goes through this article, they probably can grasp a bit of the idea behind my motive.



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