

WWW.SHAFIQSIDDIQI.COM

A GUIDE TO

CONTENT WRITING



THE DETAILED GUIDE TO CONTENT WRITING



TABLE OF CONTENTS

Chapter 1: [What is content writing?](#)

Pg: 03

Chapter 2: [Is content writing a serious profession?](#)

Pg: 05

Chapter 3: [Who can be a content writer?](#)

Pg: 08

Chapter 4: [Blogging is not the entire content writing](#)

Pg: 11

Chapter 5: [Tips on how to develop content writing skills?](#)

Pg: 14

Chapter 6: [Rules of Content writing \(Do's and Don'ts\)](#)

Pg: 23

Chapter 7: [Concept of plagiarism](#)

Pg: 27

Chapter 8: [Is content really the king?](#)

Pg: 29

Chapter 9: [Role of "content curation"](#)

Pg: 33

Chapter 10: [Conclusion](#)

Pg: 36

CHAPTER ONE

**WHAT IS CONTENT
WRITING?**



Writing is the best form of expression. Even doctors recommend their patients to write; when they suffer from stress, mental burnout, emotional attack and any such problems etc. Content writing is the form of writing that needs a lot of skills and expertise in order to get noticed by the masses. It is definitely not a piece of cake to become a content writer but on the contrary, it is not something that cannot be achieved, if given a good try. Content writing (also known as web content writing) is all about writing content for the websites. It includes all kinds of write-ups that one can possibly find over the internet. Major forms of content writing include online articles, blog-posts, press releases, web site content, e-books, e-catalogues, reviews, and stories etc.

Content writing mostly impresses the readers when the writer has carried out a thorough research on the topic and then composed the article. For a content writer it is of great significance to be factual as well as neutral in terms of expressing his thoughts. Content writing can be, for people, very easy and some would even call it easy earning but in reality it is the extreme of their imaginative thoughts. Illusions don't help a content writer; one has to be accurate and sure shot in expressing the ideas through their words. For a content writer, the biggest challenge is to use the right words for the right readers – and that is not as easy as it may sound to others.

CHAPTER TWO

**IS CONTENT WRITING A
SERIOUS PROFESSION?**



There are still many educated and highly qualified people around the world who don't consider content writing as a serious profession. For them becoming a doctor, engineer, professor and businessman etc. is much better than becoming a content writer. They overlook the fact that words are necessary to describe professions, professionals and even businesses. At this level, it's a content writer who makes it easier for people to comprehend things that are not recognizable to them. Content writing includes a huge level of involvement and seriousness, just like any other profession. If a person wants to excel in the field of content writing he not only needs to be a readers' writer but he also has to be a very good researcher to supplement his arguments and findings with solid grounds. A good content writer also understands the importance of marketing and to prove this he has to market his content on relevant channels and mediums like communities, groups and online-circles.

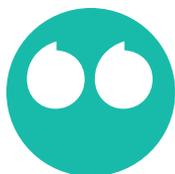


A good content writer also understands the importance of marketing and to prove this he has to market his content on relevant channels and mediums like communities, groups and online-circles.



This is not just it; content writing also involves personality analysis and understanding of human psychology. A content writer writes for readers who have different backgrounds, mental approaches and understanding abilities etc. He needs to carefully get into the skins of multiple individuals before finalizing the write-up. A right word wrongly interpreted by the reader can stake his reputation and concept of his write-up. For those who want to become successful and professional content writers they need to work on their time management skills along with client dealing abilities. Clients provide different sorts of feedbacks that are least expected from a content writers' end. As said rightly, "client is always right", one has to understand the clients' requirement no matter what.

Delivery of content on time is the most crucial element of the content writing field. Not everyone is dependable and this makes a huge difference. The bottom line of the discussion is – content writing is a serious job and those who cannot take pressure, who cannot meet deadlines and cannot act professionally, are not suitable for the position but those who have these qualities can do wonders in the field of content writing.



content writing also involves personality analysis and understanding of human psychology.



CHAPTER THREE

WHO CAN BE A CONTENT WRITER?



Any person who is good with communication skills can surpass in any field. To stand out in the field of content writing one must be supremely blessed with expressive communication skills. It is the communication style that connects a writer with their readers. If a writer can express the emotions in the right way then there is no stopping back the reader. Two things that content writers should have in their blood are outstanding communication skills and amazing ways of expressing their thoughts. High level of commitment is something that is required in every field to shine. To become a successful content writer, writers have to have a thorough understanding of every topic that is penned by them. Without understanding the core of the subject it is impossible to write something that can impact a reader.



Without understanding the core of the subject it is impossible to write something that can impact a reader



A content writer should focus on the grammar, punctuation and use of idioms. It is very essential for a content writer to have flawless command over the language irrespective of the research.

A well-organized content writer is most looked-for resource for businesses as well as for independent clients. For a content writer, editing skills are of prime importance, before finalizing the content to upload or share with client, it is always recommended to proofread the content two to three times. While proofreading the content it is important to utilize editing skills in order to make the write-up crisp, persuasive and perfect. A person who can manage to have all the mentioned skills and traits is fit for the role of a content writer.

To sum it up, it can be stated that following are the key characteristics that are required in every content writer:

- Strong research skills.
- Flawless command over language.
- Keeping things simple and easily understood.
- Sense of editing i.e. cutting long story short and effective.
- Writing tone that easily connects with readers.
- Keep content relevant and don't drift from the main topic.
- Stay up-to-date and keep exploring.

With these mentioned qualities and skills, it becomes easier for an individual to become content writer. Keep polishing your skills and soon, you will be able to find your name under the list of successful content writers.

CHAPTER FOUR

BLOGGING IS NOT THE ENTIRE CONTENT WRITING



It is the common perception that content writing is all about blogging and writing articles. In actuality this is not the true case. There are many other forms of content writing. These include writing:

Press releases:

These are all about writing the content that is worthy of being shared as news. It is directed towards the media and is also good for announcement and publicity.

E-books:

These are electronic books that are read over e-book readers, tablets, desktops, phones and laptops etc. These days e-books have a huge market because of the fact that people like to read handy and easy to understand e-books as per their convenience. Students and budding professionals like to read e-books to gain understanding and knowledge about their chosen niches.

Website content:

This is the form of content writing that is specifically designed for the websites. It includes the entire content that a business or organization wants to appear on its web page. It also includes email write-ups and notifications etc. Nowadays, different sorts of website content are practiced in order to maintain the differentiation.

Reviews:

There are many e-commerce websites where reviews for products and services are published. Ebay, Amazon and IMDB are among the most famous websites where reviews are submitted. There are paid reviews as well, with which reviewers earn a decent amount of money. Review writing should be based on personal experience rather than on assumptions and common opinion.

Blogging and Guest Blogging:

Blogging is an essential part of content writing but most people misinterpret it as entire content writing. Blogging lets a person realize his or her writing capabilities through the reviews and comments received from the readers. It helps writers to polish their writing and communication skills. Blogging also helps in developing the interest in the field of writing. Guest blogging is an effective way to get noticed on multiple platforms and forums. This helps a writer to increase traffic on their blogs, websites and other links.

Article submissions:

For any writer it is important to publish their articles on different sites in order to increase visibility and extended reader base. For this, article submission directories are very effective. Even companies want their writers to publish write-ups on article submission directories. Ezine Articles and Article Base are two examples of such directories. They help a company to increase its visibility over the internet.

CHAPTER FIVE

TIPS ON HOW TO DEVELOP
CONTENT WRITING SKILLS



Content writing needs a lot of concentration and focus. A content writer who cannot focus on the main topics and niche cannot deliver a write-up that is impactful and reader friendly. From the selection of topic to selecting the words and from research to final delivery, it is a content writers' job to do justice with his write-up. With the passage of time content writers learn different tactics and techniques which help them in providing better content to their readers.

Following are the skills that content writers should develop or learn in order to gain fame, extended reader base and influential position in the market.

- Focus:
- Research:
- Tone:
- Justify / Rational:
- Highlight:
- On Time Delivery:
- Be Effortless:
- Be Original:
- Proofread:

The above mentioned skills are described as under in detail:

focus:

For a content writer it is very important to pay undivided attention to the topic selected to write on. There are times when a writer goes off the track and starts to deviate from the original topics. In such cases, it is recommended to set a boundary and try to keep the discussion or write-up under that sphere. This mostly helps in keeping the content relevant and to the point. After all, no one wants to read more and more without gaining unambiguous knowledge. Writers should learn how to keep their focus unbroken, if they want their readers to pay more attention to their content. Focused content is as meaningful and triumphant as a focused life.



**focused content is as
meaningful and triumphant as a
focused life.**



Research:

For any content writer, in the content writing industry, it is a commonly used phrase that “research is the key”. Before starting to write on any topic the most important step in a content writer’s life is to carry out an extensive research on the basis of which no one can raise a question regarding the authenticity of the write-up. For a writer there is a responsibility of being valid and reliable. This responsibility should always be taken care of, no matter what kind of article is composed or in which niche a writer is planning to write it.



Before starting to write on any topic the most important step in a content writer’s life is to carry out an extensive research on the basis of which no one can raise a question regarding the authenticity of the write-up.



Tone:

Deciding how to communicate with readers is not an easy task. One can easily come out with multiple theories that are presented by scholars and philosophers when it is about writing something. It is always good to keep things simple, ambiguity is not everyone's cup of tea. For this, a writer has to select a tone that can help the readers understand the gist of the write-up and the reason why it is written at the first place. The simpler the tone, higher will be the chances of increased readers and possibility to get it liked by the readers. Depending upon the audience / readers, select the tone of the content, it always helps and simplifies the life of a content writer. The tone of a writer should reflect the stroke of his pen, it's always good when it is easy, simple and easy to grasp.

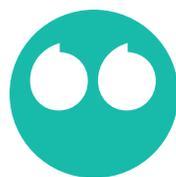


The tone of a writer should reflect the stroke of his pen. it's always good when it is easy, simple and easy to grasp.



Justify / Rational:

A content writer should not be judgmental. Outright negative thoughts regarding a particular niche or topic can easily transmit a biased consciousness to the minds of the readers. There is no harm in pointing out the not so blooming sides of the under discussed topic but it is always good to justify the points with evidences and with rational approaches. This makes readers to build trust and a writer must be trusted by the readers in order to reach sky. Being rational is a key to success for a content writer and justification of the idea is a cherry on top.



Being rational is a key to success for a content writer and justification of the idea is a cherry on top.



Highlight:

A content writer should always try to convey the message irrespective of the nature of the topic. Presentation of the content is very important. There are times when a topic needs huge discussions in terms of a lot of explanation and theories to make it easily understood by the readers. In such cases, it becomes lengthy and boring too. To avoid drifting and to keep it clear for the ease of readers' understanding, a writer should always highlight the important points. Jotting down bullet points is also one of the ways that content writers use to clarify their concepts and discussions.

On Time Delivery:

In the field of content writing, as mentioned earlier, there is a lot of pressure. One should never compromise on quality of the content and on the deadline. To flourish as a content writer it is always recommended to deliver the final content before time, it increases the reliability of the writer. On time delivery of error free and high quality write-up in content writing industry is a sure shot way of building huge lists of clientele and reliability in the market. This is the key with which every door of opportunity can be unlocked.



On time delivery of error free and high quality write-up in content writing industry is a sure shot way of building huge lists of clientele and reliability in the market.



Be Effortless:

The art of content writing revolves around being simple and effortless in explaining the ambiguous concepts, theories and content. This is one of the skills that a writer needs to work on. Many content writers face difficulties just because they cannot keep things straight and end up in presenting something complicated for readers to read. A content writer, who tries too hard to make an ambiguous point to be understood by the readers, needs a lot of training in being simple and effective. Hint: Keep things simple and logical.



A content writer, who tries too hard to make an ambiguous point to be understood by the readers, needs a lot of training in being simple and effective.



Be Original:

In the field of professional content writing, the most important and ruling point is to be original. For a sincere content writer it is significant to use unique and innovative idea or concept to write upon. This is the reason why content writers carry out researches on regular basis and stay up to date with the current happenings of the world. They simply want to create a write-up that can reflect their hard work and expertise in content writing field. Originality is like freshness, its essence never fades and it always gives a glow.



Originality is like freshness, its essence never fades and it always gives a glow.



Proofread:

A content writer is someone who should take all possible measures to provide a reading experience to the reader that is free from questions, errors, ambiguousness and poor quality etc. Before submitting an article, it is a writer's foremost duty to read and proofread at least 2 – 3 times in order to point out errors and mistakes committed during the writing process. There are times when a writer gets carried away while writing on any particular topic. It is of high significance to read multiple times before sharing the content.

CHAPTER SIX

**RULES OF CONTENT WRITING
(DO'S AND DON'TS)**



Before knowing the Do's of content writing it is important to know the "Don'ts of content writing". Content writing is very easy for those who don't know the basics of it and it is seriously difficult for those who know how hard it is to involve any reader with their writing style. Some writers do not use the relevant words to express their feelings and go astray. I am sure, you must have met at least one person in life who might not be as effective as a communicator or public speaker but can draft amazing letters and sales pitch. Have you ever wondered how could that be possible? It's simple! Before creating the content keep your mind focused, and only think about relevant things.



Some writers do not use the relevant words to express their feelings and go astray.



Never commit the following blunders, when writing the content:

- Don't try to be a "One-Stop-Shop"
- Never share low quality content
- Unless you are sure about the benefit earned from 3rd party site, never publish your content there.

- Emphasizing only on content and not on visuals can damage your reader-base.
- Read your articles multiple times before uploading or publishing.
- Don't use jargon that is hard to be understood by your readers.
- Never consider that your reader knows the short-forms or understand the point by their own. Make your content easy for them.
- They don't have all the time in the world to read your autobiography, don't beat about the bush.

Now that you know what you shouldn't do while writing the content, you should definitely practice the following points to create your content full of high quality and engagement:

- Keep your audience in mind and write as if you are talking with them.
- It will be easier to grasp your content if you keep things easy to be understood.
- A dash of research will always help you to understand the ideology behind the topic.
- Adding images or videos to your content will make it look attractive.
- The relevance is the key, avoid deviating from the topic.
- Always add value by increasing the knowledge of your readers.

➤ Catchy titles and headlines always bring more traffic and allow them to actually read.

There can be a lot more do's for content writing but the key is to get a hold of these points and start practicing them as much as possible. Soon there will be a strong reader base that you will have. Content writing is actually an art; it gives best results only when practiced with persistence and dedication.



Content writing is actually an art; it gives best results only when practiced with persistence and dedication.



In the field of content writing the most offensive crime is plagiarism. Plagiarism is defined as copying content from different sources and publishing it again without giving reference. Plagiarism is like presenting someone else's work under one's own name. This is against professionalism as well as ethics. There is no harm in quoting the concept and sharing the information but it is highly recommended to share the source and reference. This gives a good impression to the readers. There are some writers who still practice the habit of copying content from Wikipedia or other well known and reputed websites and share them under their pennames. This makes them suffer from the tags on untrustworthy and unreliable writers. Even Google doesn't appreciate such sites where content is copied from other website or sources.

Plagiarism is also defined as the irresponsible illustration of some other writers' ideas, thoughts, observations and experiences etc. There are multiple plagiarism checkers that are used by companies and universities to calculate the percentage of the plagiarized content in a submitted article. The famous plagiarism checkers include "TurnItIn" for academic content and "Copyscape" for web-content. There are dozens of others also present in the market. A writer should be very careful about discussing something that is already discussed and keep the content free from plagiarism. In professional world, plagiarism is the least expected thing from a content writer no matter how tough it gets.

CHAPTER EIGHT

IS CONTENT REALLY THE KING?



Today, the most common statement that is heard in the field of content is “Content Is the King”. There is no room of doubt in questioning the authenticity of this statement. The problem is, every organization is present on digital space and sharing content on daily, in fact hourly basis. With more than many social media platforms that share content to extended audience, it looks like a piece of cake to market every sort of content. This has given rise to increased quantity of the content over the Internet. The question is “What happened to Quality Content, on the basis of which it was declared as the KING”?

Keeping the quality of the content in mind and making it look like a King; there are certain elements that need to be present in content. Following are some major factors that need to be present in the content to declare it King. After all, not all content is the king, but the quality one.

For the creation of quality content, it has to have 3 P’s i.e. Pleasure, Place and Purpose. These are explained as under:



“What happened to the Quality Content, on the basis of which it was declared as the KING”?
To make your content The King you have to have 3 P’s i.e. Pleasure, Place and Purpose.



Pleasure:

The end result of producing content is to indulge readers. If that is earned then there is no problem. Readers will not only “like” and “share” the content on social media platforms (like Facebook, Twitter and LinkedIn) but will also look forward to read upcoming articles as well as previously published ones. So, what does it take to add pleasure in your content? Always ask yourself the following questions, while writing any article,

“Will it help your reader in anyway?”

“Will your reader be entertained with your write-up?”

“Are you satisfied with the level of research you carried out for the particular piece?”

Place:

Keep your reputation high and not at stake. There are very few websites which are highly ranked and have real reader base. Content should be shared on websites which receive genuine traffic and not robots. Make sure that the website on which you are planning to upload or publish your content should not be clustered with spammers.

Purpose:

There is a specific purpose being everything, similarly for writers too there should be a purpose for producing every article. Writers who write for organizations have strategic goals or organizational objectives. On the contrary, freelancers have the core purpose of satisfying their clients' needs. Purposes may vary on the basis of the audience and requirement of the content. To create quality content, purpose of the producing the content need to be clarified.



**To create quality content,
purpose of the producing the
content need to be clarified.**



CHAPTER NINE

ROLE OF “CONTENT CURATION”



Before understanding what the role of content curation is, it is significant to find out what is content curation. Many think that just like [content marketing](#), content curation also includes content creation; not necessarily. Content curation is actually about finding related content then summing it up and finally presenting it digitally to the readers / viewers. Content curation is mainly about delivering relevant content, from multiple sources, to the users in much organized form.

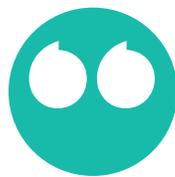
In simpler words content curation can be described by giving an example of museum, just like **a gallery curate works of painters and sculptures. digital marketers curate articles and blog posts.**

Content curation is not an easy task as it involves gathering the best content, under the particular category, available on the Internet and showcasing to the readers. I can still remember the time when I needed to buy eggs, a pair of shoes, jar of honey or marmalade and milk; I would have to go to a milk-man, shoe-shop and a shop. Today, if I want to buy all these things, the only thing I need to do is to visit a superstore or a one stop shop to buy all. Similarly, **the entire idea of content curation is based on one-stop shop. from where a reader can avail all the best content that is available online. for the respective type.**

Content curation has helped businesses, individuals and readers on multiple levels. This has also increased the creation of original and high quality content as there are greater chances and increased content curating tools to share quality content on numerous platforms. Content curation also plays the role of search engine optimization as it shares information from multiple sites, blogs and platforms which help people and search engines to land on those particular sites from where the content is shared and curated.

Some of the content curation tools are listed as under:

- Digg
- Delicious
- AllTop.com
- Paper.Li
- Redux



**We all know content is the king,
content curation helps the King
to expand its kingdom.**



Content curation plays an integral role in the development of the reliability and extended share-ability of the company and the content. With the help of optimized and carefully focused content curation it becomes a lot easier to help readers and customers find their right content along with highlighting the best content available on the websites, around the globe. We all know content is the king, content curation helps the King to expand its kingdom.

CHAPTER TEN

CONCLUSION



For those who think content writing is an effortless way to earn some cash and painless approach to get famous, this e-book must have been a disappointment. In reality, as discussed earlier, content writing is a demanding profession. In this field, a person not only writes but also markets, researches and promotes. In addition to these, a writer also manages timelines, deadlines and satisfies the clientele. This field requires a person who has a combination of more than many professional traits. It is rightly said that there is no shortcut to success. To taste success one has to out-do his self and also keep breaking ones' own records repeatedly.

Content is the King, no matter what people assume about it. Getting associated with such a field is not everyone's cup of tea. Content writing grooms a person on multiple folds and it also boosts the knowledge of a writer. It is not easy to write on any given topic or niche. Content writing is the most demanded field of tomorrow.

ABOUT AUTHOR



Shafiq Ul Hasan Siddiqui is a digital brand and digital marketing strategist. He has over 8 plus years of experience in content writing and social media marketing. He loves to blog and share his experiences with budding talent, professionals.

THANK YOU FOR READING



SIDDIQI

www.shafiqsiddiqui.com

[SIGN UP FOR FREE](#)