

DIY guide on writing for your creative business

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What we will cover today

Website
content

Writing with
authenticity

Making
content go
further using
'core content'

Blogging

Social media

Planning,
batching and
scheduling

WEBSITE CONTENT

Creating a website (whistlestop tour!)

- Platform and hosting
 - WordPress, Squarespace, Wix – good for DIY
- Domain name
 - Buy via platform or shop around, e.g. 123-reg.co.uk, uk.names.co.uk
- Email hosting, e.g. heather@quillincni.com
 - Gmail, Outlook, etc most popular

WEBSITE CONTENT

Writing your website

- **Homepage**

- Shop window. "Am I in the right place?"

- **About (+ About Me / Us)**

- Chatting on the shop floor – the person behind the business

- **Services / Products / What you offer**

- Browsing / considering...

- **Contact page**

- Heading towards the till!

WEBSITE CONTENT

Homepage

What the content needs to do:

- They're in the right place
- Summarise what you do / offer / sell
- Sell it – your USP(s)
- Call to action – where next?

How to do it:

- Keyword research
 - Questions, problems, needs and desires
- Authentic voice
 - Personality
 - Brand identity



WEBSITE CONTENT

Keyword research and authentic voice

Keyword research

- What is their need/problem/question?
 - What did they Google?
 - Your social or advertising CTAs (which are most effective?)
 - Referrals, reviews, backlinks – what made them click?
 - Google Analytics: <https://www.semrush.com/blog/beginners-definitive-guide-to-google-analytics/>

Your voice - ie brand identity

- Personal and/or professional values. Literally who you are!
- Hard to define? Ask:
 - Why were they drawn to your link in search?
 - Social media – why do they follow you?
 - Referrals, reviews, backlinks – what are they saying about you?

What defines your voice?



Loads of **punctuation, slang, emojis, etc** *may* make your content look unprofessional!!!!!!!!!!

But... only in certain contexts.

Might be totes on brand for you, bbz.



Consistency eg. "My appointment was at **four thirty** but I arrived at **4.25**."

Correct spelling and grammar is important **if** that's relevant to your industry, e.g. writer, or to your brand identity/personality

For formal rules:
See **Style Guides**
(BBC, Times, etc)

WEBSITE CONTENT

About

- **The story of your business**
- **Meet the person/people**
 - Tell one big story or separate
- **Reader is interested - these pages can be lengthy**
- **Rmember call to action!**

WEBSITE CONTENT

Services

- FAB content (HT Eximo Marketing)
 - Benefits, Advantages, Features
- Outline your processes
- Options for showing prices/fees
 - Signature service
 - Describe affordability
 - Define your variables
- Testimonials and case studies
- Portfolio / examples of work
- CTA!

WEBSITE CONTENT

Products

- Clear categories and descriptions
 - All variables including colour and sizing
- Clear instructions on how to order
- How to commission
 - Assume nothing – spell it out, make it easy
- Reviews, testimonials and customer stories
- CTA!

WEBSITE CONTENT

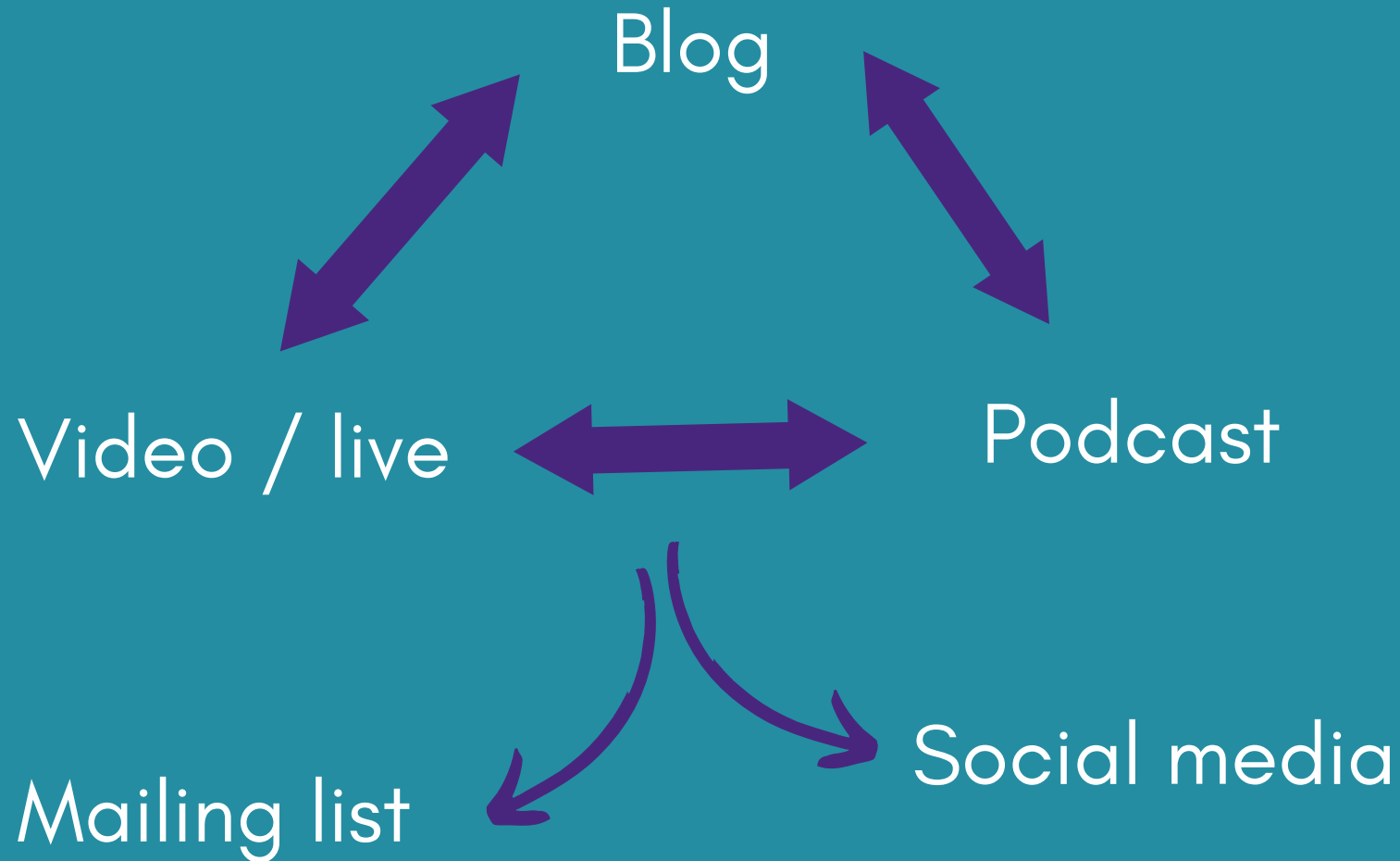
Contact

- If they're here, they're interested!
- Different reasons for wanting to contact
 - Booking a call / making an order
 - Requesting more information
 - Query, question, something they can't find
 - Complaint/praise
- Contact forms
 - Simple to use
 - Set up properly so you receive!
- FAQs can be content ideas!

CORE CONTENT METHOD

- One 'chunky' piece of content
 - Blog / video / livestream / podcast
 - 3 birds, one stone approach
- Repurposed into multiple pieces of microcontent for social
 - Promo posts for core content
 - Quotes
 - Infographics
 - Shortform video eg Reel, Stories, Tiktok
- Add to newsletter and send to mailing list (intro + link to core content)

CORE CONTENT METHOD



BLOGGING

Key content pillars:

- Educate
- Inform
- Entertain
- Inspire
- Affect (emotion)
- *Remember: "E I E I oh!"*

Topic ideas:

- Behind the scenes / show your process / meet the team
- Industry news
- Customer FAQs (remember Contact page)
- Jargon explainer, or common misconceptions
- Checklists or 'top 10'
- Mythbusting
- Seasonal e.g. Christmas gift guide, summer holiday activities

WRITING FOR AN AUDIENCE

Six honest
serving
men



What



Why



When



How



Where



Who

All relationships and interactions are opportunities to find out what your audience wants

"Write for a bright 12-year-old"

SOCIAL MEDIA



Research



Product



Market



Research



Content



Platform

SOCIAL MEDIA

● FACEBOOK

- # of monthly active users: 2.7 billion
- Largest age group: 25-34 (26.3%)
- Gender: 44% female, 56% male
- Time spent per day: 38 minutes

Mums and Aunties
Gen Z steer clear

Helpful business groups

● INSTAGRAM

- # of monthly active users: 1 billion
- Largest age group: 25-34 (33.1%)
- Gender: 57% female, 43% male
- Average time spent per day: 29 minutes

Influencers

'Do it for the 'gram'

**Body positivity &
authenticity**

● TWITTER

- # of daily active users: 187 million
- Largest age group: 30-49 (44%)
- Gender: 32% female, 68% male
- Time spent per day/week: 3.53 minutes per session

Noisy, political
Fake news

Brilliant storytelling

SOCIAL MEDIA

● LINKED IN

- # of total users: 738 million
- Largest age group: 46-55
- Gender: 51% male, 49% female
- 63% of LinkedIn users access the network monthly, and 22% weekly.

Cringey 'gurus'

Pointless interactions

Content has longevity

● PINTEREST

- # of monthly active users: 400+ million
- Largest age group: 30-49
- Gender: 78% female, 22% male
- Time spent per day: 14.2 minutes

Browsers not buyers

Wedding inspo

Search engine with longevity

● TIKTOK

- # of monthly active users: 100 million
- Largest age group: 18-24
- Gender: 59% female, 41% male
- Time spent per day: 45+ minutes

Gen Z echo chamber

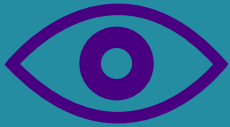
Silly dances

A+ educational content

Be your own editor



Spelling and grammar tools - Word's spellchecker; Grammarly



Second pair of eyes - ideally outside your industry (jargon klaxon!)



Read it out loud - punctuation? sense?



How writing looks on the page (font, spacing, layout)

PLAN, BATCH, SCHEDULE

Plan

- 2 - 4 weeks ahead (I like to work a month ahead)
- Start with core content
 - How many per month? (1 is a good start)
 - Topic(s)?
 - When to publish
- Repeat for 'satellite' content
- Create checklist of tasks for each content piece
- Put publish dates on to a calendar
- Put deadlines for your checklist items on to the calendar

PLAN, BATCH, SCHEDULE

Batch

- Designate content creation day(s) and put on calendar
- Batch similar tasks together e.g. research, photography, phonecalls, writing.
- You may prefer to batch by topic, or batch, e.g. content calls with business calls

PLAN, BATCH, SCHEDULE

Schedule

- Facebook, Twitter, Instagram, Linked In and Pinterest
- Facebook Creator Studio:
business.facebook.com/creatorstudio
 - Facebook pages
 - Instagram feed and IGTV
- Third party apps
 - Hootsuite
 - ContentCal
 - Buffer
 - Later
 - Planoly
 - Too many to list!

A person is shown from the chest down, wearing a light blue button-down shirt. They are sitting at a desk and writing in a white notebook with a black pen. The notebook has some handwritten text, including "Ask about" and "to research". A large, semi-transparent purple circle is overlaid on the center of the image, containing a large white question mark and the text "Any questions?".

Any questions?