

What are You Writing Today?

I have been on a discovery mission, which I am sharing with you today. It's the difference between writing a blog post and a non-technical average article. This touches on style rather than the amount you get for writing the piece.

Blogging

The blog is typically a short commentary on a small niche topic. You should be able to make your point in 300-350 words. These are short and work up quickly for .02 to .04 cents per word.

Beginners can get their feet wet writing blogs and it helps you become a specialist as a blog writer. If you enjoy the format and can crank out more than one on the same topic, you can earn some good money.

Content Writing

Content refers to articles for the web reader who is searching for the answer to a question. These articles have recognition and value if a search engine indexes them. The critical piece comes from the keywords.

Take the topic and turn it into a question. Look at the question and pull out a phrase of 3-5 words that can be used in a sentence. You will place this phrase naturally in three places:

- at the very beginning of the introductory paragraph
- in the middle of the second sentence nearest the center of the article
- near the end of the last sentence of the article.

This is the SEO (search engine optimization) of article writing. It should be done naturally and flow easily through 400-700 words. For a beginner, I would look at .04 to .10 cents per word for non-technical topics.