

## 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.