

Content

for the Web

Worksheet

Content Discovery: Blog

<p style="text-align: center;">Target</p> <hr/> <p>Who is the item for? (audience) Brides, or anyone getting married</p> <hr/> <p>Why: What is the item's job? To ease the burden of planning a wedding</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Business Type and Name: Ivory + Tulle Event Planning</p>	<p>Who is the blog for? Any bride or groom to be who is having any fears or doubts about the planning process and would like guidance or just a community of individuals to offer support, insight and advice throughout the process.</p>	<p>Business blog objectives?</p> <ul style="list-style-type: none"> • Raise brand awareness • Increase web traffic • Service our clients' needs promptly and efficiently. • Establish trust
<p style="text-align: center;">Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p>	<p>Blog Title Research a good title.</p> <p>Blog Tagline Personality of the title</p> <p>Blog Statement/Description: What will the blog offer? How will your content satisfy the needs of its readers?</p> <p>Example: <i>My blog aims to deliver actionable digital marketing advice to help readers get traffic, leads and sales</i></p>	<p>Use Content Map and Table:</p> <p>Blog topics</p> <p>Blog Categories</p> <hr/> <p>Blog writing style</p> <hr/> <p>Blog Voice: tone and personality</p>	<p>Which blog app? Blogger</p> <p>Who will be writing the content? Myself, and guest writers</p> <p>What is the blog schedule? Every other week</p> <p>Research into topics</p> <p>Research blog keywords</p>
<p style="text-align: center;">Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality? Modern, whimsical and happy</p>	<p>Color scheme? Cream (white) and dusty blue/ periwinkle</p>	<p>Layout Elements: Select and Adjust Templates.</p>
	<p>What brand items will be used? Logo, Brand Products, Images</p>	<p>Typography? Clean, sans serif font, and a handwritten font</p>	

Content for the Web

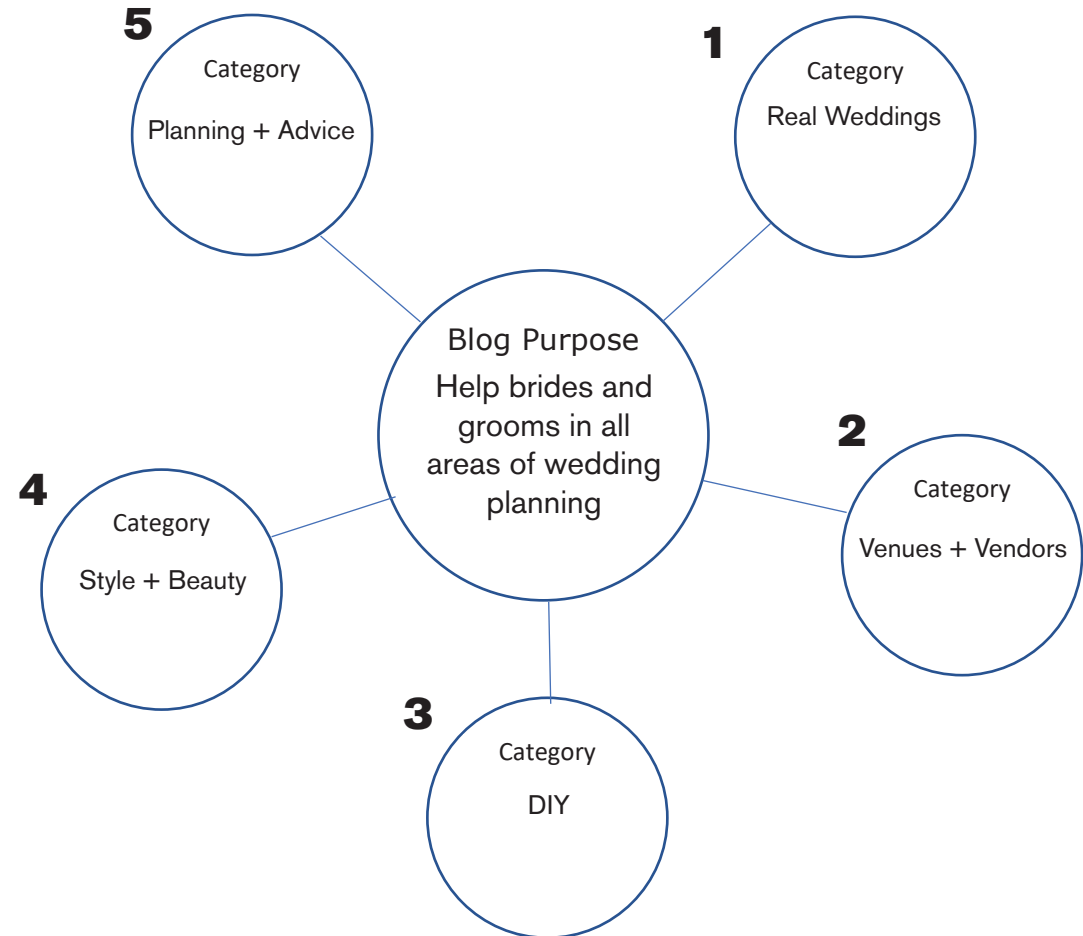
Worksheet Content Discovery: Blog

Blog Summary Table

Category: Real Weddings	
Post Topics Real Weddings from couples all around the country	Sample Post Titles Anna and Mark's Bohemian Backyard Celebration
Category: Venues + Vendors	
Post Topics Local Venues Photographers/Video Caterers/Bakeries Florists Linens/Rentals Bands/DJs	Sample Post Titles List of top 10 venues for your spring wedding in Michigan
Category: DIY	
Post Topics Decor Florals Favors + Gifts Fashion + Accessories Backdrops	Sample Post Titles DIY Fall Floral Center Pieces
Category: Planning + Advice	
Post Topics Budget Design + Decor Wedding 101 Fitness + Health Love + Relationships Honeymoon	Sample Post Titles How to Accommodate Dietary Restrictions At Your Wedding

Blog Title: Ivory + Tulle Weddings

Tagline:



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Header: Your blog's header is found at the top of your blog and is usually the first impression visitors to your blog get.

Posts: Blog posts are the most important part of your blog, because if your content isn't interesting, no one will read your blog,

Comments Blog comments are what make your blog interactive and build a community around your blog. Without comments, you're simply talking to yourself.

Sidebar: Your blog's sidebar is the perfect place to display important information, ads, links, and so on that you want visitors to see.

Categories: Define the blog "story". Help to make your old blog posts easier to find by topic.

Archives: Blog archives are where all of your old blog posts are saved for future viewing. Visitors to your blog can browse through your blog archives by date.

Footer: It can include links, ads, and more. Use it to include helpful information that's not critical to the user experience.

Blog Theme Layout - Wireframe Area

