TEST USE ONLY – ALL-INDUSTRY WRITING SAMPLE

SAMPLE ALL-INDUSTRY WRITER ASSIGNMENT

<u>Deliverables</u>
Content Type: Expert Blog
Industry/Niche: digital marketing and entrepreneurship
Project Title: Beginners Guide to SEO
Word Count: 2,900
SEO/Topic Research? No
Meta Data? No
Images? No
Delivery Notes? Normal

What's your custom expert industry niche?
Digital marketing and entrepreneurship

What company is your content for?
Joethemarketer.com

What are the topics of your expert copy?
Beginner's Guide to SEO (feel free to reference https://moz.com/beginners-guide-to-seo -- do not plagiarize but leverage for ideas)

Describe your audience.
entrepreneurs
tech startups targeting b2b
ages: 34-55
executives: CEOs and CMOs

Describe your products/services briefly.
Marketing services

Things to Mention
- support assertions with data backed research and stats that are up-to-date - please note that if the writer does not include these, the content will be sent back
- provide real world examples and please hyperlink to relevant images that we can use with these examples if applicable
- actionable tips on how to implement SEO and how doing it right can yield positive results with rankings, gaining website traffic, generating leads and ultimately sales
- clear vision
- clear strategies
- clear executions

Things to Avoid
- too generic
- no data backed research
- being too broad
- avoid using exclamation marks
- for any stats the writer provides please make sure the stats are not outdated
- being too serious and sounding too professional - please add in a good personality that is approachable, positive, encouraging

What's your preferred voice for us to write in?
•   2nd person - You/Yours

What tone should your writers use? (Select one or more.)
•   Informal/Casual
•   Inviting
•   Persuasive
•   Smart
•   Warm

Optional: Send examples of content on the web that you love.
•   hubspot, neil patel, crazyegg, search engine journal, newscred, coschedule, buffer, moz

Optional: Do you want to request a previous writer again on this project?
No, pick the best writer for me