

Give ‘Em Info That Sticks to Their Ribs

Content writing with that “meat & potatoes” feel



Everybody has a Grandmother, or two or three in these day of *MODERN FAMILY*. This matriarch of the family is the source of both great comfort and home-cooked meal magic that has everyone coming back for seconds. After that 2nd helping is when you you head to the couch for a nap. Grandma’s philosophy is, “Give ‘em food that sticks to their ribs.”

Content writing is the main course of your marketing strategy. It is the substantive payoff that people are searching for - there is no reason to go elsewhere because they have been filled to the brim with the good information, not the equivalent of a meat substitute. No tofu at this www. !

Here is some hard facts to consider:

- **Content writing** like any other form of writing requires in depth knowledge and great skill. Its success depends largely on the quality and authenticity of the content of a website. Content writing though does not follow a specific format, yet is certainly guided by some fundamental principles. Focus on your customer: Remember, your website will gain acceptance among your viewers only if it has something to offer them. Your website should be informative and should immediately convey the main theme at the beginning itself. Choose a simple, impersonal style: Your readers are not interested in judging your scholarship. You have maximum of “15 seconds” to grab your visitor’s attention.
- **Content is “King”** -refers to the content of a website, which makes it much more accessible to visitors based on relevancy and subject matter crawled by the Internet browsers. Because so much emphasis is placed on the content of a website, an entire branch of writing has developed known as **content writing**. Content writing is a specialized style of writing, which differs slightly from journalistic styles. Content writing includes a number of variants including not only SEO writing and SEO copywriting, website writing, blogging, sale documents, press release writing, e-books, e-catalogs, and many other forms which appear on the Internet. You name it and content will always rule the day!
- **Content writing** is basically anything that is intended to be read on the Internet or sent across the World Wide Web. The body of any article or piece that a content writer generates should be clear, concise, and easy to read quickly. Most content articles are relatively short works, usually ranging from 100 to 500 words although it

really just depends on the topic and the particular website. Content writer should be able to convey information, thoughts, and instructions in short, structured sentences.

Now hard facts may be boring, but that may be exactly what you were looking for when you found Words R Weapons; “**The www. that keeps on giving**”. We at WRW want you to be successful. *When you succeed, we succeed as well.* And success is all we are striving for. Is that too much to ask?

So get out there and *give ‘em info that sticks to their ribs.* Your
Grandma would be proud!