

Students' Perception on the effects of Web Content Writing Skill Development Program

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Abstract

The purpose of this study is to explore the effects of Web Content Writing (WCW) Skill development program and determine the opinions of students towards the process. The study was designed in mixed research model which combines both qualitative and quantitative data. In the quantitative aspect of the study, with a pretest-posttest control group, was used and the data were analyzed by two factor variance analysis for mixed measurements. WCW and Localization are two of the fastest-growing areas of the marketing industry. The confluence of computing, globalization and digital media has created new models for the WCW profession, which was tailored in both approach and in the use of technology. In the world of marketing and advertising WCW is believed to be important process that gives unbelievable opportunities today. This research paper aimed at integrating WCW Skills for undergraduate students as a training program. Data were gathered from 25 final years under graduate students' from different streams who are from five different districts such as Virudhunagar, Thirunelveli, Madurai, Coimbatore and Chennai connected by Whatsapp. The twenty five samplers were divided into five groups to carry imaginary projects. For the qualitative aspect of the study, content analysis techniques were employed to analyze the data which were collected by open-ended question forms. The analysis showed that students developed positive opinions towards Web Content Writing Skill development program for their adventurous career.

Keywords: Web Content Writing, globalization, digital media, qualitative and quantitative data.

Introduction

“Traditional marketing and advertising is telling the world you’re a rock star. Content Marketing is showing the world that you are one.” –Robert Rose “The buyer journey is nothing more than a series of questions that must be answered.” - Analyst Firm IDC To continue winning the internet marketing game, your content has to be more than just brilliant, it has to give the

people consuming that content the ability to become a better version of themselves.” –Michelle Stinson Ross, Director of Marketing Operations at Apogee Results

As our world is becoming increasingly global, companies face the challenge of successfully communicating on a global scale to an increasingly varied audience. For communication to be effective across borders, it is argued that companies need to convey their message to make it truly speak to the local audience linguistically and culturally. This is the focal point of this study. The Web Content Professional Writers as a translator, copywriter, cultural anthropologist and marketer knows exactly what works for the target market and culture and is able to use the right words to create the desired effect on the readers. When it comes to marketing and advertising texts, WCW is the only way to produce copy that can truly resonate with the target audience for which specific skill set is required for this profession. WCW focuses on tailoring the content to the location in which it will be distributed, making every detail work for the target audience. WCW is about understanding the local culture, brand voice and messaging when creating content in another language. It requires the talents of a copywriter or content creator, where creativity and knowledge of language and culture play equally important roles.

Need of Content Writing

The amount of information available in the world doubles every two years. Half of that information becomes obsolete in about one year.

Content writing is considered a highly skilled area and present opportunity for a full time/part time career.

Content Marketing is the most selling strategy for web/online sales. This is increasing the demand of content writers exponentially worldwide.

Content needs to be continuously updated and published to attract customers.

Like software development, content writing is also a global profession.

The purpose of this paper is how to inculcate Web Content Writing skills among graduates. This will be done by answering the following questions:

1. What are the steps involved in Web Content Writing Process?
2. What are the services come under the umbrella term “Web Content Writing”, skills needed for those services and ways to imbibe in training program?

“Great content is the best sales tool in the world.” - Marcus Sheridan.

I have divided content writing process in seven steps so that students could deliver excellent content for clients needs and it exceeds their expectation.

Gathering information: Students gathered information about target audience, writing style preference, article’s total length in words, competitors online, offline etc which was useful for them to move to the next step.

Research: Students used all possible ways of research from online to offline who also avoided duplicate content and plagiarism. Content writing plan: Before moving to actual content writing work, we believe in setting up a plan for it. It includes: Search engine optimized content Students created a plan for the title tags (h1, h2, h3 etc), keywords to be used, keyword density, outbound links, links to other pages on clients’ website etc. All this helps us to create search engine friendly content.

Image optimization: Students optimized images for the best user experience, their alignment on the page is set, size is kept to minimum so that page loading speed is fast, alt tags are created, based on keywords name is given to the images. All these points not only help in creating a user friendly page but also search engines love it.

Optimization for audience Students have known that different people have different taste and also culture and language differs in different regions of the world. Students have set a plan to create content for their target audience so that it appeals to them and they come again and again to created website.

Content development After setting an agenda, students started working on the content, paid special attention to grammar and sentence structure. I have tailored students to believe that quality content is the king. Students kept it precise and effective.

Copy Editing This step helps students to refine the content. Students have discarded any information that is not relevant to the subject. It helps them to keep it targeted on the topic,

which makes it precise and effective. Students have also checked it for the quality so that it meets the set criteria in second step.

Proof reading

Most of the people often confuse copy editing with proof reading. However, there is difference between both. In copy editing, editors can make certain changes in the content to make it more effective without getting it deviated from the subject. This is not the case in proof reading. Proof reading helps to eliminate any spelling, grammar, sentence structure and punctuation mistakes. It also helps to correct usage of fonts, spacing, bold, italics etc. It does not allow changes to the subject matter but helps to remove any mistakes in the content.

Putting your content online

Students have learnt to put written content on website and website design. Not only that, even after putting written content online, if the clients would like to edit something in that students would be happy to do that for the clients.

There are many different types of content: blog content, website content, newsletter content, profile content, audio & video content, content that makes sales, content that gets links, content that builds relationships but this paper has explored on Website content alone. Website Content includes Index/Introduction, Sales Copy, Product Descriptions, Testimonials, Reviews, Resources News, Topical Discussions, FAQ, Contact Information, About/Company , Info Navigation/Site, Map Policies/Agreements.

Table : 1 Details of Web Content Writing

Sl. No.	Words	Categories
1.	Index	Bibliographic and database indexing, Genealogical indexing, Geographical indexing, Book indexing, Legal indexing, Periodical and newspaper indexing, Pictorial indexing, Subject gateways,Website and metadata indexing
2.	Sales Copy	Marketing Copywriting, Creative Copywriting, SEO Copywriting, Technical and Content Copywriting
3.	Product Descriptions	Define target audience, product benefits,Use natural tone, effective images

		and language, use power words, Search Engine Optimization
4.	Testimonials	Quote, Peer and Social influencer, Video, Success story, Interview, Language form
5.	Topical essay	Clarity, Research, Logical and Rational
6.	FAQ	Include all questions in one page, dropbox for search, build trust with your target audience
7.	About us	Confident, creativity and easy to skim
8.	Website Navigation	Horizontal text, vertical text, text with descriptions, experimental, icons or graphics

Methodology

In this study, explanatory mixed methods was employed which combines both qualitative and quantitative approaches. By using mixed methods research, strong aspects of quantitative and qualitative methods can be utilised and its limitations can be minimized (Creswell, 2003; Creswell & Plano Clark, 2007; Johnson & Christensen, 2008; Tashakkori & Teddlie, 2003). Particularly, complexity of social facts is eliminated by bringing different methods together then observing and discussing them, which hereby contributes to the better understanding of the fact (Creswell, 2003).

The collaboration between trainers and Chennai based professional content writers assisted to shape the projects. Every project stage (from text selection to project management, guidance, project documentation and other supportive elements) was carefully designed once enough information on the nature of transcreation projects was available.

The imaginary projects' main objectives were as follows:

Forty five students were divided into nine groups (five members in each group) to create their own web content with the support of above mentioned Table: 1, within in a month. At the end of the program students could develop their **Language competency and Copywriting skills**: The target text must be as punchy as the original and consistent with a specific advertising strategy. This means that the transcreation professional is also ¼ copywriters. **Cultural sensitivity**: The target text must be appropriate for the target culture. In this respect, the content professional is also a cultural anthropologist of sorts – someone who knows what is and isn't acceptable in their

own culture. **Local market understanding:** The target text must be appropriate for the target market. A content writing professional needs to be aware of the images and wording used by a brand's competitors so as to avoid them and produce copy that sounds as unique as possible. For this reason, a content writing professional is also ¼ marketer.

Students Imaginary Projects



Students were asked to write short content writing reports to inform the client about the main issues and possibilities surrounding the launch of this campaign in various foreign languages. Students were asked to justify their slogans and hash tags in a presentation given in class just as they would do if they had to convince an end client about the efficiency and functionality of their creative solutions. Their content writing were assessed by tutors vis-à-vis the brief (call-to-action, character limit, intentional message) and the background research and creative work done behind each content writing.

Conclusion

An online student satisfaction survey (anonymous and confidential) was carried out once the project was concluded, to gain an objective insight into student learning experience and to see whether participant students had adapted well to the general design, resources and goals of the project. Final survey results are very positive in general, with over 90% of the students stating that they found this learning experience positive, enriching and inspiring. At the end of the study students could create concise, eye-catching, and innovative headlines and body copy, consistently brainstorm and collaborate with team for new ideas and strategies, build a following

for brand on social media with creative work, researching markets and industries to compare and create content that is innovative and original.

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