

Writing Articles

Writing long-form content is as simple as writing short-form content... over and over and over again.

Why write long-form content?

- 1. Demonstrate expertise**
- 2. Share information**
- 3. Inspire others**
- 4. Build brand awareness**

Why long-form content sucks

1. It's hard
2. It takes practice to get good
3. It's a lot of research and work
4. So many more words to edit!
5. Is anyone even out there?

The average human attention span is **8.25**
seconds... BUT how many of you have binged a
show for 2+ hours at a time?

The real value in creating long-form content is the opportunity to engage your audience on a deeper level

What to write?

SEO research/Keyword research is an opportunity to learn what kind of information folks are hungry to learn.

Tools for SEO research

1. [Google Keyword Planner](#) - may not be accessible with your google account, requires a Google Adwords account
2. Using [Google Search](#) - free! But it's mostly guesswork
3. [ChatGPT](#) - free but not always available, limited for actual data
4. [SEMRush](#), [Moz](#), [Ahrefs](#), [Buzzsumo](#) - all paid & expensive
5. [Ubersuggest](#) & [Answer The Public](#) - limited free, less expensive paid tools - created by Neil Patel, who for better or worse, provides the best free SEO and blogging training available online

Writing for your audience

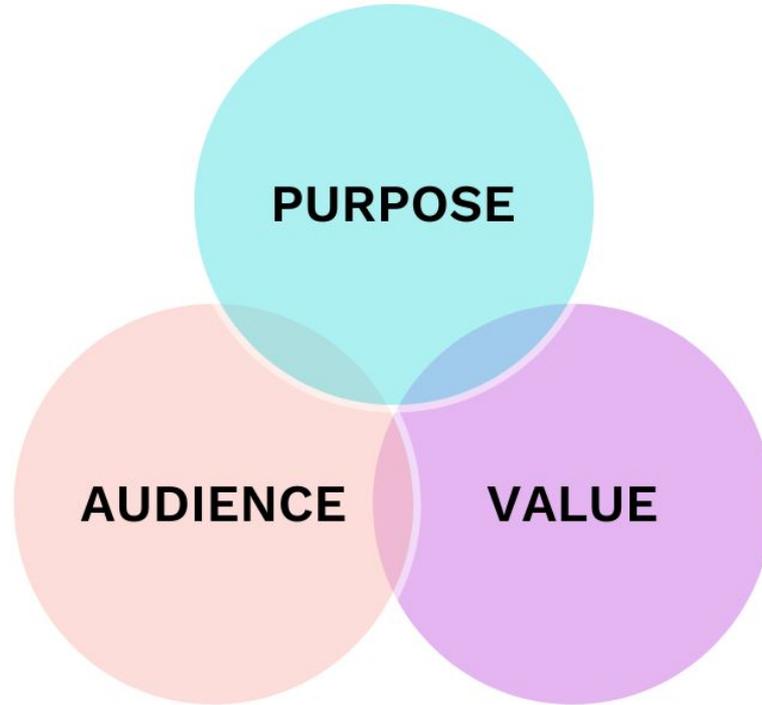
Who will be reading this?

When are they reading it?

What are they thinking about?

What are they worried about or hopeful for?

Writing for an audience



**Efficient, lean writing +
the right audience +
the right value + the right ~~action~~ purpose =
~~Beautifully converting copy that makes
everyone happy~~ A nice story!**

Good writing is clear, concise, and compelling. It grabs your attention and holds it until the very end. It's the product of careful thought, hard work, and a deep understanding of your audience.

(280 characters. 3 sentences. 46 words.)

The mark of good writing is not just the words you choose, but the way you use them to create meaning. It's the art of communicating your thoughts and ideas in a way that resonates with your readers and inspires them to take action.

(280 characters. 2 sentences. 47 words.)

Good writing is more than just a skill - it's a craft. It requires practice, dedication, and a willingness to learn from your mistakes. But when done right, it can change the world and inspire generations to come.

(280 characters. 3 sentences. 39 words.)

Types of long-form content

1. News
2. Informational essays
3. Columns
4. Case studies
5. White papers
6. Profiles
7. Field notes
8. How-to guides
9. Listicles
10. Resource lists

Elements of a news story

- 1. It's timely (it JUST happened)**
- 2. It's local/relevant/personal for the reader**
- 3. It's impactful (it's newsworthy)**

News is written with the lede (lead) or most important information first, then background information or supporting information in the order of greater relevance. You don't need to write a conclusion or summary paragraph for a news story. News is written from a neutral point of view; never use us or we. News does not have an opinion.

Elements of an informational essay

- 1. Introduction with a purpose statement (or thesis)**
- 2. Supporting paragraphs with researched details and information**
- 3. A conclusion that summarizes the essay**

Informational essays tend to be more formal and are neutral. They are simply to inform and let the reader draw their own conclusions with the data presented.

If your essay has a point of view, or if you're injecting yourself into the essay, you're probably writing a column.

Elements of a column

1. Usually more creative than an informational essay
2. Can also provide a lot of information!
3. Often has a point of view because they are intentionally personality driven

**A column doesn't have to be controversial to be compelling!
We see examples of educators using columns in local publications
all the time – sharing tips and tricks and sprinkling in
research-based information all while waxing poetic.**

Case studies & white papers

Profiles & field notes

Elements of a guide

- 1. Generally includes a lede that describes the project and what the reader will learn**
- 2. May include supporting paragraphs that include background information or details on the writer's expertise in the subject**
- 3. Step by step instructions are written clearly (and often illustrated with diagrams or photos) with numbered headings**

Elements of a listicle

A listicle is similar to a guide, usually with an opening paragraph that describes the list, selection criteria, etc. This format is a favorite of bloggers and content farms because it requires little original thought; just research and compiling words.

Elements of a resource guide

CCE loves sharing resources! A good resource guide includes selection criteria, reputable, research-backed resources, and is checked frequently for dead/changed links.

Long-form content tips

Workshop multiple titles

Remember those **sticky words!**

You	New	Free	Want	Imagine	How	Because	Now	Today	Yes
Proven	Fact	How to	Instant	More	Premium	Boost	Overcome	Easy	Discover
Worse	Tired	Struggle	Never	Stop	Undo	Had enough?	Help	Reduce	Alert
P.S.	Win	Fix	Forever	Save	Unlock	Need	Insider	Exclusive	Value
Better	Suddenly	Discount	Sale	Special	Compare	Surefire	Last minute	Quick start	Bonus
Essential	Genuine	It's here	Quality	Highest	Lowest	Improved	Simple	Powerful	Remember

The biggest obstacle to writing long-form content is organizing thoughts. **Writer's block is an inability or unwillingness to organize ideas**

Start with headers & sub headers

(if you get stuck, **try some AI help...**)

**Have a word count in mind...
But don't be afraid to go over
(a little)**

It's often easier to cut down your writing to fit specific publication requirements than to try to shoehorn extra words in after you've finished your piece.

Make a value promise to your reader (or to yourself)

**After reading this, my audience will
feel/be able to/understand**

**Once your article is published,
send it to us!**

(we'll share it in the Extension Insider)

cce-communications@cornell.edu

Thanks for coming!
See you in the Teams channel!