

The Order of Words Matter

Based on what you have learned in this lesson, create the:

1. Post Title
2. New Section Title
3. and the two Sub Section Titles.

Post Title _____

A content writer writes content that entertains, informs, or educates an audience in an effort to earn trust and credibility.

New Section Title

Sub section #1

Content writing is the **process of planning, writing and editing web content**, typically for digital marketing purposes.

Sub section #2

Content writing is not just applicable to blog posts. It is a necessary action for other content formats, including: Video scripts, Email newsletters, Keynote speeches, Social media posts, Podcast titles, White papers, Web page copy, Landing pages, YouTube video descriptions