

**Usage And Contribution of Content Development and Its
Established Conventions in Business World**

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Abstract:

Over the past decades, web pages have become an significant form of online publication on the internet for companies, institutions and individuals. Most organizations use websites to communicate superficially with worldwide spectators and internally through internal company networks. Content writing refers to the carry out of writing content for the web. It helps to generate a wise content writing and allocation tactic for a definite period. That facilitates the smooth content writing development for the best result.

The present research paper explores the usage and contribution of content development writing and its established conventions in business sectors. It also familiarizes to the readers about the implications of content writing. The researcher also wants to emphasize the micro aspects of content chunking. The prospect of content writing is enormous today in the digital medium. Content writing is very useful marketing strategy in every aspect of human life, i.e. in business, in legal sectors, technological progress etc.

Key Words: Content writing, writing skills, business ethics, established conventions, digital media etc.

What is Content Writing?

Content writing is the process of planning, writing, presenting information and editing web content, typically for digital marketing purposes. It includes writing blog posts and articles, scripts for videos and podcasts, as well as content for specific platforms, such as tweetstorms on Twitter, Tik Tok or text posts on Reddit.

Importance of Content Writing:

Every business today realizes the significance of content writing to increase the overall activities of the business. It is the demand of every business to develop content writing as a part of marketing strategy. Content writing is important for all types of different content formats such as writing articles, blog posts, video scripts, Email newsletters, Keynote speeches, Social media posts, Podcast titles, White papers, Web page copy, Landing pages and YouTube video descriptions.

How to Develop Websites and Contents?

The process of web development is an interactive one. An interactive process allows errors to be corrected as they are discovered and greater flexibility in project development. The typical web development team role is as follows.

Type of Content Developer	Responsibility / Function
Usability Tester	Tests the site for usability and user-friendliness guidelines
Project Manager	Serves as the team leader and establishes and manages the timeline, finances and resources.
Content Provider	He acts as the reviewer of the project. He provides content to the writer or editor and team to be included in the site.
Programmer	Administers the programming, scripting, publishing and other technical issues.
Writer / Editor	Writes and edits content for the web project and any formal reports.
Graphic Artist	Developes graphic content.

Five major phases of the web development process:

Steps Content Development Details

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Planning	Conceptualizing the site, investigates the audience, defining the purpose, scope and content.
Content Development	Scrutinizing, writing, editing and acclimatizing content
Structures	Developing a site configuration and routing systems

Designs	Designing graphic content and interface layouts
Usability	Testing the project using usability and ease of understanding checks and strategies.

Content Development:

Content development is the second phase in creating a website. It includes:

1. Writing
2. Editing
3. Adapting both new and existing content for a web environment.
4. Conversion of documents into readable formats.

Content chunking:

The basic written unit of a web page is called as a content chunking. The goal of content chunking is to write readable content. It is a detached unit of text and graphics. Content chunks can vary in size, depending on their purpose, screen layout or specific project style guidelines. At a general level, content chunks tend to average around four to seven lines of text, depending on the audience and subject.

Guidelines for Writing Web Content:

1. Provide a summary of significant points first, followed by particulars.
2. Put in order content chunks into main content areas that serve as a navigation link of the website.
3. Classify each content chunk with momentous headers to match users practices of scanning documents
4. Reformat the paragraphs that use lists into bulleted or numbered lists.
5. Condense the size of individual chunks to fit on a single screen
6. Split up larger chunks into smaller ones that can be linked using hyperlinks.
7. Make available links to individual sections on longer pages with horizontal scrolling to assist users in searching and navigating.

Basics of Content Writing:

A successful content writer bears in mind the following basics of content writing.

a. Format:

The first step is to understand the format or type of content you have to generate. Writing an

about a page for a company like Coca Cola is different from writing an article on 7 hacks for cleaning your AC. Being familiar with a wide variety of writing styles will help you be an effective content writer.

b. Audience:

Knowing the audience is important for content writing. If you are creating a blog about home décor, for example, you need to figure out what kinds of people are meant to read it. The writer should use trendy language than formal one.

c. Research:

Always research the area or topic on which you are supposed to write. If you take the trouble of researching on a simple topic, the people will read and trust your information. You should be more authentic and honest in your work.

d. Editing and Proof reading:

Take the time to read your writing carefully and correct all grammar, vocabulary and punctuation mistakes. Better written content by a creative writer makes the reader trustworthy.

e. Style:

While writing content, a content writer should use simple language, short sentences and use a dictionary. He has to write in an appealing manner. The matter can be easily shared on social media. The headline of the article should be catchy and repeatable. At the same time, the content writer should use appropriate tone.

• Types of Web Contents:

1. Websites:

A Website is a place which is created to show a person, company, product etc. A website has standard multiple pages and deals with specific types of content. It is a collection of web pages and related content that is identified by a common domain name and published on web server, for ex. wikipedia.org, google.com, amazon.com

All publicly reachable websites collectively comprise the World Wide Web (www). Websites are typically committed to a particular topic or purpose, such as news, education, commerce, entertainment, or social networking. Websites have distinctive structure that defines the arrangement and forms of navigation used to glance through and search. They depend on visual content. They are interactive and

provide feedback to users. They allow users to post comments, buy products, search databases and perform other useful functions.

Aspects of the Web Pages:

Navigation, visual elements and interactivity differentiate them from printed pages and documents are some important aspects of web pages.

Web Browser:

The software application used on these devices is called a web browser.

Navigation of the site commences with a home page. There is Hyperlinking of web pages. Users can access websites on a range of devices, including desktops, laptops, tablets and smart phones.

a. Home Page:

A Homepage carries a logo and branding of the company with a tagline or a couple of sentences about the company.

b. About Page:

An About page have a brief statement about the company, its history and links to the Board of Director's page, the senior employees page etc.

c. Hierarchical List of Pages:

A hierarchical list of pages carries specific information and details (products, images, portfolios etc.)

d. Contact Page:

A contact page contains phone numbers, email ids and web form for feedback.

e. FAQ's:

FAQ's are the Frequently Asked Questions. Thus publishing a website requires a Web server and the following information: amount of available server space, process for logging in to the server, host address and your URL or web address.

2. Weblogs / Blogs:

A blog is an informational website published on the World Wide Web (www). Here personal or informal posts can be displayed in reverse chronological order. These are owned by an individual or company to share long form content such as essays, thoughts, poems etc. For ex. Instagram has a blog where a number of articles related to trending topics, hash tags and other micro-contents are created and put up. Typical blog combines text, links and digital images to other blogs, web pages, and other media related to its

topic. Blogs has the capacity for the readers to leave overtly viewable remarks, and interact with other commenters. Most of the blogs are mainly textual. Blogs can be categorized as: Art blogs, Photo blogs, Video blogs (vlogs), Music blogs (MP3 Blogs), Audio blogs (podcasts). In education, edublogs and microbloggings are used which serve as the instructional resources. 'Blog' and 'blogging' are used for content creation and can be shared on social media. Nowadays maximum peoples are maintaining a blog on Instagram and Facebook.

3. Digital Media Sites:

Digital Media:

Digital can be defined as any data represented with a series of digits and Media refers to a method of broadcasting or communicating information. Digital media is the media which are encoded in machine readable formats. They can be created, viewed, distributed, modified, and preserved on a digital electronic device. It refers to any information that is broadcast to us through a screen. Text, audio, video, and graphics that are transmitted over the internet are the examples of digital media. These sites can range from e-papers or web versions of newspapers and magazines such as The Indian Express and Outlook Traveller to entertainment and trend sites such as Buzzfeed. Newspapers and magazines require journalistic content while sites like Buzzfeed require a large variety of content such as articles on DIY home décor, popular quizzes, entertainment news etc.

4. Social Media Platforms:

Social media platforms allow people to create and post their own content for specific purposes. It is an interactive technology that permits the creation or sharing the information, ideas, interests and other expressions through virtual communities and networks. Social media have interactive Web 2.0 Internet based applications and user generated content such as text posts or comments, videos or digital photos and data generated through all online interactions. Social media helps the development of online social networks by connecting a user's profile with individuals or groups. Users access social media services through web based applications on desktops

and laptops or download services that offer social media functionality to their mobile devices i.e. tablets and smart phones. Social media are used to document memories, explore things, advertise oneself and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos and gaming sites.

• Popular Social Medias:

1.Face book Messenger:

It is an American messaging app developed by Facebook, Inc. It is released officially as messenger for desktop. It is supported on Windows 10 on Microsoft Store App and macOS on App Store. Through this device, the users can send messages, exchange photos, videos and files. They can also react to other users messages. It also supports the services like voice and video calling, playing games etc.

2.Twitter:

Twitter is an American microbloggings and social networking service. Here the users post and interact with messages known as 'tweets'. Registered users can post, like and retweet tweets whereas unregistered users can only read them. Users access Twitter through its website interface. Tweeter can be described as 'the SMS of the Internet'. As per the survey done in 2019, Twitter had more than 330 million monthly active users. It can be used for personal content as well as for advertizing, marketing, customer outreach and management etc. We can tweet about any issue occurred in a city or with an airline and can tag them on it. Companies, movie stars, restaurants all have dedicated twitter pages that need to be regularly updated with written and visual content.

3.Instagram:

Instagram allows users to maintain a business page for free where each post is dedicated to a product or sale and orders are placed via messaging.

4.. LinkedIn:

It is an American business and employment-oriented online service that operates via websites and mobile apps. LinkedIn is launched on May 5, 2003. It is chiefly employed for efficient networking and it permits the job seekers to post their Curriculum Vitae's and also the entrepreneur's to post jobs. As

per 2021 survey, LinkedIn have 740 million registered members from 150 countries. It allows members to create profiles and connect to each other in an online social network which may represent real-world professional relationships

5.Wechat:

WeChat App is developed by Tencent. It is described as China's app for everything and a super app because of its wide range of functions. This app is used for social media, multipurpose and mobile payment app. It provides text messaging, voice messaging, broadcast messaging, video conferencing, video games, sharing of photographs and videos and location sharing. Other social medias are: QZone, Weibo, Tumblr, Baidu Tieba and TikTok. Depending on interpretation, other popular platforms that are referred to as social media services include: You Tube, Microsoft Teams, VK, Pintrest, Discord, LINE, WhatsApp, QQ, Quora, Telegram, Snapchat, Viber, Reddit etc.

5.Video Streaming Sites:

Streaming media is known as multimedia which is received by and presented to an end user over the internet. Stream refers to the process of delivering media in a continuous manner from a particular source. Video streaming sites are effectively controlled by live streaming. Here the internet contents lively broadcasts through television over the airwaves via television signal. It requires a form of source media, i.e. a video camera, an audio interface, screen capture software etc. Streaming is a substitute to file downloading, a process in which the end-user obtains the entire file for the content before watching or listening to it. Through streaming, an end-user can use their media player to start playing digital audio or digital video content before the entire file has been transmitted. Examples of popular streaming services:

• You Tube:

'YouTube' is basically an American online video sharing and social media. It is instigated by Jawed Karim, Chad Hurley and Steve Chen in February 2005. It is the most visited website on a globalized level. You Tube is mostly used approximately by one billion monthly users. You Tube creates content of a variety of genres including children's cartoons and educational shows. Content writers are required to write scripts for these shows

and research learning paradigms and trends to know what will work.

Besides You Tube, other video streaming sites are: Netflix, Amazon Prime, Prime Time, Disney+, HBO Max, Hulu, Paramount+, Peacock, Apple Music, Spotify, Video Games etc.

• **Conclusion:**

Content writing refers to the practice of writing content for the web and helps to create a wise content writing and distribution strategy for a certain period. The present research convinces the readers that there should be appropriate usage and contribution of content development and its established conventions are highly appreciated in corporate world. Through content development, we can enter into the kingdom of business ethics and attain a great success at a higher rate.

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