

SUCCESSFUL CONTENT WRITING

Internship Journal, June 1st

So the quarter is drawing to a close, and with it my internship is as well. As I reflect on my time at Ethnic Seattle and my first draft of my title/job position, “content development assistant” I think much of my work involved content organization, research, and evaluation. While I am currently in the process of drafting my Letter of Inquiry for a grant that would allow ES to produce more multimedia content, there has been no direct writing on their website.

Regardless, I’ve learned a lot through my weekly readings related to my work and thinking about my position beyond the tasks I’m doing. I’m looking at the tagging and categorization as cousins to SEO content. As Gray writes in the Entrepreneur article “The 5 Skills You Need to Become a Successful Content Writer”

Search Engine Optimization algorithms are constantly changing, so it’s important to keep abreast of what’s trending. Luckily I have worked strictly in WordPress which has a built in SEO tracking in each post, therefore I’m taking notes for all future professional writing I may do in the future.

Gray points out that content writers need to know more than simply writing and how to attract search engines like Google. Another aspect is being able to write in different styles and voices depending on the nature of the writing. One of the biggest takeaways I had while listening to a guest speaker in my internship seminar was hearing how he used the skills he learned in his Creative Writing degree to learn to write and market different products in different styles. He didn’t simply rewrite the product description in his own voice, but offered multiple styles in presenting the product information to different types of audiences. I had never thought to utilize my English classes in this way which is definitely something I will keep in mind post-graduation.

Ethnic Seattle adopts several styles within their articles: they will sometimes adopt a more formal news tone if the article in question is an announcement, though there is always personal touch to make the information feel community-based, which is something a regional news/blog site should strive for, in my opinion.

Following this idea of the writing style rooted in community personalization comes Gray’s next talking point: ideation, or the process of choosing a topic, and angle, to discuss. ES is one step ahead. They mostly write about local events and people within ethnic business and communities. There are a few articles that concern national news or Pop Culture, yet their direction is still clear: ethnic stories. This also leads in to Gray’s next point: be original. While ES’s content may not be entirely original from every other Seattle news platform, they do strictly focus on stories about a wide variety of culture which allows them to always be putting out content that their readership expects. Also, their mission as a nonprofit is to always be helping minority and POC-owned businesses. As long as they continue

to produce content on that topic, they will always be a significant writing-based platform.

In sum, interning at Ethnic Seattle has taught me a lot about content and technical writing, and that is what I signed up for when taking this internship seminar! I also learned a lot about nonprofit work which is a sector I would really like to work in in the near future (in a year when I graduate!). More on that in my elevator pitch I’ll be posting as my last journal entry.

- *Maryssa*