

Web Content Writing

For Graduates of MA/BS English

The Assimilators by *Asad Imran Shah*

Topics Included

- ★ Introductory Terms
- ★ Structure of a Blog Post
- ★ Writing a Blog Post (Self Writing + AI)
- ★ Building & Maintaining Portfolio
- ★ Acquisition of Clients, Rates & Working Decorum
- ★ Bonus Content

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THANK YOU!

Revered literary aspirants, kindly accept my greetings!

We all start our lives on a blank piece of paper but we are gifted with the pen at hand to craft our very own story. The very plot of our story is propelled by both fate and our free will. We are not always in control of our lives but our contribution defines how fate would devise his ways for our story on that blank piece of paper to progress.

"I was a blank piece of paper
You wrote your verse on me"

When I enrolled in MA English, I didn't know how I would dissect text in plays and poetry, let alone writing critical appreciations. But I was fortunate enough to be guided and mentored by my teachers at college to learn how to peel through the lines. However, not all students get the privilege of being taught by a teacher, especially the ones who send their admissions as private candidates. I got a taste of their medicine when the Coronavirus hit we had to learn about Classical Novel on our own but the gentle folks at Sir Faisal's Facebook Group helped us in answering our queries. And I constructed my blog based on the answers to these queries (as well as the lectures of my teachers)

Dear readers, it's hard to believe 3 years have passed since we formed a connection as fellow aspirants of Language & Literature on WhatsApp and Messenger via my blog. If there is anything I have learned from my interaction with the 2,000+ aspirants of MA English it is the fact that majority of you are God-gifted writers, understanding readers and sincere to your cause. We learned together by reading through the lines, withstood failures (supplies/compartments), encouraged each other to strike back with charged vigor again (and again), and helped each other overcome our shortcomings to see the word "PASS" written before every subject on our DMCs.

I am beyond thankful for the utmost support and prayers you have been sending in these years. I am presenting whatever I have learned as a web content writer to you as a farewell and thank-you gift. This means I will be least involved in providing updates regarding exams and results of MA English but I'll answer your queries in a weekly response session. It's about time to turn your passion for writing into a financial pursuit!

A huge shoutout to Sir Hassan Tariq Malik and Ma'am Muqaddas Aamir @ eRozgaar for helping me learn the essence of Web Content Writing and Blogging.

Disclaimer: This short handbook is a manifestation of my own experiences as a Web Content Writer. Freelance writing is a swiftly changing field and whatever is written here may not be applicable when you read it in your time after many months. Typos and spelling errors are intentional.

Chapter 1: Terms to Make Yourself Acquainted With Before Jumping into Content Writing (Blog Article Writing)

Content writing covers a vast range of writing domains. I would go as far as to state that even creative writing such as writing poetry, plays and stories would also be included in content writing as these written pieces are consumable as "content". Content, by definition, refers to any piece of written, spoken, or visual material that conveys information and ideas, both implicitly and explicitly. But content writing as a general "Freelance Writing Term" refers to writing scripts for YouTube videos, writing articles for blogs, writing sales copy for a certain product or service (both offline and online) and email marketing etc.

Most of us, the students and aspirants of MA English Literature are gifted with a writing style that can topple the plaguing industry of AI infestation with a price that rivals a normal 9 to 5 job. In this series of posts, I'll try my best to turn you, the (will be) graduate of MA English Literature from a volunteer essayist to a commercial content writer. Before I elaborate on how to approach content writing and how to look for potential clients, you should make yourself acquainted with certain terminologies that will not only help you understand the requirements of certain clients better but will also make your work a lot easier for you. Let's jump right in!

1. **SEO - Search Engine Optimization:** The process of making your content visible against a single search query or a host of queries in a search engine such as Google, YouTube, Bing or DuckDuckGo.
2. **Keyword:** A search query that is typed to find helpful content. Example: "Shakespeare as a Sonneteer" or "Best Lakes for Fishing in Georgia".
3. **Search Volume:** This is a metric to measure how often a keyword or a search query is searched on a search engine in the last 30 days in a specific country. For example, the keyword "Hamlet as a Tragic Hero" is searched 300 times in the US in the last 30 days. You can use a free extension like Keyword Surfer to check the search volume of a keyword right in the Google Search.
4. **KD - Keyword Difficulty:** This metric denotes how much difficult it will be for your content to rank against a keyword. KD ranges from 1 to 100. The higher the number the more difficult it will be for you to rank against that particular keyword. We use SEO tools such as SEMRush, Ubersuggest, Moz, and Ahref to see the KD. Please note that different SEO tools will show different KD and KD will vary from country to country.
5. **Focus Keyword or Main Keyword:** Much like topic name in essays, Focus Keyword refers to the name of the topic you'll write an article for. For example, "Significance of the Title in Hedda Gabler" is a focus keyword in which you'll write an article to trace how the title of the play resonates with the play as well as the protagonist herself.

6. Related Keywords: Different people will search the same topic differently. But their search queries will share the same user intent. These sets of keywords are called related keywords and you will use such keywords in the article (but in my experience, it makes that article look artificial). For example, "Meaning of the title in Hedda Gabler", and "Why Ibsen named his play "Hedda Gabler" are the related or alternative keywords for the main keyword "Significance of the Title in Hedda Gabler". Or "Lakes for Fishing in Georgia", "Fishing Lakes in Georgia", "Popular Fishing Lakes in Georgia" are the related keywords for the main Focus Keyword "Best Lakes for Fishing in Georgia". You can look for related keywords right in the search suggestions on Google or in the SEO tools I listed before.

7. User Intent: You, as a student of MA English, open Google and search your queries to find answers related to long or short questions which are not answered before or you are just looking for free PDF notes. This is your search intent. When writing content for your clients, make sure to keep the needs and intents of their target audience in mind. Sometimes similar phrases may exhibit different user intents. For example "Othello as a Tragedy" and "Othello as a Tragic Hero" may look similar on their face of it but these keywords cater to two different user intents. The former refers to Othello, the play as a tragedy whereas the latter Othello, the protagonist, as a tragic hero.

8. On-Page SEO: The optimization of articles, their titles, meta descriptions and images etc.

9. Internal Links: The links in the article(s) that link to the website they are published on. For example, a link on "Past Papers of MA English UoS" that takes you to Modern Poetry Past papers on The Assimilators will be an internal link.

10. External Links: The links in the article that take you to a different site are called external links. For example, the links under "Sources and Suggested Readings" under my essays are external links as they take you to the site I learned that particular topic on.

11. Anchor or Anchor Text: The phrase in an article that is linked or hyperlinked is known as an anchor text. For example, "The paper of Literary Criticism was not conducted according to the ****syllabus**** outlined by UoS". The word between the asterisks can be turned into an anchor that will take the reader to the syllabus of MA English Annual System uploaded on UoS' site when they click on it.

12. Meta Description: A short summary regarding what will be covered in that article in an interesting way. Meta Descriptions should not exceed beyond 160 characters (including spaces). For example, "Discover 6 formative elements of tragedy as outlined by Aristotle in this article. " Meta descriptions appear below the title when you share a post on social media or on WhatsApp.

13. Hierarchy of Headings or the H1, H2, or H3: Each blog article or an essay follows a hierarchy of headings. H1 is the major or main heading of the article and it can only be used ONCE as a title of the article. H2s are the headings of that article whereas H3s are

the subheadings of H2 headings. Their hierarchy is determined based on the context. Here is an example:

H1 Six Formative Elements in a Greek Tragedy as Outlined by Aristotle (Major Heading - Can be Used Once)

H2 Introductory

H2 Plot

H3 Simple Plot

H3 Complex Plot

H2 Character

H2 Thought

H2 Diction

H2 Melody

H2 Spectacle

H2 Conclusion

14. Off-Page SEO: The SEO that is done outside one's website.

15. Guest Post: A blog post that is published on a high-traffic blog and that post contains an anchor that links back to your client's site.

16. Backlink: A link on someone else's website that links back to your or your client's site.

17. Topical Authority: A series of valuable blog posts covering a major topic. For example, the critical appreciation of the poetry of Blake, Shelley, Keats, Wordsworth, and Coleridge serve as a topical authority for the Romantic Era in Poetry. Similarly, my topical authority in the subjects of Prose and Literary Essays is weak as I did not cover major essays in these domains.

18. Content Helpfulness: The article you should write should help solve people's problems.

19. E-E-A-T - Experience, Expertise, Authoritativeness, and Trustworthiness: The content you write may include your personal experiences and opinions, and readers should trust your writings or find them useful (prompting them to share on social media by themselves).

20. Content Readability: It means how much easier it is for the readers to read your content. You can increase the readability of your essays by dividing them into short paragraphs accompanied by headings and adorned by bulleted or numbered lists.

21. Evergreen Content: The content that is searched throughout the year such as critical appreciations of Frost's poetry will be searched throughout the year.

22. Seasonal Content: The content that is in demand, only in the specific months. For example, "Past Papers of MA English UoS" is a seasonal content as it is only in demand when exams are near.

23. Niche: Main subject of a blog. For example, MA English Literature Annual System in the case of The Assimilators. Popular niches include health, technology, education, etc.

24. Micro-Niche: An (undividable) category within a niche. For example, (Elizabethan) Classical Poetry and (Elizabethan) Classical Drama are the micro-niches of the niche, "MA English Annual System". Similarly, Dog Health, Cat Health are the micro-niches for the niche "Pet Health" that further falls into the main niche "health".

Chapter 2: Structure of a Blog Post/Blog Article

Much like essays, blog posts, too, carry a structure to make skimming and reading easy. Because let's face it, no one likes to read a giant, intimidating wall of paragraphs. Though adding structure through headings and subheadings will look familiar as if you were writing an essay, yet there are many other structural elements that further enhance and increase the readability of a blog article that we will explore below and you'll discover how you'll use them. But first, let's go over the general types of blog articles.

1. Informative Articles: Articles that provide information or solutions to a user's query. These articles are further divided into the following types:

1.1. Listicles: An article containing a list centered around a keyword. Examples: "10 Memorable Plays by Shakespeare", "5 Mobile Accessories That Will Turn This Rectangular Slab Into a Productive Powerhouse".

1.2. How Toes: A 'How To' article is basically a tutorial article. Examples: "How to Attempt the Paper in MA English?", "How to Remove Stubborn Stains from Your Coat"?

2. Affiliate Articles: Blog posts that showcase product reviews and a link to purchase the reviewed products. The blog owner earns a commission from the sales of such products. Types of affiliate articles are listed below:

2.1. Listicles: Articles that review a list of products under a single or related product category. Examples: "Best Pens & Pointers to Make an Impression to UoS Examiners in MA English", "7 Inexpensive Night Lamps for Your Slumbury Pleasure", "Best Handsfree to Buy Under Rs 1,000"

2.2. Single Product Review: This article only focuses on reviewing a single product. Example: "How Dollar Pointer is Still The Best Selling Pointer for Students?", "KZ Pros - Audiophile Sound Experience on a Budget"

2.3. Comparisons: These articles compare two similar products and weigh their pros and cons based on factors affecting purchasing decisions. Examples: "Dux Pointer vs Dollar Pointer", "Redmi Note 12 vs Redmi Note 12 Pro"

3. Service Pages: Not necessarily a blog article but a written and graphical web page that serves as a landing page for a service. You might also be asked to write for service pages.

Now that we know the types of blog articles, let's discuss the core components that make their structure:

1. The Intro Paragraph(s)

Just like an essay, a blog post also takes its shape from an introductory paragraph, sometimes two short paragraphs. But unlike the introductory paragraph of an essay that

may adopt a rhetorical tone, the introductory paragraph of a blog post is to the point and short.

The first line of an introductory paragraph is called the "hook" as it will either keep or return the searcher to the SERP, so make it interesting and related to the user. The introductory paragraph will also include what this article will cover. Let's look at an example introductory paragraph for a blog post on "Tips for Hunting Black Bear"

"After white-tails, the second most pursued big game animal is none other than black bear. Black bears are popular among hunters for many reasons that we will discuss in detail later. Although not a preferred choice for many buck hunters, the opportunities to hunt for black bears are abundantly available even during spring when other big game animals (other than turkeys obviously) are off limits. "

As you can see, the introductory paragraph begins on the hook of enticing hunters who did not capture deer, to pursue black bears as their second hunting target. The proceeding line promises to reveal the reasons and benefits of hunting black bears.

Important Note: All blog posts are written without declaring the introductory paragraph through the "Introduction" heading.

2. Table of Contents

This structural element helps in jumping to a specific heading in a blog post. You don't have to write the "Table of Contents". WordPress plugins like "Easy Table of Contents" will automatically add a Table of Contents based on the H2, H3 and H4 headings you will declare (use) in your article. If you intend to open your own blog, you should add the TOC after the introductory paragraph.

3. Product Summaries (For Affiliate Only)

Although it is not your job to create a table to showcase the products covered in a particular article, you might be asked to write a summary of these products. This table usually contains the name of the products, their summaries, their pictures, their price, and an affiliate link button to purchase those products. We use "Affiliate Booster" Plugin to add these tables.

4. Body Paragraphs and Headings

The body paragraphs and the headings that accompany them take up majority of the space in a blog article and this is the area where all of your (clients') readers will spend their time. The headings (and subheadings) change based on the types of the blog posts. For example, a How-to tutorial will use descriptive headings and bullet-points whereas a listicle on traveling places or camping gadgets will explain what's inside the concerning traveling places and how useful said camping gadgets are respectively in paragraphs. Similarly, the body paragraphs of affiliate marketing articles will contain product reviews.

But this section may contain more than just headings or paragraphs:

1. Photos and Images
2. An Embedded Video (A YouTube Video)
3. A Table
4. An Infographic or a Graph
5. Bulleted Pros and Cons (Advantages and Disadvantages of Something)

Note: It's best idea to read a few blog posts on the following topics to see how their body paragraphs are arranged.

1. Tips for Starting Your Small Business
2. Camping Essentials
3. Origami Project Ideas for Beginners

5. Conclusion (Optional)

The conclusion paragraph, well, concludes a blog post, although this section is optional. It is either a summary of what is discussed in the introductory paragraph or your own opinions and if you are writing for a blog that offers some sort of service, this is where you will add a Call to Action for the service offered by the website. The Conclusion Paragraph is also named as "Summary", "Final Words", "Final Analysis", "Summing Up" and "Wrapping Up" etc.

6. FAQs or Frequently Asked Questions (Optional)

This section contains answers to usually asked questions that are related to the blog post. For example, "How many pages should I write as an answer to a long question in MA English" and "Is pointer better than ball point for writing answers" are some of the frequently asked questions with regards to the paper presentation in MA English.

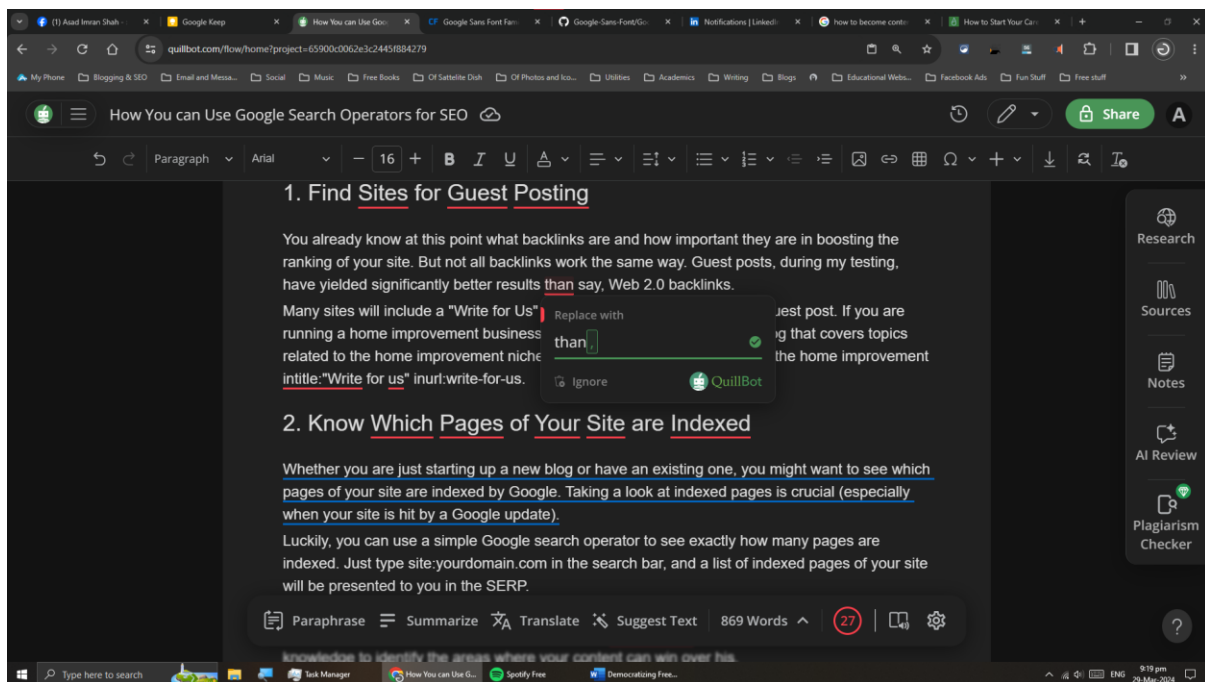
7. Buying Guide (Affiliate Article)

The "Buying Guide" section in an affiliate marketing blog article enlists factors that affect the purchasing decisions of buyers. For example, if you are on the lookout for a new phone, you will eye a smartphone that fits in your budget; has a good camera and a decent battery life.

Chapter 3: Conducting Research, Writing, Proofreading, SEO Optimizing and Submitting a Blog Post (To the Client)

An accomplished essayist will tell you how much research he does to craft a newspaper-worthy essay. Similarly, an accomplished web content writer also writes blog posts after (thorough) research. You, as a freelance writer, can grab information from similar articles on the web and even books. In this post, I'll let you know how I conduct research, write content and what tools do I use to make my essays for the web better. I use the following tools:

1. Quilbot Flow: An online web-based text editor and co-writer with advanced and contextual grammar checks. Its double-click to find synonyms feature is also contextual and better than Grammarly. Please don't use "Fix All" function as it mess up with the capitalization of headings.



2. Grammarly Chrome Extension: Grammarly (Free Edition) is a basic grammar checker that works on any text field in a Chromium-based browser.

3. Obsidian: An offline note-taking and knowledge-base application with support for local backlinks and a graphical map. You can use it in conjunction with an app "Syncting" to sync notes across your PC and mobile device. Obsidian supports Markdown formatting. I use Obsidian to write blog posts on mobile.

4. Article Reader: An Android app that saves blog articles offline. Extremely handy if you intend to write articles on your phone. I use Article Reader and Obsidian in Split Screen when I am writing articles from my phone.

5. Google Docs and Google Drive: Google Docs is a free and browser-based word processor that has almost all the features of Microsoft Word but requires a consistent internet connection to work. But all the Google Docs files are saved in Google Drive, thus sharing with clients is much easier than sending a ".docx" file.

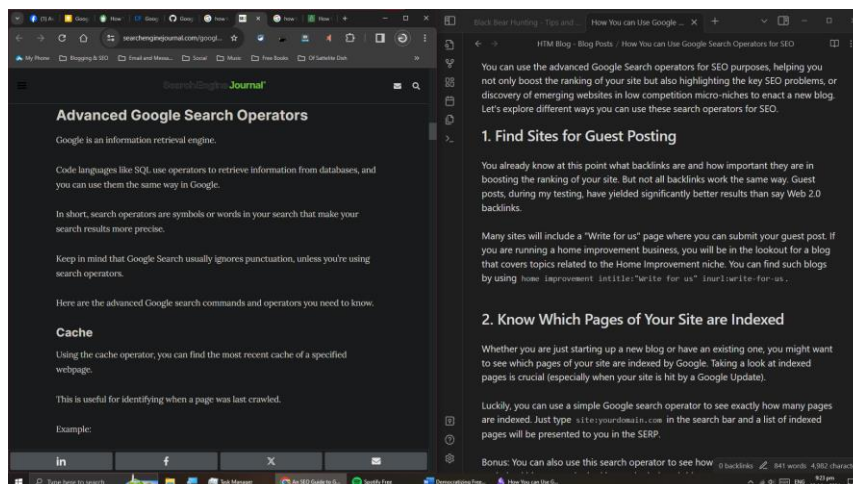
Step 1: Conducting Research

Your client will give you a list of topics to write articles on. Pick a topic and search for it on Google. For example, if you are writing on "Camping Essentials to Make Your Trip Memorable", just put it in Google Search, and open these articles in tabs. If you are on the phone, use "Article Reader" to save these articles offline. Read these articles well and try to understand the main idea of these articles. Please note that when we are just starting to write articles, we might only be experts in things we already know. For example, before I offered my services as a web content writer, I was only able to write literary articles pertaining to MA English but reading similar articles related to the article I had to write helped me in getting to know the subject matter better.

You may not be an expert in a particular domain you are asked to write on but you don't have to be an expert (IMO). Just familiarize yourself with the domain by reading similar articles but don't copy-paste them or spinbot them. Rephrasing them in your own words but with your own experience is somewhat acceptable.

Step 2: Writing the Article

After you have read the related articles, make an outline of what you will cover. This outline must combine all the best bits of the articles you have just read. Again, put your phone in split screen mode. Put the saved articles on top and the application you are using to write articles in the bottom half of your phone and start writing. However if you are on laptop or PC, make two windows of your browser (or a Word Processor in case if you are writing in MS Word or Obsidian). Use Windows key + '<' or '>' keys to put these windows side-by-side.



Writing the Intro Paragraph: Keep it short, relevant and don't start it on rhetorical notes. (مطلب تمہید نہیں باندھنی) I recommend keeping the intro paragraph limited to 70 to 120

words (depending on the length of your article and the subject matter). Make sure the first sentence of the intro paragraph addresses the (needs of the) readers to hook them into your article. Clearly state what this article will cover (For example, we'll cover 5 life-saving camping essentials that will make your camping experience next level). Refrain from using overtly formal diction and keep it casual. Also, don't address your potential readers in the third person (they, campers). Always address them in the first person (you). If you are writing for an author site, don't hesitate to add your own experiences as well. But please carefully read the intro paragraphs of your client's competitors to see what they are doing.

Body Paragraphs: To get a better sense of what headings to cover, take inspiration from the articles of your client's competitors. But you should shuffle the order of headings if changing the order does not affect the overall post. Keep the body paragraphs relevant to the heading you are discussing and deliver what you promised in the introductory paragraph.

NOTE: Please don't create Table of Contents inside the article you are writing. It's not your job and plugins like Easy Table of Contents will automatically generate a table of contents from the headings declared in your article.

Conclusion: This is optional but if your client demands a conclusion paragraph, write one as a wrap-up (summary or personal opinion) with an actionable call to action for the readers of your blog. Keep it short. 3 to 5 sentences will do. Though I may not recommend but you can use AI to generate a conclusion paragraph. CChatGPT has a pretty low context window so I advise using bots like Claude Instant that has an increased context window. But why do we need an increased context length? ChatGPT will refuse to make a conclusion paragraph as its context length is low and it can't accept more than 500 words as an input. I have tested Claude Instant with an input of more than 1500 words and it happily generated a conclusion paragraph.

Prompt: "Make a conclusion paragraph based on the following

[Paste your blog post here]".

FAQs: Optional but you can use the "People Also Ask" section in the SERP to get ideas for the FAQs section. Don't use more than 5 FAQs in a blog post and keep both the questions and their answers concise.

Step 3: Proofreading the Article

So you have completed your article but don't rush to submit it to your client just yet. Copy the contents of your article to Quilbot Flow or Grammarly Editor (based on your preferences). A computer or laptop with a proper internet connection is needed. Correct the grammar, punctuation, incorrect prepositions, and spellings as you read the article line by line (these mistakes will be underlined). Write most of your sentences in active voice. After proofreading and correcting the highlighted mistakes, use the following sites to check for plagiarism and AI detection:

Plagiarism Checker: <https://www.duplichecker.com/> (Make sure your has less than 5 % plagiarism. Quotes or exact textual references do not count as plagiarism).

AI Content Detector: <https://www.zerogpt.com/> or <https://github.com/ahans30/Binoculars> (AI Detection score is subjective and it may even pick up human-written text as AI-generated. Binoculars AI detector is a far better alternative but it works on a local GPU and doesn't have a HuggingFace Space.)

Step 4: SEO Optimization

This is the part that infuriates me the most, especially when I am asked to show the focus keywords as they are and they destroy sentence structure (because I have seen my articles ranking well when I don't stuff keywords here and there). But hey, if it is a requirement from your client then what else we can do. Just be sure to add them in natural places, not more than 3 to 5 times in the article by following this scheme:

- 1 focus keyword in the introductory paragraph
- 1 focus keyword in any of the H2 headings of the article
- 1 focus keyword in a body paragraph of an H2 or H3 heading
- 1 focus keyword in conclusion paragraph

You may also need to add the same focus keyword in the Meta Description and Title of your blog post.

Example focus keyword: Camping Essentials

Good usage: We'll discuss 5 camping essentials in this blog post.

Good usage: We hope our guide on these camping essentials will help you make your camping trip memorable.

Bad usage: Lights camping essentials help in keeping ourselves aware of our surroundings during night. (Use "as" between "Lights" and "camping" to make them grammatically acceptable.)

Although there are other On-Page optimizations such as adding internal and external links, related posts but it is not your job as that client's On-Page expert will handle that aspect.

Step 5: Submitting the Written Blog Post to Your Client

After you have proofread the article, removed all the grammatical and spelling errors, and optimized the blog post on a keyword, it's time to submit it to the client. Open MS Word or Google Docs and organize the final version of your blog post in the following way:

Title: [Add title here]

Focus Keyword: [Add focus keyword here]

Meta Description: [Write a one sentence summary of the article here]

Type "-" three times to add a horizontal line (works in QuilBot Flow and any markdown editor)

Paste the blog article below the horizontal line. See if headings and rest of the things are in correct and intended formating. Save the file as a docx file and submit it to your client via WhatsApp, mail, Google Drive or through his CMS.

Chapter 4: Creating Blog Posts with AI (LLM), Manual Humanization, How (Un)ethical or Problematic it Can Get

میں اے آئی سے آرٹیکلز لکھوانے کا حامی نہیں۔ لیکن اے آئی ٹولز کو بروئے کار لا کر وہ لوگ بھی اپنے روزگار کا بندوبست کر سکتے ہیں جن کی انگریزی لکھائی کچھ خاص نہیں۔ یاد رہے کہ گوگل پر سرج کرنے والے قارئین مصنوعی ذہانت سے تحریر کردہ آرٹیکلز پڑھنا پسند نہیں کرتے اور گوگل نے بھی مارچ والی اپڈیٹ میں اے آئی کا نٹسٹ فارم والے بلاگز کو نہ صرف ڈی رینک کیا ہے، بل کہ دستی سزا (Manual Penalty) بھی دی ہے۔ تاہم اگر آپ اے آئی کا سلیقے سے استعمال کرتے ہیں اور اچھے سے Humanize کرتے ہیں تو گوگل کے عتاب سے کچھ عرصے کے لیے بچا جاسکتا ہے۔ اس سے پہلے میں آپ کو اے آئی سے آرٹیکلز لکھوانا سکھاؤں، آئیے آپ کو چند ضروری اے آئی اصطلاحات سے متعارف کرواتے ہیں۔

Context Length: کسی اے آئی کی یاد رکھنے کی صلاحیت اور اہلیت کو Context Length کہتے ہیں۔ اسے ٹوکوں کے عوض ماپا جاتا ہے۔ ChatGPT کی کانٹیکسٹ لینگتھ کافی کم ہے اور آپ کو صرف 500 الفاظ کا آرٹیکل بنا کر دے گا۔ جس ماڈل کا context length زیادہ ہوگی، وہ نہ صرف زیادہ ڈیٹا لے سکے گا بل کہ زیادہ لمبی آؤٹ پٹ بھی دے سکے گا۔

لینگویج ماڈل ChatGPT: ایک لینگویج ماڈل ہے۔ لیکن آپ کو معلوم ہے کہ چیٹ جی پی ٹی کے علاوہ اور بھی بہتر ماڈل موجود ہیں؟ مسٹرل اور کلاڈ دو ایسے ماڈل ہیں جن کی Creative Writing چیٹ جی پی ٹی سے بہتر ہے اور ان کی آؤٹ پٹ بھی لمبی ہوتی ہے۔

پیرامیٹر: ہر لینگویج ماڈل ایک خاص جسامت رکھتا ہے اور وہ جسامت پیرامیٹرز میں ماپی جاتی ہے۔ مثال کے طور پر فیس بک کا لاما ۲ لینگویج ماڈل ۷، ۳۲ اور ۷۲ بلین پیرامیٹرز کی صورت میں میسر ہے۔ جتنے زیادہ ایک ماڈل میں پیرامیٹرز ہوں گے، اس کی سمجھنے کی صلاحیت اتنی ہی اچھی ہوگی۔ پرامپٹ: (Prompt) ماڈل کو دی جانے والی ان پٹ کمانڈ پرامپٹ کہلاتی ہے۔

تو چلیے اب اے آئی سے آرٹیکلز لکھواتے ہیں۔

سب سے پہلے ہمیں ایک سیڈ آرٹیکل بنوانا پڑے گا۔ سیڈ آرٹیکل بنانے کے لیے poe.com پر اپنا اکاؤنٹ بنائیں اور Claude 3 Sonnet یا Mistral Medium کو درج ذیل پرامپٹ دیں :

write a detailed 1,000 words long blog post on the following with proper title and headings.

[اپنا موضوع ادھر پیسٹ کریں]

جب آرٹیکل بن جائے تو اسے QuilBot میں پیسٹ کر دیں۔

آرٹیکل کو Humanize کرنا :

آرٹیکل کو Humanize کرنے سے مراد یہ ہے کہ اس میں سے اے ائی سے لکھا جانے والا ٹچ ختم کر کے انسانی ٹچ دینا۔ Claude Instant سے بنائے گئے آرٹیکل میں اتنی Alness نہیں ہوگی لیکن بقیہ لینگویج ماڈلز میں بہت سارے ایسے الفاظ سامنے آتے ہیں جنہیں تبدیل کرنا پڑتا ہے۔ ہم Claude Instant سے پیرا گراف wise آرٹیکل کو humanize کریں گے۔

ہم تعارفی پیرا گراف سے آغاز کرتے ہیں۔ تعارفی پیرا گراف کو humanize کرنے کے لیے درج ذیل پرومپٹ Claude Instant میں استعمال کیجیے :

Please write an introductory paragraph based on the following as if it were written by a human. Don't use "I" and use "we" instead. Keep the output paragraph limited to 1 paragraph only.

[Paste the introductory paragraph here]

آؤٹ پٹ پیرا گراف کاپی کر کے اسے پرانے پیرا گراف سے بدل دیں۔ لیکن آپ کا کام ابھی ختم نہیں ہوا۔ جو پیرا گراف آؤٹ پٹ ہوا ہے، اسے humanize بھی کرنا ہے۔ چلیے ایک مثالی پیرا گراف کو چنچ کر لیں۔

Part of what makes camping such an thrilling and memorable experience is ensuring one is properly prepared for their time in the outdoors. Whether an experienced camper venturing into the wilderness or newcomer wanting to test their skills, having the right camping supplies can help create relaxing and fun-filled days away. In this guide we will outline seven core camping essentials to pack that will help every camper enjoy their time under the stars while feeling safe and comfortable, from seasoned veterans to those just starting their outdoor adventures.

1- چون کہ پہلا جملہ passive voice میں لکھا گیا ہے۔ اُسے ایکٹو وائس میں تبدیل کر کے ایسے لکھیں گے۔ اور تھرڈ پرسن پرونوں ہٹا کر campers کو فرسٹ پرسن میں لکھیں گے :

Part of what makes camping such an thrilling and memorable experience is ensuring you are ready to enjoy your time in the outdoors.

2- دوسرے جملے میں pronouns تبدیل کرنے کے ساتھ ساتھ "having" اور "can" کو ہٹا کر ایسے متبادل الفاظ استعمال کریں گے جو اسے ہیومن بنا دیں گے۔

Whether you are an experienced camper venturing into the wilderness or newcomer wanting to test your skills, choosing the right camping supplies will surely help create relaxing and fun-filled days away.

3- تیسرا جملہ صحیح ہے بس "from seasoned veterans to those just starting their outdoor adventures" والا حصہ ڈیلیٹ کرنا پڑے گا۔

اگر آپ کسی author پر فائل کے لیے لکھ رہے ہیں تو "we" کی بجائے "I" استعمال کریں۔

تعارفی پیرا گراف کے بعد بلاگ کا body paragraph شروع ہو جائے گا۔ اسے Humanize کرنے کے لیے یہ والا پرومپٹ استعمال کریں۔

Please write a paragraph based on the following but write it in a way as if it were written by a human.

[Paste the body paragraph here]

تو چلیے اب اس پیرا گراف کو اوپر والے پرومپٹ سے دوبارہ لکھواتے ہیں Claude Instant سے۔

A sturdy and weatherproof tent is one of the most crucial pieces of camping equipment. It provides shelter from the elements and creates a comfortable sleeping space. When selecting a tent, consider factors such as the number of people it can accommodate, its weight and portability, and its ability to withstand various weather conditions. Look for tents with features like water-resistant materials, sturdy poles, and well-designed ventilation.

جیسا کہ آپ دیکھ سکتے ہیں، اس پیرا گراف کو دیکھ کر لگ رہا ہے کہ اسے آئی سے لکھوایا گیا ہے۔ اب دیکھیے کہ ایک پرومپٹ نے کیا کمال دکھایا ہے۔

When planning a camping trip, one of the most important purchases you'll need to make is a tent. After all, you'll be spending your nights out under the stars, so you'll want to have a sturdy shelter to keep you dry and protected from any unpleasant weather. There are a few key things to think about when selecting the perfect tent. First, consider how many people you'll need to sleep - will it just be you, or do you have a couple friends tagging along too?

Weight is also important if you'll be carrying it long distances. You'll also want to choose one suited for the expected conditions, whether that means dealing with potential rain storms or high winds. Look for tents made of water resistant fabric, with poles that feel like they can withstand a bit of stress without buckling. Good airflow is also key so you don't get too stuffy at night. Doing your research and focusing on features like these will help you pick a tent you can feel confident relying on during your next great outdoors escape.

فرق واضح ہے۔ لیکن ایسا کرنے سے پیرا گراف کافی بڑا ہو گیا ہے تو ہم اسے "Weight is also important" سے دو چھوٹے پیرا گراف میں بدل دیں گے۔

1۔ پہلے جملے میں ہم کلاز کی ترتیب بدل دیں گے۔

One of the most important purchases you'll need to make is a tent when planning a camping trip.

2۔ دوسرے اور تیسرے جملے صحیح ہیں۔ لیکن چوتھے جملے میں consider لفظ استعمال ہوا ہے جو آئی بہت زیادہ استعمال کرتا ہے۔ اس کی جگہ ہم see استعمال کریں گے۔ یاد رہے کہ مترادف الفاظ ایسے استعمال کریں جملے کے مفہوم سے مطابقت رکھتے ہوں۔

3۔ بقیہ جملے صحیح ہیں اور آخری جملہ جو کہ ایک طرح کا اختتامیہ ہے، اُسے ڈیلیٹ کر دیں۔

یہ سبھی عوامل آپ بقیہ پیرا گراف پر بھی دہرائیں اور ساتھ میں پرانے پیرا گراف بدلتے جائیں۔

اب باری ہے اختتامیہ پیرا گراف کی۔ یعنی Conclusion کی۔ اس کے لیے درج ذیل پرومپٹ استعمال کریں۔

Please write a conclusion paragraph based on the following as if it were written by a human

[Paste the conclusion paragraph here]

اور ہمیں کچھ اس طرح سے ایک output ملتی ہے :

In the end, camping is all about creating lasting memories with loved ones through shared experiences in nature. While gear and essential supplies are necessary for basic comfort and safety, they are only a means to a greater end - enjoying quality time around the campfire, stargazing under the night sky, and bonding with family and friends through simple yet

meaningful moments away from technology and everyday distractions. If you keep your focus on the people you're with rather than a checklist of camping items, even the simplest of outdoor trips can become treasured memories that last for years to come. So pack light, but most importantly, pack your sense of adventure - with the right mindset, any spot in the great outdoors can become your happy place.

یہ اختتامیہ پیرا گراف ویسے صحیح ہے۔ لیکن دوسرے جملے میں "While" کی جگہ although لکھیں گے۔ اور اسے بھی دو پیرا گراف میں بانٹ دیں گے۔

"Even the simplest of outdoor trips can become" میں can کی بجائے will لکھ دیں گے۔

جب کہ آخری جملے میں ہم "can become" کی جگہ "will serve as" لکھیں گے۔

اے آئی کی جانب سے استعمال ہونے والے الفاظ اور phrases جن کے لیے آپ نے متبادل الفاظ استعمال کرنا ہیں :

- | | | |
|-------------------------|----------------------|-------------------------|
| 1. Consider | 9. By ___ can | 17. Strategic |
| 2. Seamless | 10. The key to... | 18. ...is the key |
| 3. Seasoned | 11. Having... | 19. Foster |
| 4. Meticulous(ly) | 12. Being able to... | 20. Let's delve into... |
| 5. It's essential to... | 13. Navigating | 21. Let's uncover |
| 6. It's important to... | 14. Realm(s) | 22. Captivating |
| 7. While.... | 15. In conclusion | 23. Explore |
| 8. With the ___ can | 16. In the world... | 24. Leverage |

کیا اے آئی کا استعمال اخلاقی دائرے میں آتا ہے؟

اے آئی سے اپنی لکھائی میں مدد لینا اخلاقی دائرے میں آتا ہے لیکن جب آپ اے آئی سے مکمل آرٹیکلز لکھوانا شروع کر دیں تب ہم اخلاق کے دائرے سے باہر جا رہے ہوتے ہیں۔ اس لیے ضروری ہے کہ اے آئی کا استعمال اپنے کلائنٹ کی منظوری کے بعد کریں اور اگر آپ خود اے آئی کاٹھینٹ کا استعمال کر رہے ہیں تو باقاعدگی سے declare کر دیا کریں۔ ایک بات یاد رکھیے کہ ہم انسان ہیں اور ہم جبلی طور پر انسانوں کی تحریریں

پڑھنا زیادہ پسند کرتے ہیں۔ اور میں بذات خود کانٹینٹ رائٹر سے پہلے ایک عام لکھاری ہوں اور میں حقیقی انسانی لکھائی کو مصنوعی لکھائی پر ترجیح دیتا ہوں۔ تو اب چلیے کچھ مسائل بھی جان لیتے ہیں۔

1- اے آئی کی بتائی گئی ہر بات درست نہیں ہوتی۔ Humanize کرتے وقت اے آئی سے کیے گئے دعوے گوگل پر سرچ کر کے اُن کی تصدیق لازمی کیا کریں۔

2- اے آئی سے لکھے گئے کانٹینٹ کا معاوضہ خود لکھنے سے کافی کم ملتا ہے۔

3- ہے جاے آئی استعمال کرنے سے آپ کی اپنی تحریری صلاحیت کو زنگ لگ سکتا ہے۔

4- اے آئی کی آؤٹ پٹ کو قابو کرنا ہماری اپنی لکھنے کی آؤٹ پٹ کو قابو کرنے سے بہت مشکل ہوتا ہے۔

5- اے آئی سے لکھا گیا کانٹینٹ آپ کی سائٹ derank کروا سکتا ہے۔

Chapter 5: Building and Maintaining a Portfolio

Imagine you are standing in front of a market to buy items for your kitchen. There are several shops in the market, some sell mobile appliances, others offer food supplies but you see two shops that sell household items. One shop has kitchen items displayed well on the entrance while the other shop merely has a board. Which shop you will choose? Obviously one with items displayed outside.

This is why maintaining a strong portfolio matters a lot. Much like a shop, freelancing is a business, too. Portfolio establishes trust among your clients that you are able to do their job well. In the context of Web Content Writing, a portfolio is a collection of your well-written and well-structured articles organized in folders or tags with their respective niches. But when you are just starting out, you don't have any portfolio to showcase. Just start writing. "But which topics should I write on? ", you may ask. You can choose any topic (as long as it is searchable on Google). Or just write on the following topics:

Home Improvement Niche

1. 5 Ways to Make the Most Out of Your Crammed Kitchen
2. Bathroom Design Trends That Are Taking Off in 2024
3. 6 Smart Ways to Turn Your Room Addition into a Functional Living Space

Outdoor Activities

4. Fishing Reels that Work the Best for Aspiring Anglers
5. 8 Camping Essentials to Make Your Trip Memorable
6. Hiking Essentials to Climb The Highest
7. Bowhunting Accessories

Home Furniture - Couches

8. 6 Ways to Place a Rug Under a Sectional Couch
9. Sofa vs Sectional - Which One You Should Get?
10. How to Remove Stains from Your Couch?

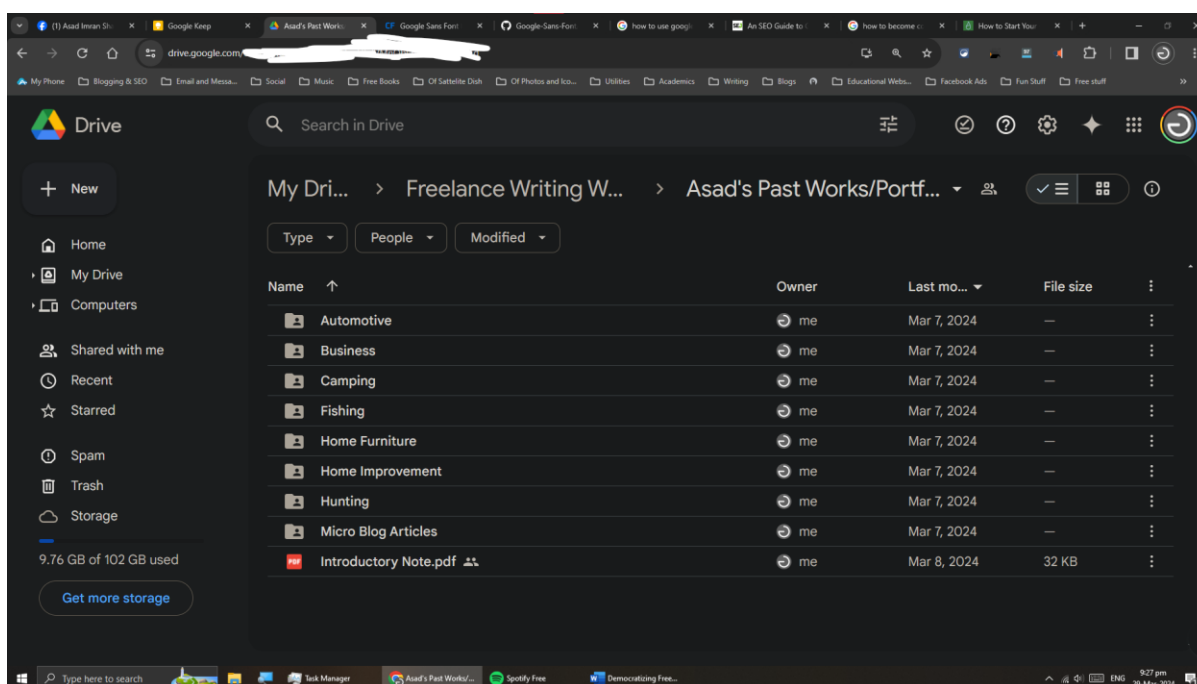
Put these topics in Google Search, read the articles and observe how the articles are laid-out and then try writing one by yourself. I'll advise you to write 1 article each day with a word count of 700 - 900. Get these articles checked by any of the writers in your circles. Try improving these articles through their feedback.

Organization and Presentation of Your Portfolio

Once you have penned all the articles, it's time to organize them with neat presentation. You can organize your portfolio through the following means:

Through Google Drive

Create a folder named "Portfolio" and then create subfolders by the names of the niches you wrote your articles on such as "Outdoor Activities" or "Home Improvement" etc. Upload the articles in their respective folders. For example, "5 Ways to Make the Most Out of Your Crammed Kitchen" will go into "Home Improvement" folder and "Fishing Reels that Work the Best for Aspiring Anglers" in "Outdoor Activities" or "Fishing Folder". You should upload articles in either Google Docs or in docx format. Google Docs articles open both in the desktop and mobile without requiring an extra app whereas articles in docx format will open right within the browser on PC but you will need an app to preview docx files on the mobile app of Google Drive.



You may also need to include an introductory note in the "Portfolio" folder welcoming the visitors and explaining your background as a freelance writer. This introductory note must be in PDF file format.

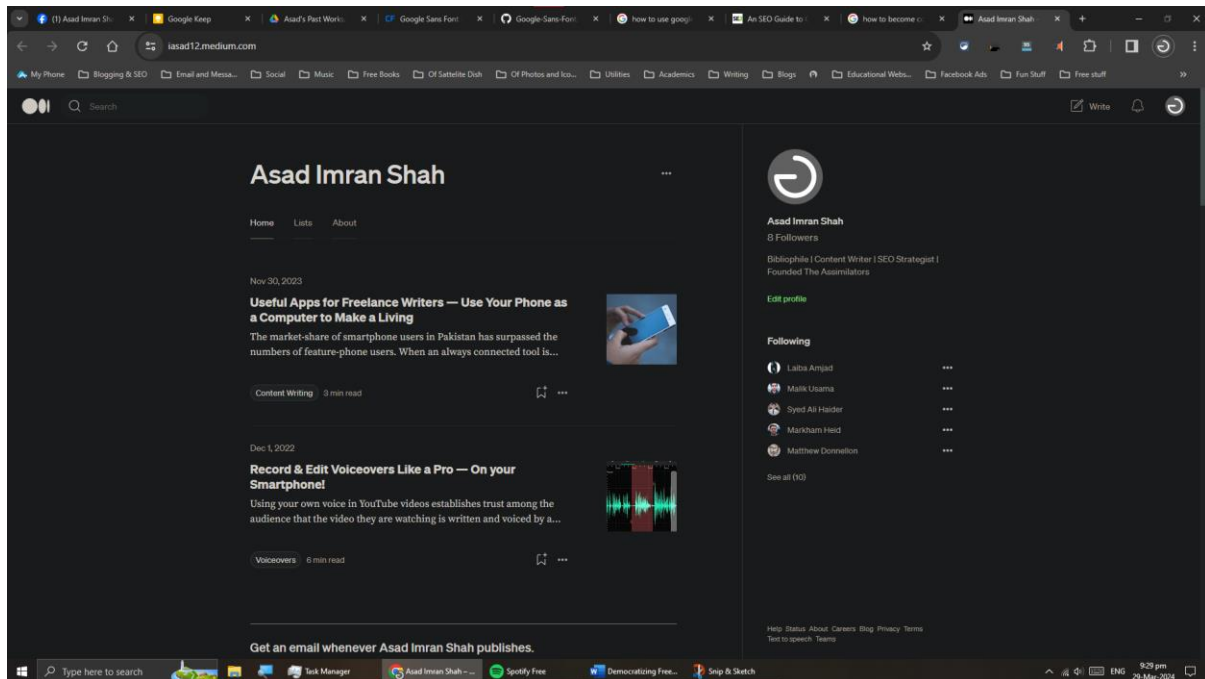
If you have organized your portfolio in Google Drive, you will give a sharable link to that particular folder to your potential clients when they will ask for portfolio. Just right click on your "Portfolio" folder, select "Share" and set "Anyone with the link" to "view" only. Please do not set it to "can edit" or else people will spoil your portfolio.

Note: Always watermark the articles in your portfolio by your name or just upload them as PDF files so that people find it hard to steal your portfolio.

Through Medium

Medium is the website that lets you publish your articles and get them indexed in Google. And after the March update, articles published on Medium are ranking on the first page in the SERP. You'll see a "Write" button when you log in to Medium.com. Publish your articles one after another and add relevant images, too. Medium does not

let you categorize your articles and all of your articles will appear as posts when you will share your profile as a portfolio via a link. But Medium is very easy to set up.



Through a (Blogger) Blog

A (Blogger) blog offers way more functionality than a Medium profile and you will be able to organize your articles into their distinct categories. Although publishing articles is easy but creating an organized navbar, especially in a Blogger blog is difficult. Though I have recently started seeing my uploaded images vanishing from my older posts on Blogger and sending a Blogspot link as a portfolio does not look as professional as a Medium profile one appears.

Using Your Clients' Work as a Portfolio

You can use both the submitted article as a docx file and the published article on your client's site as a portfolio. But you have to be very careful in sharing your client's site as the other client you are sending your proposal to may create negative or harmful backlinks to the site of your previous client. You should always get permission from your client before showing the work you did for him as a portfolio and if you are showing that work as a document, remove every mention of the client's site or business. My suggestion would be to use the document instead of the live link.

Chapter 6: Acquisition of Clients, Setting Your Rate, Working Decorum and Spotting Fake Projects

I won't try to sell you a dream here. Let me state here loud and clear that learning a skill is easy but selling it is hard. Web content writing is a saturated field but many "writers" generate awful articles. We, the genuine writers can win over the Spinbot and AI infestation through our pen but how? I have already made you aware of the best practices I know when writing a well-crafted and well-researched blog essay. It's about time to inform you about everything I know regarding selling that skill of blog article writing as a freelancer.

Acquisition of Clients

Clients for genuine writers are everywhere. We just need to reach them out through accessible ways and convince them why we are right for their job. Apart from using traditional sources such as Fiverr and Upwork, we can leverage platforms like LinkedIn, Facebook, and even WhatsApp (groups) to acquire potential clients. But first, who will be your clients?

Website Owners: Website owners are what we call, the direct clients. These websites can either be blogs, service websites, tool-based websites (such as jpg to png converters) and guest blogs, etc. Though working for them might be difficult at first as you might be asked to do keyword research and upload articles on their behalf but you will be paid more.

SEO/Content Agencies: SEO agencies offer on-page, off-page, technical SEO, web design, and content writing services for website owners. SEO agencies outsource most of the work to Off-Page SEO experts, Web developers, and content writers. Working in an SEO agency is very easy as your job will be to write articles and someone else will optimize them and publish them. However, you will be paid less as the income will have to be split between the SEO agency and you.

Workspace Culture

Freelance writing jobs are available both on-site and remote. You will have reduced competition for on-site jobs but they are only available in the big cities. In remote jobs, you will work from your home, on your PC or phone. But the competition for remote jobs is fierce because of its easy accessibility.

Facebook

There are many Facebook groups for content writers to look for clients. But please do note that most of these groups are unmoderated and you will most certainly come across fake projects, unintended adult content, and increased competition. Search Facebook groups based on these keywords "content writing jobs", "freelance writing jobs", "content writers", "freelance writers" and filter groups based on the following parameters:

- The group must have more than 1,000 members
- The group must have more than 10+ posts a day

Now open groups in a new tab and see if there are posts requiring content writers. If that group contains irrelevant posts, don't join it.

Before bidding on projects, make sure you have updated your bio with your respective role (Content Writer) and have updated your cover photo into a professional one (with your role written on top. Use Canva to create one). Also, add work experience to your Facebook profile as a content writer and display it in your Profile Details section.

You will see comments like "Interested", and "Available", etc on job postings. Don't write such comments as the poster won't notice. Write a different comment such as "Hey, [Name] I have recently worked on a similar project on writing for [insert niche here]. Let me know if you'd like to collaborate with me. Regards," This will not only attract the job poster but also other potential clients.

You should also get into their inboxes ASAP with a well-crafted and short proposal such as,

"Greetings, [Client Name]

I recently saw you were looking for a freelance writer for your website/agency and since I have recently worked on writing articles on [a niche], I am confident that I will be able to handle your job quite well.

My portfolio: [link]

Looking forward to working with you.

Regards,

[Your first name]"

Do note that your comments will also attract scammers who will urge you to contact them on Telegram. Don't engage with them in the comments section and in your inbox.

In case if you are still not sure how to optimize your profile well, look at the profiles of other content writers, see what they are doing, and apply the best bits to your profile.

NOTE: DO NOT LOCK YOUR FACEBOOK PROFILE IF YOU ARE OFFERING ANY KIND OF SERVICE.

LinkedIn

LinkedIn is like Facebook but for workers and clients alike. Your LinkedIn profile is like an online CV and the articles you write on LinkedIn get indexed on Google as well. Here is how you should set up your LinkedIn profile.

1. Write a catchy tagline that also explains your business role (Content Writer or Freelance Writer).

2. Add a professional profile picture. Don't upload funky pictures that you share on Facebook or Instagram.
3. Write a detailed "About" section. Explain what makes you the best and why you should be hired. Write it like a Fiverr gig description and take a look at the profiles of other freelance writers to see how they have written their about sections.
4. Upload some of your blog articles as LinkedIn articles and add them as featured articles.
5. Add your work experience and if you are working with an SEO agency, do add it as well (and check it to be displayed atop and in the title tag of your profile).
6. Add complete education history.
7. Add relevant skills.
8. Add publications (such as books, research papers you have written etc)
9. Add certificates and courses.
10. Ask your previous clients to write reviews about your work and service through the Recommendation section of your profile (very important).

LinkedIn works best when you connect with the people within your industry so add as many content writers as you can but don't spam the "Connect" button. Add no more than 20 people at once. Participate in the discussion through comments to increase your visibility. Speaking of visibility, go to Settings > Visibility and set your profile in a way that is completely visible to LinkedIn users and search engines as your profile will rank well in the SERP since LinkedIn is an authoritative site with a DA of 99!

You can attain clients on LinkedIn in 3 ways:

Commenting on Job Postings: When you add more connections who are content writers, you will see them commenting on job postings. Add the OP (Original Poster) as a connection and comment, too. Your comment should be unique and you should write it the way I have outlined under the "Facebook" section. This is the least effective technique.

Messaging the Connections: If a job poster is your first connection, you should also reach him out in PM. Write your proposal as I have suggested in the "Facebook" section of this guide. This is an effective technique.

LinkedIn Jobs: LinkedIn has a dedicated "Jobs" section. But you will have to create a resume to apply for such jobs. Besides, you will have to specify your "Open to Work" section on your LinkedIn profile by adding "Content Writer", "Web Content Writer", "Freelance Writer" under job titles and countries you are looking for remote jobs to receive daily notifications for jobs curated for you. Apply to at least 2 to 3 jobs daily after reading their job description carefully.

WhatsApp Groups

There is a WhatsApp group for everything. So it is natural for a WhatsApp group to exist for us, the Freelance Writers and the recruiters. These groups not only provide help for aspiring writers but also offer job opportunities. Though you may face increased competition when someone announces a job opportunity, approaching them via inbox may increase the odds in your favor. Most job opportunities posted there will ask you to submit a resume/CV in the inbox or in their email.

Though not all WhatsApp groups for freelance writers might be productive, those shared on LinkedIn will work better for you. You should only share your portfolio link in the group if you have watermarked it well.

Building a Resume

Your resume makes or breaks your chances of getting a job. Your resume should include the following:

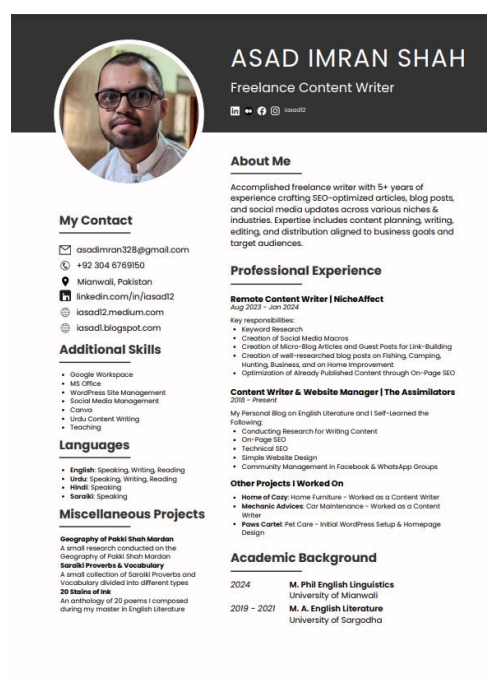
1. A concise summary of your profession (freelance writing). A paragraph of 3 to 4 sentences will suffice. Do not write an essay on yourself. No one is going to read that.
2. A professional looking picture (preferably a headshot)
3. Contact details such as mobile number, email address, website, your socials (Facebook and LinkedIn), and portfolio link (if it's a Medium profile).
4. Add your personal projects and experiences. [A very important section of your profile]
5. Only add your highest academic qualification as "Academic Records" and refrain from adding all the education records. [Adding all academic records is necessary if you are creating a CV for traditional jobs such as teaching in a private school.]
6. Enlist the tools you are able to use. Such as Moz, Rank Math, Microsoft Office, Google Workspace and WordPress, etc. Do not enlist a tool that you don't know how to use.

7. Languages you know

8. Additional skills

9. Hobbies (Not necessary though)

Note: Keep your CV confined to 1 page only. Use 2 columns to add maximum information. Your sharable CV must be in PDF format. Take a look at the CVs of other writers to take inspiration from (mine attached right). Canva is quite an easy online tool to search for pre-made templates and build your CV on top of it.



ASAD IMRAN SHAH
Freelance Content Writer

About Me
Accomplished freelance writer with 5+ years of experience crafting SEO-optimized articles, blog posts, and social media updates across various niches & industries. Expertise includes content planning, writing, editing, and distribution aligned to business goals and target audiences.

My Contact
• asadimran32@gmail.com
• +92 304 6789850
• Mirpurwall, Pakistan
• linkedin.com/in/asadi2
• asadi2.medium.com
• asadi2.blogspot.com

Additional Skills
• Google Workspace
• MS Office
• WordPress Site Management
• Social Media Management
• Canva
• Urdu Content Writing
• Teaching

Languages
• English: Speaking, Writing, Reading
• Urdu: Speaking, Writing, Reading
• Hindi: Speaking
• Saraiki: Speaking

Miscellaneous Projects
Geography of Faisal Shah Mardan
A small research conducted on the Geography of Faisal Shah Mardan
Saraiki Proverbs & Vocabulary
A small collection of Saraiki Proverbs and Vocabulary divided into different types
20 Haikus of 5A
An anthology of 20 poems I composed during my master in English Literature

Professional Experience
Remote Content Writer | NicheAffect
Apr 2022 – Jun 2024
Key responsibilities:
• Keyword Research
• Creation of Social Media Macros
• Creation of Micro-Blog Articles and Guest Posts for Link-Building
• Creation of well-researched blog posts on Fishing, Camping, Hunting, Business, and on Home Improvement
• Optimization of Already Published Content through On-Page SEO
Content Writer & Website Manager | The Assimilators
2018 – Present
My Personal Blog on English Literature and I self-learned the following:
• Conducting Research for Writing Content
• On-Page SEO
• Technical SEO
• Simple Website Design
• Community Management in Facebook & WhatsApp Groups

Other Projects I Worked On
• Home of Cozy Home Furniture – Worked as a Content Writer
• **Weatherlic Advice:** Car Maintenance – Worked as a Content Writer
• **Paws Cartel:** Pet Care – Initial WordPress Setup & Homepage Design

Academic Background
2024 **M. Phil English Linguistics**
University of Mirpurwall
2019 – 2021 **M. A. English Literature**
University of Sargodha

Discussing the Project with the Client

Congratulations on getting your first client but don't rush to start writing articles just yet. Do a thorough discussion on your client's project before you start working on it. Ask questions such as what is his website about? Is it a blog or a service based website? If it is a blog then what are the countries he is targeting and on which niche(s)? Is the blog informative or affiliate or both? If it is a service website then what services does it offer and to which areas?

Confirm whether you will be provided with the keywords (topics) to write on or you will have to do the keyword research for him? (Charge extra for doing keyword research if you know how to do so). What are the competitors of his blog or service website? Is there a specific format you'll have to follow for a blog post, such as adding a conclusion paragraph, FAQs, bulleted pros and cons, or pros and cons in paragraphs? The average word count of an article and how many articles does he expect from you, 3 in a week, 1 article a day or 1 article after 2 days. Do you need to include (stock) images? Is he looking for genuinely (human) written article or AI written article? And most importantly budget.

Setting Your Rate

You are paid as a Web Freelance Writer based on the following:

Per Word: You set your rate per word and you are paid based on the number of words an article contains. You will be paid like this as a beginner. Please do not set your rate below Rs 1 PW if you are writing by yourself. This is exploitation and you will hardly make both ends meet. Don't hesitate to quote Rs 2 PW and negotiate. Increase your rate accordingly when you gather more experience. For international clients, don't quote below 0.05 \$. If you are using AI then you will be paid less. But please don't write extra just to earn more. Only write the words that are required and suggested by your clients.

Per Article: You get paid per article when you grow from a beginner to an intermediate writer. Some pay around Rs 1,000 per 700 to 800 words article. But you could negotiate to increase it to 1,200 rupees or more.

Per Project: Professionals charge based on the project. For example, Rs 20,000 for 10 well-written articles. But locals usually like to pay in Per Word or Per Article basis.

You will also need a JazzCash or Easypaisa account to receive payments from your clients. Some banks may not allow sending payments to a JazzCash wallet so you may need to open a bank account when your freelance writing business grows. You will need a bank account anyway if you intend to receive international payments as international payment gateways such as Payoneer and Wise require a bank account.

Usually, clients ask when you would like to receive payments. Just for surity, break down payments into milestones since web content writing projects are long term projects. What are milestone payments? Dividing payments into the number of articles you write.

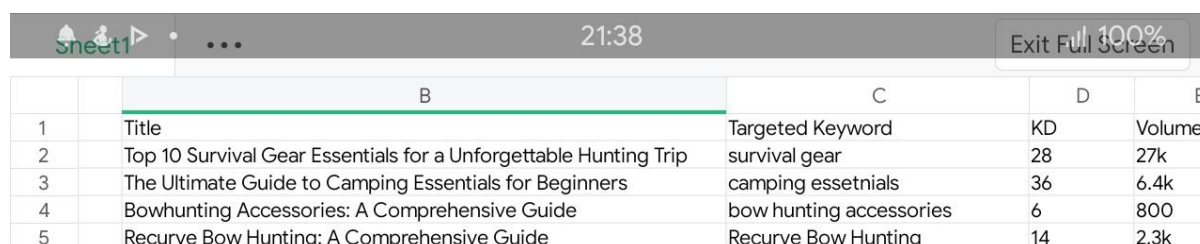
For example, you are given a project to write 10 articles in 25 days at Rs 2 PW. You will divide that project into three phases or milestones as thus:

- Submitting Articles 1 - 3 = Milestone 1
- Submitting Articles 4 - 6 = Milestone 2
- Submitting Articles 7 - 10 = Milestone 3

You will request payment after the submission of the first 3 articles. If he does not clear the payment within 2 to 3 days, stop working on his project until he clears the payment. Then you will request payment for articles 4 to 7 after submitting these articles and then so on. Milestones help mitigate scams. However, do note that some even pay as soon as you submit your first article to them.

How You Work?

You are usually given access to a Google Sheet (sometimes an Excel sheet) that contains the keywords you will have to write articles for alongside their search volume and keyword difficulty. You use apps and services like Microsoft Word, and Google Docs to write articles, and you use services like QuilBot and Grammarly to check for grammar, spelling, and incoherent sentences. Then you submit that article to your client as a Docx file. If your client asks for something to be changed, you should change it. But if he keeps asking for revisions again and again for a single article, refuse him politely.



	B	C	D	E
1	Title	Targeted Keyword	KD	Volume
2	Top 10 Survival Gear Essentials for a Unforgettable Hunting Trip	survival gear	28	27k
3	The Ultimate Guide to Camping Essentials for Beginners	camping essetnials	36	6.4k
4	Bowhunting Accessories: A Comprehensive Guide	bow hunting accessories	6	800
5	Recurve Bow Hunting: A Comprehensive Guide	Recurve Bow Hunting	14	2.3k

Working Decorum

1. Do not use someone else's article as your portfolio.
2. Do not use AI under the pretext of writing it all by yourself. Trust me, we can notice which content is written by a human and which hcontetn is written by an AI.
3. Do not try to humanize the AI generated article by SpinBot, it will destroy the coherence and Google will ultimately penalize the site of your client.
4. Do not blatantly copy and paste paragraphs from other people's posts. Make sure your content contains the least amount of plagiarism.
5. There is no shortcut to write (cough generate) good article in seconds. A well-researched article of 800 words takes about 1 hour 30 minutes to 2 hours. (AI-generated articles are not well-researched articles by any means.)
6. Don't push the word count just for the sake of it.
7. Stick to the deadline and deliver articles on time.

8. When you make a claim in the article, make sure you check it first and back it up with a trusted or authoritative source.

Spotting Fake Projects

Unmoderated Facebook groups are a hellhole of fake projects. You can easily spot them through their outrageous claims of earning thousands daily or a project worth \$ 5,000. Genuine jobs will have detailed descriptions such as which niches the article writers are needed in and the requirements they have to fulfill. Also note that "document retyping jobs" are not content writing jobs and the ones with "Retyping Jobs Available for \$ 4,000" are definitely fake. And as I have alluded early, if someone asks you to contact on Telegram, this is a fake job as well. and if someone asks you to deposit an amount for "online" work, stay miles away from him.

Challenges

Web Content Writing is not an easy job, especially if you write articles by yourself. Writing, in itself, is a mentally taxing activity and you should only write what you can handle. Another challenge that we writers have to deal with is being accused of using AI even though we wrote the whole article by ourselves just because they found a few sentences that resembled the ones written by an AI (LLM). The third challenge has to deal with isolation. You are glued to the screen to conduct research and write articles for hours. Writing, in general, demands isolation as it helps in putting our thoughts in order well. But at the cost of not talking to your family for hours and it is extremely detrimental to our mental (and physical) health.

Conclusion

(Web) Freelance writing is an aspiring profession for many as it offers ample financial support. But much like many other professions in freelancing, it takes time to start turning words into coins. Just stay consistent and you will see a bunch of rejections. Face every rejection with a smile. Remember, there is always someone who is in need of you and believe in the unexpected. In case if you don't understand something, search for it on Google and YouTube. Be a self-learner and learn from the successful people in your industry. If things are still not working for you, try experimenting into other things such as copywriting, graphic designing, video editing, YouTube script writing, screenplay writing, and creating a channel on YouTube.

Behind my The Assimilators Blog, there is a forgotten The Assimilators Facebook Page with 731 idioms and many other things. I tried graphics design and it did not work, I was writing since 2018 and I got my first client in 2023, after 5 years. It's all about waiting,

About the job

Company Overview

Established in 2017, Minteworld is a Bangalore-based software development company providing services to businesses across India, including recruitment and digital marketing. Visit <https://minteworld.com/> for more information.

Job Overview

Junior Content Writer position with 1 to 3 years of experience at Minteworld, a Bangalore-based software development company with 51-200 employees. Full-Time or Remote opportunity in Bangalore, Karnataka, India.

Qualifications And Skills

- Excellent written and verbal communication skills
- Ability to write in a variety of styles and tones
- Strong attention to detail and proofreading abilities
- Understanding of content marketing principles
- Knowledge of SEO and keyword research
- Proficiency in using content management systems (CMS)
- Ability to work in a fast-paced environment and handle multiple projects

Roles And Responsibilities

- Create high-quality and engaging content for websites, blogs, social media, and other digital platforms
- Conduct research to develop content ideas and ensure accuracy of information
- Collaborate with the marketing team to align content with brand guidelines and marketing strategies
- Optimize content for SEO and perform keyword research to enhance online visibility
- Proofread and edit content to maintain quality and consistency
- Meet deadlines and manage multiple projects simultaneously

Real Job Description

waiting for Godot but unlike the "Nothing to be done" attitude, do something. The world will do something back in return for you.

All the very best!

Sincerely,

Asad

BONUS CONTENT

A Collection of Old Posts Related to Writing and Blogging

Useful Apps for Freelance Writers - Use Your Phone as a Computer to Make a Living

Note: This untidy listical is useful for seasoned as well as rising freelance writers

The market-share of smartphone users in Pakistan has surpassed the numbers of feature-phone users. When an always connected tool is made available to a vast majority of people, their hard-earned money is stolen through a number of ways like classic robo-call scams, SIM swap attacks and ponzy schemes like Forsage. What if I tell you that you can use your very own phone to earn extra as an employee or as a fresh graduate? Yes, you can as a freelance writer, especially as a graduate of English Literature. Though finding genuine freelance work is tough, yet with enough digging on popular Facebook groups, you are able to find work.

Anyways, here is the list of apps which shall help you in writing (entirely) on-the-go:

Collaboration: In remote freelance jobs, collaboration is the key which unlocks productivity. Apps like Google Drive, Google Docs and Google Sheets can keep your thoughts and opinions in sync with your remote peers.

Text files: Notepad (.txt) files hold a great significance in the field of freelance writing but we cannot create and view .txt files directly in our smartphones. But one app by the name of "Editor" on F-Droid can act as both a .txt viewer and editor. This ridiculously small (300 kBs only) and Open Source app has a built-in file browser. I shall write a dedicated post on this app in the upcoming days.

Office Apps: Google Docs and Sheets require internet to work but what about offline document processing? MS Office is available as a stand-alone app with a built-in scanner and then we have WPS Office as the most feature-packed document processor with PDF manipulation tools. However if you want free and open source office suit for your word processing and spreadsheet needs then you can try OnlyOffice, available on both GitHub and Play Store.

Project Tracking: You might be managing multiple writing jobs or similar jobs under one job. It is essential to keep track of the progress and deadlines of your projects so that they are delivered in time. There is an app by the name "Project Manager" on the Play Store. This app lets you add projects, subprojects alongside their respective deadlines and categorization of different projects based on labels, all offline! It even has support for local backup and restore!

SEO: If you run a website, you may have already installed Google Analytics app on your phone to track your site's performance. However, there is an app known as "Metatags Analyzer" can serve as a MozBar alternative (minus Spam Scores, DA etc). Though you cannot copy meta tag information from this app.

LLMs: Large Language Models like ChatGPT and Claude can be used in brainstorming new ideas for your blog (posts). They can also be used to generate promotional drafts

for your blog or website. Since LLMs are just advanced text suggesting engines, devoid of intelligence and sentience (yet), you shall have to proofread, fact-check and fix the rough edges of the write-ups written by LLMs in case if you decide use that written material in public. My go-to app for utilizing LLMs is Poe by Quora as it combines multiple chatbots like ChatGPT, Claude and PaLM into one. Though there is the official app available for ChatGPT but the version of ChatGPT on Poe is based on ChatGPT 3.5 Turbo (a ChatGPT Plus Model) that is made available for free on Poe and is more capable than vinila ChatGPT. Besides, I have found Claude better in creative tasks than GPT 3.5.

Simplifying On-Page SEO

On-Page SEO mainly refers to the optimization that you do on blog posts and other key pages of your blog.

HTML Attributes

Here are few things to note when writing articles:

- `<h1>` is only used ONCE for the title of your blog post. Do NOT use this twice.
- `<h2>` is used when you add major headings in your blog post.
- `<h3>` is used to represent subheadings under major headings. (Do not use `<h4>` and `<h5>` headings. Just bold them)
- `<p>` attribute represents paragraphs in your blog post.

Note: You don't need to add these HTML attributes directly to your blog post, you can change/add these attributes via the options for Text Editor in your CMS.

On WordPress, you can use Markdown formatting symbols to speed-up the process of formatting your blog posts. Here are few symbols:

`##` - Adding double hashes before a line will make it an H2

`###` - Adding three hashes before a line will transform it into an H3

`**` - Writing something between two asterisks will make it bold

- - Using one asterisk around words will make them italic

`1., 2., 3...` - Typing numbers and appending them with a space will make a numbered list

`*`, `+`, `-` - Using asterisk, plus sign and minuse since before a sentence will make a bulleted list

`>` - Adding "Greater Than" symbol before a sentence will turn it into a quote.

Note: I highly recommend using Obsidian alongside Syncting to format and write your blog posts in markdown, especially if you are a mobile and a laptop user simultaneously.

Main/Focus Keyword

You always write a blog post against a focus or main keyword. When doing On-Page SEO, make sure that:

1. The main keyword is mentioned in the title of your blog post as well as in the permalink.
2. The first paragraph of your blog post mentions the main keyword and is highlighted in bold.
3. The main keyword should also be added to the meta description of your blog post.

4. The main keyword or something relevant should also be added at least once in the <h2> of your blog post.
5. Add the main keyword in the alt tags of the pictures you upload into your blog post.
6. Avoid mentioning the same main keyword again and again in your article as this will lead to keyword stuffing. To avoid keyword stuffing, add the main keyword or related keywords naturally thought-out your content.

External Links

The links and anchors that go outside the domain of your blog post are known as external links. Make sure these links are no-follow. External links and anchors are strategically added to such words and phrases on your blog post that require further explanation or contain an interesting infographic. For example, if you have written an article on best arrows for crossbows, you could anchor a word, linking it to an article that goes further deep into the places where you can order them etc.

Internal Links

Since we are writing on a single micro niche, you could have published many articles that are interlinked together. Internal links, (as the name implies) help in readers discovering similar content that is linked together internally.

Updating Content

Google recommends updating or adding fresh and up-to-date content to your already published blog posts after 3 to 5 months before. When updating old articles, change the date of published article to the day you updated it.

Courtesy: eRozgaar

How to Publish a Blog Post in WordPress?

Self-hosted WordPress CMS features a ridiculously featured-rich Blog Post editor that puts the casual and limiting editor by Blogspot to the shame! The Post Editor in WordPress has support for Markdown formatting out of the box while also providing other robust media options through Gutenberg blocks. Do note that you can also add other blocks for dedicated Pros and Cons and reviews via third-party plug-ins.

Submitting a blog post in WordPress based CMS is easy. Here is how I post a new blog post on WP.

Section 1 - Adding and Formating Content

Step 1: Login to your WP Admin panel and hop hover your mouse over "Posts" and then click on "Add new post".

Step 2: Type the title.

Step 3: Now paste the contents of the post. (I mean the post body).

Step 3.1: If you have your post already formatted in Markdown, just CTRL + Shift + V it and everything down to headings, bold italic texts and tables will be inserted for you. But if you are like 99 % of the content writers and write your content in MS Word or Google docs then do the following:

1. Copy and paste the introductory paragraph before the first h2 heading and hit enter. (When pasting, don't CTRL + V it as it may destroy the default formating of your blog. Paste it as a plain text by hitting CTRL + Shift + V)
2. Now copy the first h2 from the MS Word or Google docs. Type ## in the WP post editor and paste the copied text as a plain text. Typing "##" before pasting a heading will make it an H2.
3. Now copy and paste the body text accompanying that particular h2 heading and hit enter.
4. If your content has h3 in it, copy the subheading and type "###" in the WP editor before pasting. Triple hashes will turn that block into an H3.
5. Copy and paste the text proceeding after the H3 and press Enter.
6. Repeat from Step 2 to 5 until all content is pasted in the WP blog post editor.
7. To make a text bold or italic, select it and then hit CTRL + B for bold and CTRL + I for the italic.

Step 4: Insert relavent images into the blog post. Make sure the images you upload are in the WebP format as they consume less space and data. To add an image:

1. Hit enter in the text where you want to add an image. Type "/" and then "image" to select the image block.

2. When the image picker loads up, upload the image.

3. Make sure to add descriptive image alts and titles. For example, if an image is about showcasing blown up fuse in a car, add "blown up fuse in both the alt and title of the image.

Step 5: Although it is optional, you can add table in your blog post by hitting enter where you want to add the table and typing / and then table. Specify the number of rows and columns and then hit "Create".

Step 6: To see if the hierarchy of H2 and H3 headings is correct in your article, click on the "Stair-like" icon at the upper left corner of the WP post editor > then "Outline" and a list of all the headings alongside the total number of words in your article will show up.

Section 2 - Looking at the Options

Now we have added the content, it's time set up some options before hitting "Publish".

Step 1: You will not be able to set a permalink for your blog post before you hit "Save Draft". Click on "Post" tab and then click on Post URL. Add a URL that is short and only contains the main keyword. Hit Close or (X) after specifying the permalink.

Step 2: Under "Categories" section, select/tick only one category.

Step 3: Upload a featured image. In the alt and title section of the featured image, add the main keyword. (Even the title of your blog post will suffice).

Step 4: If you are using Rank Math, you can add meta description in the Excerpt section.

That's it! Now hit publish and your new blog post will be live for readers and crawlers to go through. Click on "View Post" to see how it actually shows up on the webpage.

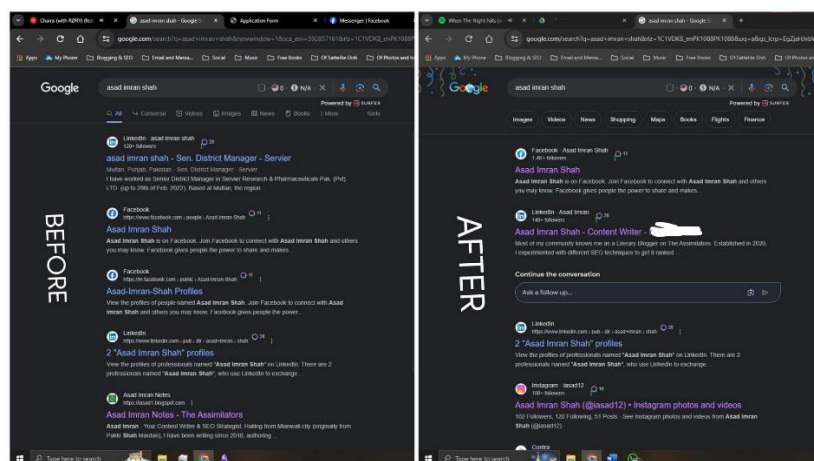
Additionally, you can also submit the link of your new blog post in the GSC for getting it indexed faster, if you think it fits into your SEO strategy.

How and Why You Should Use Google for Personal Branding?

In this era of increased saturation in almost every skilled based field, standing out from the crowd is of great importance. Sure, we all can claim, "I'm a content writer or SEO specialist with x years of experience" but what demonstrates our credentials well is our key profiles being searchable on Google when someone would enter our legal name. Let's be honest here, if you claim to be an SEO strategist, you should at least get your Facebook and LinkedIn profiles indexed and ranked in the SERP for your (legal) name as a keyword.

Imagine if a client creates a post on Facebook or LinkedIn, declaring that he is looking for an SEO team lead and you comment, "Yes, SEO Team Lead Available". He might type your name on Google and when he actually sees your name alongside your well-maintained LinkedIn, Contra or Medium profile(s) in the SERP, your chances of getting hired will increase substantially. Besides, you could get a chance to get in direct contact with your Fiverr or Upwork clients when they land on profiles where you have mentioned your email or other contact details if they search your name.

But ranking for your name isn't easy. There might be a lot of people with your name. According to Facebook, there are at least 50,000+ Asad Imrans who registered themselves on the site. The strategy that has worked the best for me is using my first name, and last name alongside a phrase that represents my caste. You'll be reducing your competition by adding Syed, Shah, Naqvi, Niazi, Khan, and Malik before or after your name. Though your legal name¹ would already have these identifiable phrases so use that instead.



HOW I GOT MYSELF RANKED FOR MY LEGAL NAME ON GOOGLE?

I was already trying to secure my spot on Google with the name "Asad Imran" and I was even moderately successful in getting my site and my Facebook profile ranked in the first three results, the rankings would fluctuate and my LinkedIn profile wasn't even showing up in the 100 results on Google against the search term, "Asad Imran". As I have already alluded to earlier, the reason behind the inconsistent ranking was none other

than me trying to rank in a sea of other 50,000 "Asad Imrans". So I thought of doing an experiment to see if that would help or not.

That experimental strategy was simple. I changed my name on my Facebook, LinkedIn, Medium, and Instagram profiles from "Asad Imran" to "Asad Imran Shah*" as there were only 2 people named "Asad Imran Shah" on LinkedIn (and a quick Google Search returned only one). So, the course was clear and all I had to do was wait. And after a week, my Facebook, Instagram, and LinkedIn profiles were ranking atop in the SERP against the keyword "Asad Imran Shah".

WHY DID IT WORK?

I didn't build any commercial backlinks to get myself ranked and the main reason my experiment may have worked might have to do with my rather stouter presence on the internet. Although it has only been 3 months since I started offering my services as a freelance content writer, but my community already knew me as a Literary Blogger because of my blog on English Literature (namely The Assimilators), where I had enacted a dedicated "About the Author" section, resulting in my name getting mentioned as a source in a research paper. Also my name as "Asad Imran Shah" is uncommon. So, that may have contributed to my profiles showing up in the SERP.

HOW YOU CAN MAKE YOUR PROFILE(S) APPEAR IN THE SERP?

1. Make sure you have added a detailed "Summary" about yourself and your career on LinkedIn. Also add experiences, work history and most importantly, recommendations from your past clients. Connect with other people from your niche and expand your network.
2. Do a LinkedIn search and then a Google Search of your regular name. If there are more than 15 to 20 LinkedIn profiles with fewer followers, add identifiable phrases and repeat the search to see if that reduces the number of profiles.
3. The next step is to use that extended name on each of your profiles (such as LinkedIn, Facebook and Medium, etc). Please note that your extended name shouldn't exceed 3 to 4 words as potential clients might find it hard to remember or type your name that has 5 words!
4. Keep your usernames the same and consistent across all the platforms you have made your profiles on.
5. Link your profiles with each other through "Social Media Links" as this would serve as Backlinks.
6. Create your profile on Contra and publish your past projects there in detail. Contra profiles tend to get indexed fast and ranked better.
7. Make all the profiles open, public and indexable. (A locked Facebook profile and a private LinkedIn profile won't do much).

EXPLAINERS

¹ The name that is written on your CNiC card and other legal documents.

6 Years of The Assimilators

Accidental success, though a cliché statement, is entirely true in the case of The Assimilators, both as a Facebook Page and as a stand-alone blog. It's a true story, stemming from meek but resourceful engagements in the soothing February of 2018, to the 7 Web Search clicks in the whole month of May in 2020, leading to the apex spike of 4,000 Web Search clicks in a week of September 2022; my WhatsApp inbox buzzing like a Spring bee and then eventually getting my first paid content writing job by presenting my blog as a portfolio. Here is a 6-year rundown of what happened behind the scenes that led to The Assimilators [aka Asad Imran Notes (a colloquial name given by my community)].

The Birth of "The Assimilators"

Most of you may already know that I was homeschooled for 15 years until the completion of my BA. English at BA level is no easy feat to pull through on one own. Sir Khalil created a Facebook group where I would type out idioms, essays, letters, and other creative writing tasks to get them checked by him. My craft of English writing was improving over time and organizing them in that group was becoming a difficult job. Thus the idea of The Assimilators (Facebook Page) was born. Since I went with Education as a subject during my FA, I was obsessed with the idea of making the unaware, aware through the means of Social Media and I had seen practically how social media could be used as a tool for helping people learn who could not attend regular classes for some reason. I would post one fact regarding one subject and 3 idioms, phrasal verbs, one-word substitutions, and grammar rules every day. They are still up to this day, organized in different photo albums on The Assimilators' Facebook Page and on the original group.

Why and How Did I Name My Educational Endeavours as "The Assimilators"?

Actually, I was inspired by Sir G. M. Shahid's Learner's Series of grammar books because of their influence in bringing structure to my otherwise broken English. Besides, I wanted a name that would go well with the overall "learning" nature of humanity and the educational theme of my page (then a blog). So I fired up a dictionary (WordInn on Windows), typed "learner", and looked for its synonyms. One of the synonyms was "assimilator". I looked at its meaning to confirm its suitability with the theme of learning and then decided to go with "The Assimilators" as an identification marker for my educational (and then literary) efforts. (How original! /s)

The Quest to Create a Sharable but Organized Space for my Essays on English Literature

After 15 years of being taught by my sister, I became a regular student of MA English at GGC Mianwali. But there was one issue, I could not see what was written on the whiteboard despite sitting upfront. So I would note down important points during the

lecture and when I would return home, I would do my own research to reconstruct the typed answer (in accordance with the lecture) in OneNote (just because I couldn't even understand my own handwriting). Soon, I had an organized collection of essays on OneNote but sharing them with my classmates was not straightforward (I had to create separate Microsoft accounts for each class fellow).

So I turned to Facebook Notes (a feature on Facebook Desktop) that lets someone post articles with proper headings. Sure it made sharing of the essays easy but it lacked organization and retrieval of old essays was not easy. Then the coronavirus hit and as Sir Mohsin Ghani had ignited (the faint) poetic spirit in me, that ignition resulted in publishing two immature poetic anthologies (20 Stains of Ink and A Toy Watch), enabling me to get in touch with many fellow authors. One of them was discussing the role of creating a blog for the promotion of her upcoming book and at that time, it clicked on me that I, too, could make a blog for sharing and organization of my essays for my college classmates. And so on May 10th, 2020, The Assimilators (Blog) was enacted.

As you may have already guessed, the creation of The Assimilators Blog was intended only for me and my college classmates. But little did I know transferring articles from Facebook to Blogger would slowly trickle down to Google Search and this ultimately led to more visitors on my blog. After seeing people slowly arriving, I ditched Facebook Notes and focused my efforts entirely on my blog.

Is "Fame" a Pain? - The Community Aspect of The Assimilators

One of the most fascinating but responsibility-ridden aspects of getting your work noticed by people outside your acquaintances is, well, their attempts to reach out to you. There are some Blogger themes with built-in author box functionality, letting you add your contact details below the blog post. So, I added my email to the author box and soon, started receiving queries from my fellow students and I would respond to them via my trusty Nokia 225.

My parents bought me a smartphone in 2021, which meant I could not only use WhatsApp to get connected with my fellow blog readers but I could also write and publish articles more consistently on my blog. And since Google loves consistency, the traffic on my blog sky-rocketed, and with that came a barrage of messages (during peak exam days, I was receiving messages from 40 blog readers in just a single day). I could not handle such an influx of messages so I had to conduct a response session each day between 10 pm to 12 am.

Many people harbor the desire to become famous and to make a name for themselves. But becoming famous comes at the cost of "convenience" and responsibility. Enjoying a slumber during a peaceful night? Well, get ready to be woken up by a call. Silenced your phone? ...and you have missed calls from your parents. These 'minor' inconveniences may not hold the candle to the burden of responsibility a volunteer contributor has to go through. When you supposedly assume the mantle of the voice of authority, you have to make sure the information you are providing is factually correct and it will not negatively

affect their result because some students literally sell their jewels, just to pay the admission or supplementary fee and misguiding them is nothing but sheer injustice.

Despite the anxiety-driven nature of this job, those who either have a large or small community around their cause or themselves are the luckiest people on earth. Why? Because when you take care to give something that adds value to their life, they will go above and beyond to any length to take care of you both online and IRL*. I can attest with my life that the genuine prayers of my blog readers have helped me and my family come out of many problematic and challenging situations in the most unexpected ways possible (the 5-June-2021 incident is a prime example of that).

Earning from The Assimilators

The Assimilators, by its very nature, is a non-profit endeavor. Sure the AdSense approval "promised" I would earn in dollars but at the cost of degrading the user experience. I currently have \$ 73 in my AdSense account and by current CPC**, it would take a round 2 to 3 years to reach the \$ 100 threshold just to withdraw that amount. That was simply not feasible so I ultimately turned off ads altogether. 2 years ago, I predicted that using my blog as a portfolio would land me my first paid content writing job and so it actually happened when my dearest blog reader cum companioned associate introduced me to his team lead. As a gesture of gratitude for my community, I'll write a series of posts regarding whatever I know about content writing from the perspective of an essay writer on my WhatsApp channel soon after the exams (inshallah).

If you harbor a passion for something you love doing, go for it! Make a YouTube channel about it. Try providing solutions to people's problems in the most transparent way possible. Do note that you won't see the results from the day one. It took me a whole month just to get my first organic click and remember, not everything will work according to your expectations. Failure is not something to be afraid of, learning from it and improving and iterating upon your craft will surely warrant the success you eye.

Work with passion and anticipate the unexpected!

- In Real Life

** Cost per Click

How Did I Become a Blogger? (Posted in July 2020)

With the grace of God Almighty and the kind efforts of my teachers, I have achieved another milestone in this lockdown in the shape of The Assimilators (<https://iasad1.blogspot.com/>) which is an outcome of a constant struggle of three years and a bloggery guidance through Facebook and Google. It has been two months when I shifted my work from Facebook Notes to Blogger for a couple of reasons and the outcome is before you people 243 Organic search clicks by the time I am writing this post. (See photos number 2 and 3) In this post, I shall cover in detail how I started writing, why did I leave Facebook Notes, what platform and theme I am using, what is my research strategy, what did I do to slightly boost up the SEO game and how can you start your blog. (I have divided my post into several headings so you may find easily from this long and boring post what you want to know)

Context

It was 2018 and I was a newbie in the artistic atmosphere of BA. I did not attend my college because of the reasons you already know. So I remained present in the class through Facebook and Messenger. During these days, one of my class fellows named Junaid Rasool created a Facebook Group for our assignments and our teacher of English Sir Khalil Ur Rehman assigned me to post idioms (with Urdu translation), letters, applications, precis, dialogue and essays. So I did which quickly became popular among my friends because of my simple language. It motivated me to write even more and I formed a Facebook Page named as The Assimilators to group up the writings which were linked to the group.

Months pass by and I become, for the first time in my life, a regular student of a reputable institute for MA English Literature. Every teacher gave their own lecture on different topics which I noted onto my notebook and on OneNote. I also made answers to the long questions by keeping the lectures of our teachers in view (Hop on to Research Method to see how I write). My answers also became relatively popular among my classmates of the master class.

Facebook Notes is for Beginners [This feature does not exist]

Because my notes were written in OneNote so sharing was a tedious process and I had to make Microsoft accounts for my fellows just to share my electronic notebook with them. So, I started sharing my notes on Facebook. Facebook Notes is a decent platform with basic formatting options. My fellows were able to access these notes for free but the limitations keep appearing. My notes could not be categorised. There is no dedicated search option and finding out the Notes section from a Facebook profile is a tedious process from the mobile devices. Not to mention the invalid view counts. See photos number 6 and 7 for a quick view on Facebook Notes.

Blogger as a Blogging Platform [Blogger is no longer a viable option anymore]

So I bid a farewell to Facebook Notes and join hands with Blogger. The aim of this free platform is straightforward, making information available on the internet through organic search. You can sort your documents in different categories through labels which can be used to build a navigation menu. Blogger is an awesome platform but with a huge trade-off. The default templates are neither appealing nor SEO optimized but this is where Blogger wins a huge battle against the free tier of WordPress. You can not only get custom made themes for your blog but customize it to a specific limit (or if you want complete freedom then shed some money on WordPress).

Theme Selection for Blogger

Well, this is a tricky part where you have to be a bit picky. I have spent hours researching and testing multiple templates. Some of them are trash and poorly coded. Others' free versions do not even let you build a navigation menu and come with a fixed menu which advertises that template. I will recommend themes from templateify.com as their free versions are not only well-coded but also somewhat SEO optimized. Their themes are well documented so you won't run into any trouble while deploying their themes on your blog/website. Their themes are also compatible with dumbphones. I am currently using Magify because of its fast response time and clean design. See photo number 8 for an insight into the response time of Magify Blogger Template.

SEO and Backlinking

Well, I am not an SEO expert but here are a few things I have done to boost up the SEO game of my site.

1. I only use one h1 heading (for post title) and for headings and sub-headings in posts, I use h2, h3 and vice versa
2. I do not do any specific keyword research because, in literary assignments, the questions are asked in an accustomed pattern. For example, Thematic significance of [the name of a drama, novel or poem], Importance of the title [the name of that literary genius]. Or it is a best practice to use keywords in that format which is asked in groups.
3. For off-page and on-page SEO audit of my site, I am using a free tool called seobility.net. Its free version will let you scan individual pages and the whole website for SEO errors and correction.
4. Backlinks are a very important factor to rank on Google. To make backlinks for your site, see how and what backlinks your competitors are using through [ahrefs free backlinks finder tool](https://ahrefs.com/backlink-checker) here. <https://ahrefs.com/backlink-checker>
5. My backlinks strategy is simple, commenting appreciative sentences on my competitors' sites and putting the URL of my blogpost through name and URL option while commenting.

6. Another strategy for the backlinking process, I share my notes on my Reddit and twitter profile, and pin it on a board on Pinterest. (If you are willing to use the same strategy, kindly don't spam. Only post once in a day.)

7. A sound robots.txt file can also hold a favourable impact in the SEO department. The default robots.txt file that comes by default on Blogger is okay but if you are tired of bot mongering, you can go to the advance level of the robot blocking by finding examples on the internet.

NOTE: Do not block any search engine robots through robots.txt file or else your blog will be removed (deindexed) from Google, Bing and Yandex (or any other reputable search engine)

8. Neil Patel's YouTube channel has an awesome collection of the lessons on how to improve the SEO and search ranking of your site. Here is his YouTube channel:
<https://www.youtube.com/channel/UCI-Zrl0QhF66lu1aGXaTbfw>

9. Mentioning sources is loved by Google. You may use this technique to build Google's as well as the audience's trust in your writings.

How do I Write?

When my college was open and we constantly receive lectures, my writing method was quite different from today's method. I noted the key points of the lectures in raw formate and then produced the answer on the same day of the lecture by explaining the key points in the light of the concerning lecture. (Images 9 and 10).

During the present lockdown, the research procedure changed. I asked Afrasiab (our senior class fellow) to send me a list of important questions and I began writing answers to them subject-wise. Before writing answers to any questions, I make sure that I have read everything important (context, author's info, chapter or scene wise summary, themes and symbols) regarding that book on Course Hero or on Shmoop.com. Then I google every long answer of a specific topic by my competitor and analysing those answers carefully, I write my own answer. I usually do not copy my competitor's order of the answer or I answer with an entirely different order or headings (I cannot change the order of headings while writing a character sketch because it is to be drawn through the setting of incidents in a play or a novel). After having drawn a draft, I correct the spelling and grammatical errors through MS Office's Spell Check and Grammarly. My answers are based on the critical study books I have as well as the contemporary writings on the internet.

Some Initial Steps to Start Your Career as a Blogger

I have not written this post just to brag about my website, but to motivate you people to set-up your own blog to showcase your hidden talent to the world around you. These are the initial steps, you can google them individually to learn more:

1. You must have SEO friendly content with SEO friendly title or keyword.

2. Once you have content, forge it to any blogging platform, be it Blogger or WordPress.
3. Do share your blog post in relevant Facebook groups after a mutual approval from the admin. BUT DON'T SPAM!
4. Add your website to Google Search Console and Bing Webmaster Tools so that your writings should appear in the search results. Don't forget to submit the sitemap in these tools or else your website will stay in the dark.
5. Set up and place Google Analytics tracking code on your website to monitor traffic. It is quite easy on Blogger.
6. Set up and place Facebook Pixel on your site if you plan to run Facebook ads in future.
7. To avoid getting your website banned from Facebook, do not spam and complete all important OpenGraph tags.

All major OG tags are implemented in the themes by Templateify. However, you have to add these important OG tags manually in the HTML Theme Editor of your Blogger site.

Syntax:

```
<meta content='[YOUR FACEBOOK PROFILE ID*]' property='fb:admins'/>
<meta content='[YOUR FACEBOOK PROFILE LINK]' property='article:author'/>
<meta content='[YOUR FACEBOOK PAGE URL]' property='article:author'/>
```

Example:

```
<meta content='100007514257015' property='fb:admins'/>
<meta content='https://www.facebook.com/iasad12' property='article:author'/>
<meta content='https://www.intern.facebook.com/TheAssimilators/'
property='article:author'/>
```

Note: Place this code in the <!-- META section of your theme on Blogger as shown in the photo number 11

- Here Facebook ID does not mean your Facebook profile, it means a 15 digit numerical ID which Facebook uses to store your information on their servers. You can extract your Facebook ID from this link: <https://lookup-id.com/>

If you want more info on OG tags, check out these two links:

- > <https://www.howbloggerz.com/.../how-to-add-facebook-open...>
- > <https://neilpatel.com/blog/open-graph-meta-tags/>

8. Do off-page and on-page SEO and fetch some backlinks WITH YOUR OWN EFFORT. (Do not buy backlinks)

9. Make your blog AdSense ready by following this guide:

<https://www.shoutmeloud.com/how-to-get-google-adsense...>

10. You may not be able to utilize affiliate marketing on Blogger. However, if you are using a paid tier of WordPress and your website is hosted on a paid hosted platform, you can take benefits of affiliate marketing and earn a hefty amount.

11. Watch out for and fix crawl anomalies in Search Console and keep your site's coverage healthy.

12. Buy a custom domain once you have enough capital.

These are just my recommendations. You should google out for more.

What does my website offer?

Notes through Email: If you subscribe to my blog via email, you will get newly added notes shipped right into your electronic mail-box.

No Advertisement: Currently, I have not implemented any advertisement but if I get AdSense approval, I will embed ads on my site to make a little living.

PDF Downloads: You can download every published note on my site into PDF or print directly.

Mobile-Friendly Layout: Most of my contemporary websites are using old school themes which do not even fit the tiny mobile screen. This site is so mobile-friendly that even my Nokia 225 handles it perfectly on its 2.8 inches tiny screen!

Easy to Understand: Yes, it is true that I have no astounding reserves of vocabulary. But it is a blessing in the disguise that my inability to cram vocabulary has made my writings quote easy to understand for every Tom, Dick and Herry.

Conclusion

Manifestly, Blogger has been a good experience for me. In Facebook Notes, my writings only appeared for 24 hours to a limited audience. Now after two months, some of my notes are appearing on the first and second page of Google Search results. (and they vanish away after a few days) OneNote is good for personal and collaborative use. But to share your things to the world on a broader scale, you can go with blogging. It is a tough job but it has a worth of its own.

What have I Achieved after 1.5 Years of Literary Blogging? (August 2021)

زیادہ تر لوگ بلاگنگ صرف پیسے کمانے کا ذریعہ سمجھ کر اپناتے ہیں اور اسے صرف معاشی حد تک ہی دیکھتے ہیں۔ مگر بہت سے لوگ اس بات سے ناواقف ہیں کہ بلاگنگ اپنے تحریری ہنر کے اظہار کا ایک عمدہ ذریعہ ہے۔

وہ لوگ جو نہیں جانتے کہ بلاگنگ کیا ہے، ان کے لیے عرض ہے کہ یہ ایک ایسا تحریری پلیٹ فارم ہے جہاں آپ کسی بھی موضوع پر لکھ کر گوگل سرچ میں آسکتے ہیں بشرطیکہ لوگ اس سے متعلق گوگل پر تلاش کرتے ہوں۔

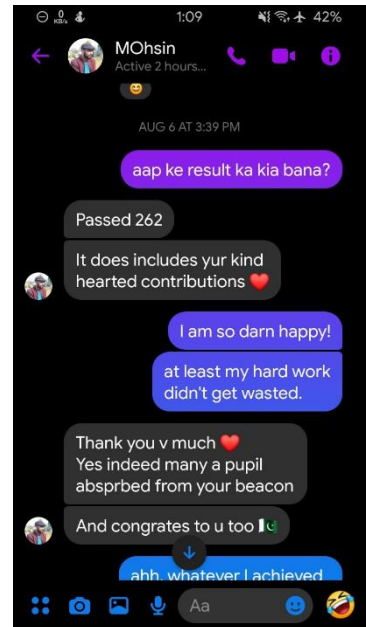
مجھے بلاگنگ میں آئے ڈیڑھ سال ہو چکے ہیں۔ میں زیادہ تر انگریزی ادب سے متعلق لکھتا رہتا ہوں۔ اب تک 238 آرٹیکل پبلش ہو چکے ہیں اور Ranking بھی گوگل کے پہلے صفحے پر ہے۔ پر اس سب سے مجھے ملا کیا؟ 221 جیسی شرم ناک تھر ڈو ویٹن؟

ہر گز نہیں! چاہے مجھے میری اس ادنیٰ سی کوشش کے بدلے ایک سال میں 15 ڈالر ملے۔ چاہے میرے ہاتھ یا آنکھیں کمزور ہونے کی وجہ سے بمشکل امتحان میں پاس ہوا ہوں۔ مگر میری اور میرے معزز اساتذہ کی ان تھک کاوشوں کا نتیجہ بڑا سود مند ثابت ہوا ہے۔

اولاً ایسی تحریریں لکھنے کے سبب مجھے امتحان کے لیے زیادہ معز ماری نہیں کرنا پڑتی۔ اس عمل کے دوران اتنی ساری معلومات حاصل ہوتی ہیں کہ کمرہ امتحان میں بیٹھتے ہی قلم اپنے آپ چلنے لگ جاتا ہے اور مشکل سوالات کی گتھی آسانی سے سلجھ جاتی ہے۔ اور مستقبل میں بھی کافی مددگار ثابت ہو سکتی ہے۔

دوسرا فائدہ یہ کہ میری لکھی گئی تحریریں ایم اے انگریزی ادب کے طالب علموں کو آسان الفاظ میں بیان کیے جانے کی وجہ سے کافی پسند آتی ہیں۔ جب آپ ایک یوٹیوب چینل بناتے ہیں یا بلاگ، آپ ہر یہ ذمہ داری عائد ہوتی ہے کہ آپ کے Content سے استفادہ کرنے والی audience کو تیار نہ چھوڑا جائے۔ جتنا ممکن ہو، اپنے آپ کو اپنی کمیونٹی کے قریب رکھیں۔

اسمارٹ فون ملنے سے قبل مجھے اپنی کمیونٹی سے ای میل اور فیس بک میسنجر سے منسلک رہنا پڑتا۔ میں ان کے مسائل سنتا اور جو میری بساط میں ممکن تھا، ان کی مدد کرتا۔ وہ میری اس بات کا پہلے یقین نہیں کرتے تھے کہ میں بھی ان سا ایک ادنیٰ سا طالب علم ہوں۔ اور میں اس بات پر زور دیتا ہوں کہ ماسٹر ایک ایسا یول ہے، جہاں کپے پکائے حلوانے کی کوئی اہمیت نہیں بل کہ تحقیق ہی اصل کامیابی کی کنجی ہے۔



فروری 2021 میں اسمارٹ فون ملنے کے بعد واٹس ایپ کو اپنی کمیونٹی سے ملنے کا ذریعہ بناتے ہی میرے ان باکس میں تل دھرنے کو جگہ نہ بچی۔ اکثر مجھے 'Sir' کہہ کر پکارتے ہیں پر میں نے ہمیشہ اپنی طالب علمی کا مظاہرہ کیا ہے اور میں ہمیشہ یہی کہتا رہا ہوں کہ میری تحریروں میں غلطی کی گنجائش

ممکن ہے۔ لیکن میری کمیونٹی کامیری تحریروں پر اعتماد قائم ہے۔ ان میں سے اکثریت کے 240 سے زیادہ نمبرات آئے ہیں۔ اور ہمارے واٹس ایپ گروپ میں صرف دو ہفتوں میں 160 ممبران کا اضافہ ہو چکا ہے۔

میں اس بات پر یقین رکھتا ہوں کہ کوئی بھی نالائق نہیں۔ کامیابی کا انحصار اس بات پر ہے کہ آپ کتنی دل چسپی اور دل جمعی کا مظاہرہ کرتے ہیں۔ کوئی آرٹسٹ ہے تو کوئی شاعری یا نثر نگاری میں ماہر۔ کوئی اچھا کھلاڑی ہے تو کوئی باہنر کار کیمر۔ لہذا اپنے ہنر کو انٹرنیٹ کی مدد سے جلا بختیے۔ اگر آپ یوٹیوب یا ٹک ٹاک سے اپنے ہنر کو دنیا کو دکھانا چاہتے ہیں تو آپ اردو سے فائدہ حاصل کر سکتے ہیں پر بلاگنگ کے لیے آپ کو انگریزی سیکھنا ہوگی۔ کیوں کہ اردو مواد کو سرچ کرنے کے لیے عوام کی کمی ہے۔

ماحصل

بلاگنگ کو صرف پیسوں یا شہرت سے تعبیر کرنا غلط ہے۔ یہ ایک ایسا پلیٹ فارم ہے جہاں آپ اپنی فری لانس رائٹنگ کے پورٹ فولیو کو اجاگر کرنے کے ساتھ ساتھ اپنی کمیونٹی کے لیے مفید ثابت ہو سکتے ہیں۔ بظاہر میں معاشی لحاظ سے گھانٹے میں جا رہا ہوں۔ مگر مجھے اس سے جو پہچان حاصل ہوئی ہے، وہ میرے Writing Career میں بڑی اہمیت رکھتی ہے۔ اور مجھے اس بات کی بے حد خوشی ہے کہ میری ادنیٰ سی کاوشیں انگریزی ادب کے طالب علموں کے کام آ رہی ہیں۔

How to Become a Content Writer in Pakistan and Earn Money? (Old Post – December 2021)

Content writing is the juxtaposition of facts in a simple language intended either to give information or ~~provoke a person to buy something~~. Content writing is easy. All you need to know is how to become one. In this essay, you will learn what are the requirements you have to fulfill before choosing to become a content writer; where to learn content writing; what are some writing based services you can offer; how to build your portfolio and how can you make money out of it.

What do you need to become a content writer?

Good Self-writing Skills

This is a required necessity. If you have never written anything in your own words, it's high time for you to start practising self-writing. You have to be good at writing in English, its vocabulary, sentence structure and grammar.

Knowledge About the Audience You are Writing for

You can't write good content without knowing about the audience you are writing for. In order to increase engagement on your content, you'll have to learn about its intended audience first. You'll have to set the tone of your content according to your target audience. You can get a clear idea about your audience by searching regarding the things they care about on different social media sites like Facebook, Twitter, TikTok and Reddit etc.

An Internet Connection

In Pakistan, we subscribe only to WhatsApp based packages and call it a day. No! In order to become a good freelance writer in Pakistan, you'll have to subscribe to a full-fledge internet package so that you may remain available to your clients as well as to brush up your skills.

Desktop or Laptop Computer

Doing research and writing on a computer is easy and fast. Therefore, make sure to purchase one. But you don't need a high-end computer for writing. Even a Core 2 Duo with 4 GBs of RAM and 256 GBs of hard drive shall be sufficient enough for your task.

A Smartphone for Backup

You can surely use your smartphone for writing content on the fly. But in the end, it is a smartphone with all of its distractions but focus mode is a remedy for curing distractions. Despite the handy remoteness a smartphone provides, you won't be able to type and conduct research fast.

A Bank Account

You'll need to open a branched bank account in your area to open a Payoneer account to receive money from international clients because it is 2022 and still we don't have PayPal.

Stubbornness and Determination

Earning a livelihood through freelance writing is not an affair of a day. It takes days and even months to receive your first order. Therefore, be stubborn and determined to learn as much as possible and be hopeful to earn according to your skills.

Where to Start Learning Content Writing?

You can start learning to write different content by searching for articles on Google and tutorials on YouTube. In this essay, I'll link a beginner-friendly YouTube video in every heading of the sub-professions I'll list down below. However, [this 4 hours long video](#) can give you a clear idea of content writing in different fields in a beginner-friendly manner.

Here is what you can do as a content writer:

1. You can proofread other people's work
2. You can write blog posts
3. You can write affiliate blog posts
4. You can create CVs or resumes
5. You can write captions for social media posts
6. You can write ads for the posts that appear on Facebook and Instagram
7. You can write sales emails
8. You can write scripts for YouTube videos
9. You can write press releases for brands and websites
10. You can write product descriptions
11. You can become a blogger

Still not understanding what does this all mean? Don't worry, I'll explain it to you one by one. Clicking on the headings should take you to their corresponding beginner-friendly tutorial on YouTube.

Proofreading

This is the easiest job that you can tackle. As is obvious from the name, in this job, you'll have to remove grammatical errors from others' writings. If you're a person who's bashed for picking grammar mistakes, you can have fun proofreading your client's work as well as earn a reasonable amount from it.

What do you need in proofreading?

- Grammatical knowledge
- Grammarly

Blog Post Writing

You must have come across a number of articles when you're searching for something on Google. These articles are called blog posts. You can offer your services as a blog post writer but only offer your service in the niche you understand. Don't act as a jack of all trades.

What do you need in writing good blog posts?

- Basic knowledge of On-Page SEO and Structuralization
- Focusing on the ease of user

Affiliate Blog Post Writing

At some point, you may have searched for an earphone under Rs 1500 in Pakistan. In search results, the blog posts containing the exact information you were looking for are called affiliate blog posts. An affiliate blog post contains a curated list of reviewed products under a certain price bracket.

What do you need in writing convertible affiliate blog posts?

- Follow a standardized structure of Introduction, Product Reviews, and Buyer's Guide.
- Write a review like a review, not like an ad.

CV Writing

Yes, you can earn money by writing professional CVs for your clients.

Captions for Social Media Posts

This is also a great place to start as writing captions for Facebook and Instagram posts does not require much toil as other writing-based jobs need. You'll get orders for this in bulk.

Product Description Writing

Every product listing on Amazon, Ali Express or any other reputable online store needs a product description that helps in making buyers aware of the features and functions of the said product. Writing product descriptions is easy. All you need to know is about the product itself and some basic SEO.

Writing Ads That Appear on Facebook and Instagram

This is rather tricky but not difficult. Instead of writing informative captions, you write persuasive copy (ad) to sell the product(s) of your clients. Writing social ad copy is an initiative way to kick start your journey as a copywriter. Use swiped.co to dissect ads that are already converting successfully.

Email Copy Writing

After mastering social media copywriting, your next step is to dip your toes into writing e-mail copy. Then, you can attempt in writing landing pages. But learning this kind of copy requires patience and practice. Again, you can use swiped.co to get inspiration.

If you want to master copywriting, watch every video by [Mike Nardi](#). He has awesome tutorials on developing a Fiverr profile as well as learning [copywriting](#).

Script Writing

Another popular writing based job is to write scripts for YouTube content creators. But you're not limited to YouTube. If you hold a degree in English Literature and you like reading plays, you can write scripts for different screen-plays.

Press Release Writing

Brands need media to get coverage for their new product line-up. They achieve this by writing press releases through experienced freelance writers. Once you acquire the experience of 2 to 3 years as a content writer, you are eligible to become a good press release writer.

Blogging

You yourself can become a blogger in every field. But I'll suggest you to go into Affiliate Marketing based blogs as you will earn a hefty amount if Google begins to love you. In order for Google to fall in love with your website, you'll have to let others try first and you should write for them. Once you get a clearer picture of all the necessary things related to affiliate blogging, establish your own.

How can You Build a Portfolio?

A portfolio is a[n online] collection of your samples that help you in assuring your customers that you're fit for the job they require from you. You should begin building up your portfolio when you start learning. You can use Medium to showcase your portfolio of blog posts. However, for copywriting, scriptwriting and proofreading based jobs, you can construct their portfolio as PDF files. When someone asks for your sample of blog posts, you should share a link to your Medium post so that your samples are not stolen. As far as sending PDF samples are concerned, make sure to watermark them in your name if you plan to publish them online.

Note: Keep improving your portfolio as your career as a writer depends on it.

How to Make Money as a Content Writer?

You can turn your gift of writing into a skill that brings money quite easily. You can earn a living through two kinds of clients:

1. Local Clients
2. International Clients

Local Clients

When you're starting your career as a content writer, it is considered a good practice to work with local clients to get a better idea of the field of writing in general. Local clients won't pay you much but in return, you will get a foundation for a sound income. You can find local clients by meeting them face to face or through different social media groups like this one. # But you must know that finding local clients is not easy.

Through International Clients

You can offer your services to international buyers via international platforms like Fiverr and Upwork.

Fiverr

If you're unable to find local clients, just like me, then offering your services on Fiverr should be your first priority. You can publish 7 gigs as a new seller. Just a quick heads up: Do NOT send your offer request to a buyer before completing your portfolio. Here are a few things you need to follow:

When Making a Gig:

Dos

1. Search for the particular service you want to offer and note how other people are offering those services. When searching, make a list of suggested keywords and the number of services corresponding to each keyword.
2. Add your face to the primary image of your gig to increase the click-through rate of your gig.
3. Price your gig at 5 \$ in the beginning.

Don'ts

1. Do not copy-paste other sellers' descriptions.
2. Do not reupload other sellers' images.
3. Do not price your gigs at a higher price during the beginning.

When sending an offer to a buyer request:

Read and understand the job first before applying. If it contains an image or a link, open and understand them too.

1. Do not send a templated offer.
2. Curate your offer in your own words that should be centred around the conditions of the job, posted by the seller.
3. Do not apply before completing your basic portfolios.

Upwork

Upwork is the second platform where you can make a buck by selling your skills. Do not construct your profile before completing orders at Fiverr for almost 6 months. I am currently not qualified enough to offer my services at Upwork. Therefore, I cannot assist you more in this regard. I'll update this paragraph once I am capable enough to work on Upwork.

Tools to Help You Write Error-free Content

No one writes perfectly. Especially we Pakistanis who learn English as a third language besides Urdu. But there is no need to be worried about it as there are some online tools that can help you in writing error-free and precise content.

Grammarly

If you want to become a content writer then this extension must be installed in your browser. Grammarly purges your writing of spelling and grammatical mistakes. It also helps you replace an overly repeated word with its synonym by just double checking on it. I have been using Grammarly since 2016 and it is not perfect, but it gets the job done.

Hemingway Writer

Although Hemingway Writer is not as featured-pack as Grammarly, but it can help in tuning your content to a specific grade of simplicity. Besides, it can work offline if you manage to get its Desktop app.

Things You Should Avoid

Don't Stick to a Particular YouTuber

In Pakistan, a lot of people will suggest you to stick to Hasham Server to learn content writing. No doubt, his videos are good for beginners but you should search per topic on YouTube on your own. YouTube alone is filled up with talented and skilled content and copywriters who are explaining each and every bit in writing engaging content.

Do not Spin and Reproduce an Already Written Content

Some of the newbies will suggest you to use websites like Spinbot to reproduce already written content. Content Spinning is a grave sin and Google can penalize the website of your client for producing spammy content.

Do not Cherry-pick the Top Two or Three Articles

Another common mistake new freelance writers make is to rely on surface research. In simple terms, they reproduce the gist of the top three articles in a search term and that is not a good practice. You need to put your head into jotting down important information regarding certain topics after an extensive research of, at least, one to two hours.

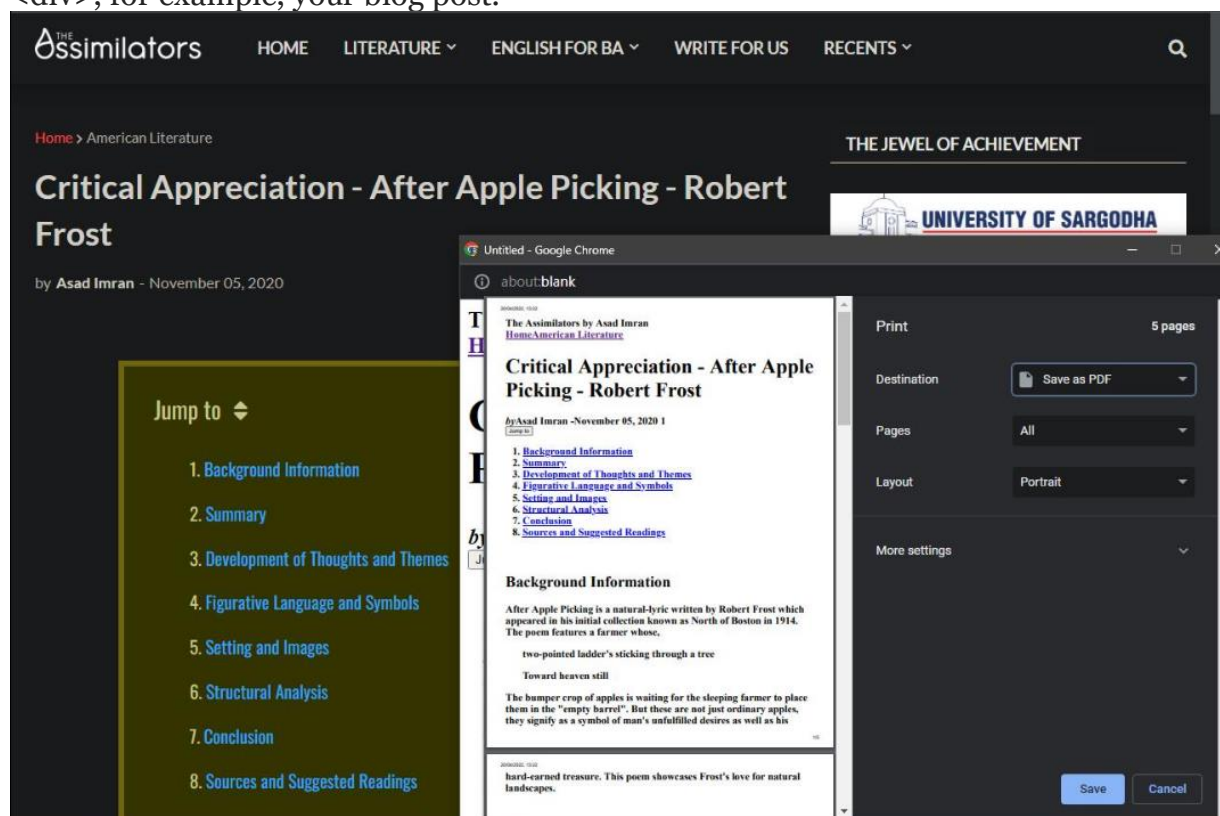
Conclusion

Your primary objective should be to provide valuable content to your clients instead of grabbing money from them. Stay dutiful to what they expect from you. And never stop learning.

How to Print the Contents of A Specific <div> in Your Blogger Blog?

Printing or converting a particular content, i.e. the text of a blog post into PDF is just a plug-in away in WordPress. However, the Support Forums at Google deem it almost impossible to achieve as most of the users of Blogspot are contented with using a third-party service, Print Friendly and PDF to convert their writings into PDFs for their readers to download.

Nevertheless, there is also a way to utilize the on-device power of your blog readers to convert your writings into PDFs by utilizing the Print functionality as well as using a little bit of the magic of JavaScript to print only a specific element in your preferred <div>, for example, your blog post.



Printing a Specific <div> Content on a Blogger Blog

Coding the Printing Engine

In order for our on-device PDF conversion to work, even on our Blogger blog, we shall have to set up two JavaScript functions as the engine behind our printout. We shall use the following functions:

1. `delimg()` — To remove images in the printout (Optional)
2. `printDiv()` — To print a specific div

You do not have to code the whole thing by yourself as the talented folks at Stack Overflow have already done coding for you. Just copy and paste this code to an empty HTML/JavaScript Gadget in the head of the template you are using, for example, Facebook SDK gadget in the themes by Templatify.

```
<script>
function delimg() {

$("#PrintPost").find("img").remove();

}

function printDiv() {
var divContents = document.getElementById("PrintPost").innerHTML;
var a = window.open(", ", 'height=800, width=1200');

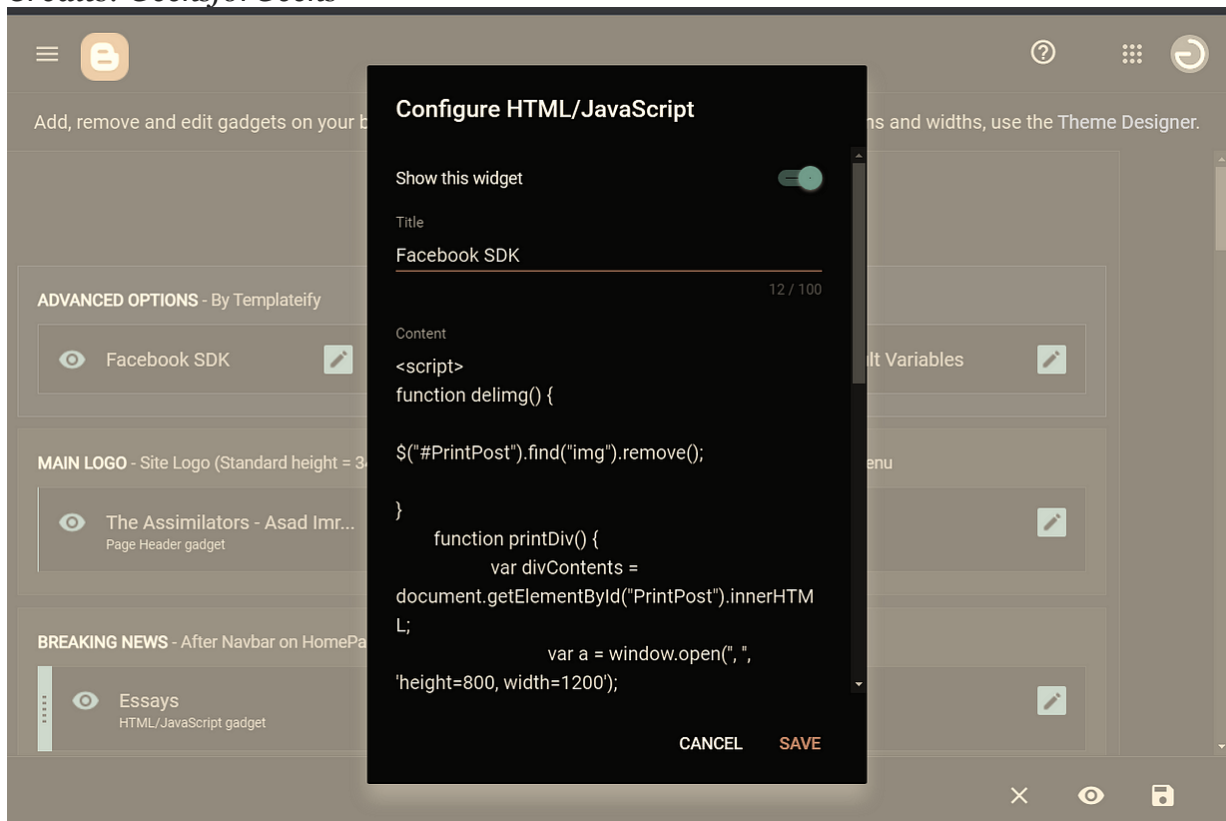
a.document.write('<body > <h2>The Assimilators by Asad Imran <br>');
a.document.write('<html>');
a.document.write(divContents);
a.document.write('</body></html>');
a.document.close();
}
```

```

a.print();
}
</script>

```

Credits: GeeksforGeeks



Placement of the Main Script

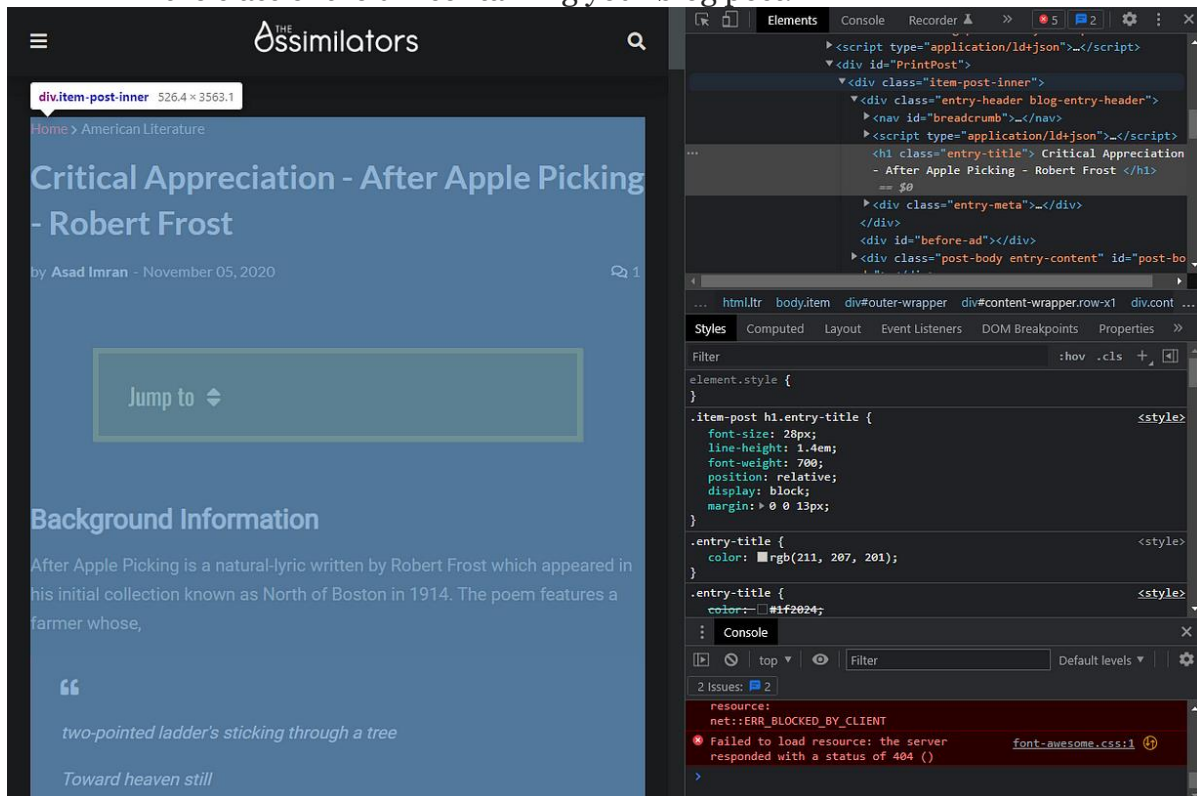
Please avoid saving directly into the `<head>` element in your template as this will not work and your template shall not be saved.

Finding the Required `<div>` to Print

In order to find the class or the ID of the div you want to print, you will have to use the Inspect Element feature in Google Chrome. Here is how:

1. Open a blog post of your website in the desktop version of Google Chrome.
2. Right-click near the title of your blog post and select Inspect Elements.

3. If the whole area of your blog post is highlighted, note down the name of the class of the div containing your blog post.



Finding the Required `<div>`

Usually, blog posts on the Blogger platform are displayed under the div class “item-post-inner”. However, the div with class does not work well with JavaScript. We will have to wrap this div with another div by the ID “PrintPost”.

1. Go to your Blogger dashboard > Theme > Edit HTML.
2. Click inside the code and then press CTRL + F from your keyboard.
3. Type item-post-inner (or the div you discovered) in the Search box and hit Enter.
4. Click on the > button next to the line number of “<div class='item-post-inner'>” to collapse that div.
5. Type “<div id='PrintPost'>” above the “<div class='item-post-inner'>” and close it with </div> element.

```

2571 > <div id='PrintPost'>
2572 > <div class='item-post-inner'><></div>
2578 > </div>

```

Wrapping the Required <div> with ID

Creation of the Print or Convert to PDF Button

If your template has the option to show HTML ads under your Blog Post (in the Layouts menu), you can easily paste the triggering code below by using the HTML/JavaScript gadget. But before that, we will have to stylize our button via CSS.

1. Go to this link to create your favourite style for the button: <https://www.bestcssbuttongenerator.com/>
2. Click on the preview of your button and ONLY copy its CSS code.
3. Or else, use mine by injecting this CSS code through Layouts > Theme Designer > Advanced > Custom CSS

```

.myButton {
  box-shadow: -2px -1px 21px -1px #3dc21b;
  background-color: #44c767;
  border-radius: 42px;
  border: 1px solid #18ab29;
  display: inline-block;
  cursor: pointer;
  color: #ffffff;
  font-family: Arial;
  font-size: 16px;
  padding: 12px 20px;
  text-decoration: none;
}

.myButton:hover {

```

```
background-color:#5cbf2a;
}
.myButton:active {
position:relative;
top:1px;
}
```

Now add this triggering code into the HTML/JavaScript gadget as an ad below your blog post (if your template allows)

```
<input type="button" class="myButton" value=" ▼ Save as PDF" onclick="delimg();
printDiv();" />
```

We are using onclick to call two functions together.. However, if you do not want to remove images from the printouts or PDFs, remove “delimg();” call and function from both onclick and <script> respectively.

If your template does not allow you to paste the triggering code as an ad under your post, here is how you can add it below your posts:

1. Go to Theme > Edit HTML
2. Hit CTRL + F and search for the following “<div class='post-footer'>
3. Paste the triggering code below “<div class='post-footer'>”.
4. Done

Now re-open any of your blog posts and you will see a button under it saying “Save as PDF”. Clicking on it will open a print dialogue with the contents of only your post on it. Save it either as a PDF or send it straight to the printer!

Troubleshooting

If nothing happens on the button after being clicked, check if:

1. the code in `<script>` calls the same ID of the div you intend to print.
2. The code in `<script>` is properly formatted.
3. The particular div is wrapped under “`<div id='PrintPost'>`” is closed properly.
4. The triggering code calls the `delimg();` function before the `printDiv()` function.

Sources and Suggested Readings

1. <https://stackoverflow.com/questions/2255291/print-the-contents-of-a-div>
2. <https://www.geeksforgeeks.org/print-the-contents-of-a-div-element-using-javascript/>
3. <https://stackoverflow.com/questions/9105925/remove-image-without-id-from-div-with-id>