What's hot

What's not

How to edit for both

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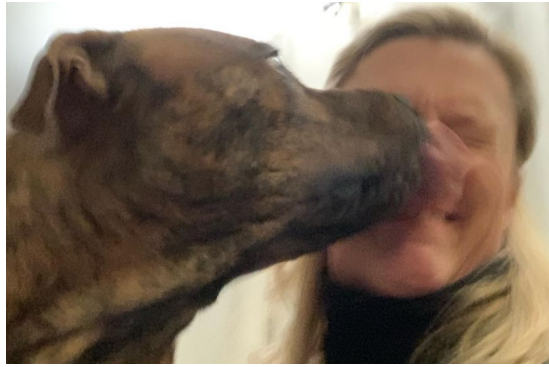
Who am I?

- Longtime ACES board member

- Recovering journalist

- Current content strategist overseeing content and comms team at Wipfli
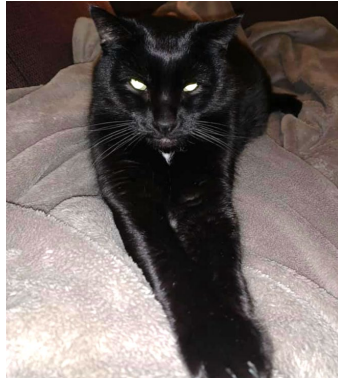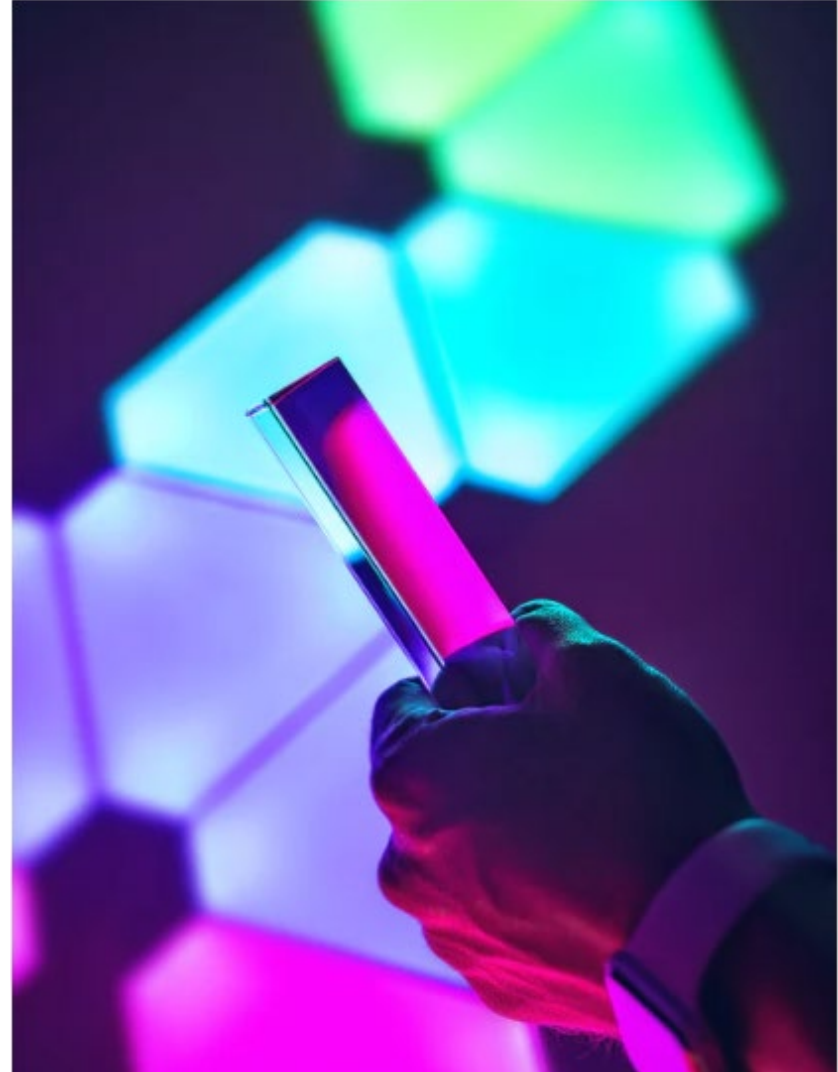
Audience trends

- Pandemic

- Election

- Social unrest

- Climate change

- (Fill in your blank)

Agenda

During this session, we're going to cover hot trends with:

- Your audience

- Your industry

- Your career

State of your audience

- **Pandemic**
  - ▶ Increase in anxiety, depression
  - ▶ Loneliness
  - ▶ Overwhelmed with distractions
  - ▶ Cannot unplug
  - ▶ More restless
  - ▶ Unable to sleep
  - ▶ Difficulty concentrating

- **Politics, human rights**
  - ▶ Divisiveness elevates tension
  - ▶ Elimination of support systems
  - ▶ Feeling of powerlessness
  - ▶ Insomnia
  - ▶ Depression increase
  - ▶ Anxiety
  - ▶ Distracted

State of your audience

- Emotional overload
  - ▶ Exhausted mentally and emotionally
- Info overload
  - ▶ Internet, social media fatigue
  - ▶ FOMO hypervigilance
  - ▶ Access to never-ending information
- Physical toll
  - ▶ Blood pressure
  - ▶ Teeth grinding
  - ▶ Over consumption

Tens of millions of Americans see politics as exacting a toll on their social, psychological, emotional and even physical health.

— Kevin Smith
U of Nebraska-Lincoln

What's this mean for editing?

- Multiply everything you know about good editing by 100

- People have no time, are exhausted mentally, emotionally and physically

  - ▶ Respect time and attention

  - ▶ Focus on clarity

  - ▶ Focus on context

- They are looking online to solve a problem, accomplish a task. Don't make them work hard for it.

Build relationships

Connect with audience by being useful, focusing on them.

Yardstick to measure content success:

- ✓ Does it solve a problem?
- ✓ Does it solve it easily?
- ✓ Does it solve it accurately?

B2B-B2C

- B2B and B2C marketing tactics converging

- Ability to self-educate and increased expectations means instant access to personalized products and services

- B2B needs to be more responsive, reflect the immediacy of news and personalization of B2C

- Executives don't turn into robots at decision time

- They want relevant, personalized, easy-to-access content
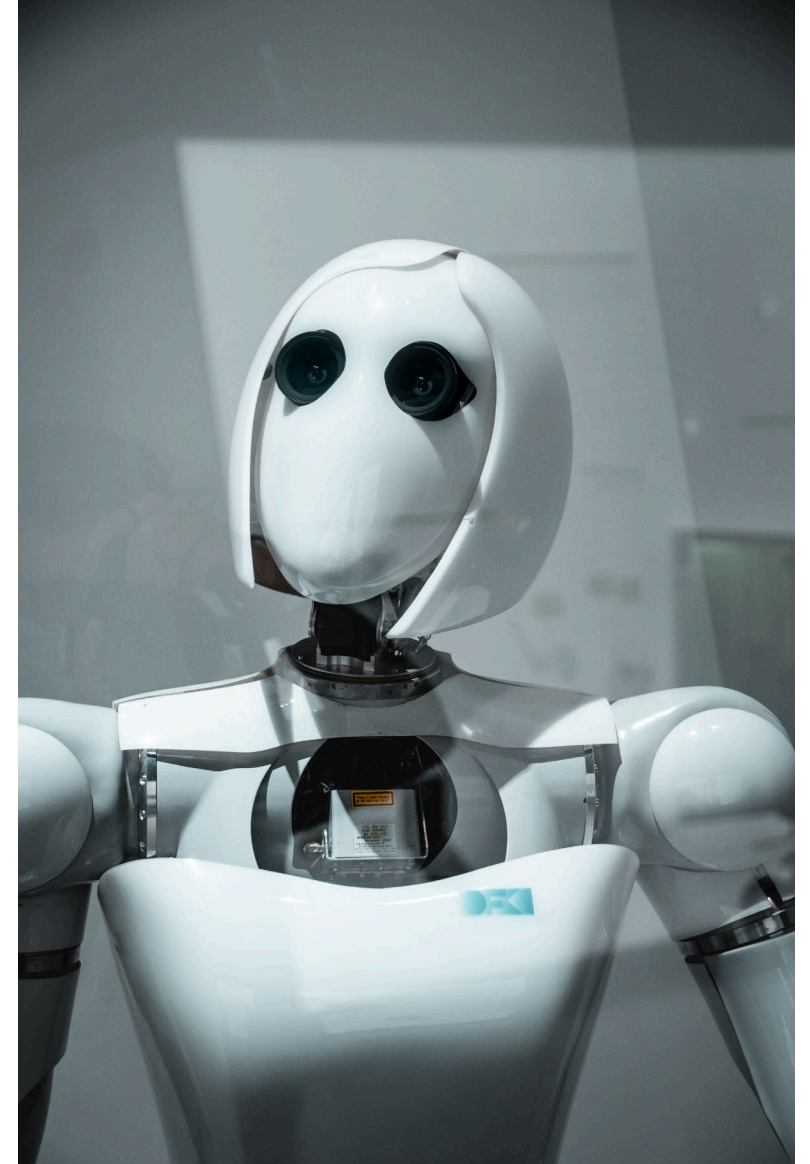
Lines between work, home blurring

- Digital mobility means you can take work home, bring home to work

- Lines are blurring between business and personal

- Increase in demand for businesses contribute to greater good

  ▸ 74% want brands to showcase acts of kindness

  ▸ 86% want brands to support vulnerable members in community

  ▸ 29% of shoppers switch to brand committed to DEI

How to edit: Be inclusive

- Understand who your words are including or excluding

- Find authoritative sources

    ▶ https://aceseditors.org/resources/diversity-inclusion-resources

    ▶ 2 sessions on inclusiveness in this conference

    ▶ More in ACES Academy

- Question origin of everything

    ▶ https://idioms.thefreedictionary.com

    ▶ https://theidioms.com/#title

- Adhere to WCAG accessibility standards

How to edit: Be authentic

- Be authentic, transparent
  - ▶ Avoid corporate platitudes
  - ▶ Don't hype
  - ▶ Don't lie
  - ▶ Be honest
  - ▶ Admit mistakes
  - ▶ Don't hide negative comments
- This is an opportunity to create or destroy trust

What can you offer beyond awareness of your brand and vague sense of virtue?

— Amanda Mull, The Atlantic

How to edit: Avoid political bias

- Ensure your tone doesn't reflect any bias toward one party, one candidate

- Unless necessary, leave politics out

Business

MyPillow CEO says Bed Bath & Beyond, Kohl's, Wayfair are dropping his products

Mike Lindell, a major Republican donor, has repeatedly pushed false claims that widespread voter fraud cost President Trump the 2020 election.

MyPillow CEO Mike Lindell, seen last week outside the White House in Washington, has given tens of thousands of dollars to Republican causes since President Trump came on the political scene. (Jabin Botsford/The Washington Post)

What's out

What's in

What's in: Data

- Data, data, data

- Personas/audience segmentation

- Buyer journeys

- Personalization

- Automated marketing

- You need to understand the data science of marketing

Data allows us to present customer-specific content when, where and how clients want it and in real time.

What's in: SEO

- Does not go out of style

- Continues to evolve

- Used to be thing, then strings, now it's even closer to human thought

- SEO drives the content you create, not just amplifies

- Not always the most popular word, it may be the word you can rank for – so much work hand in hand with digital team
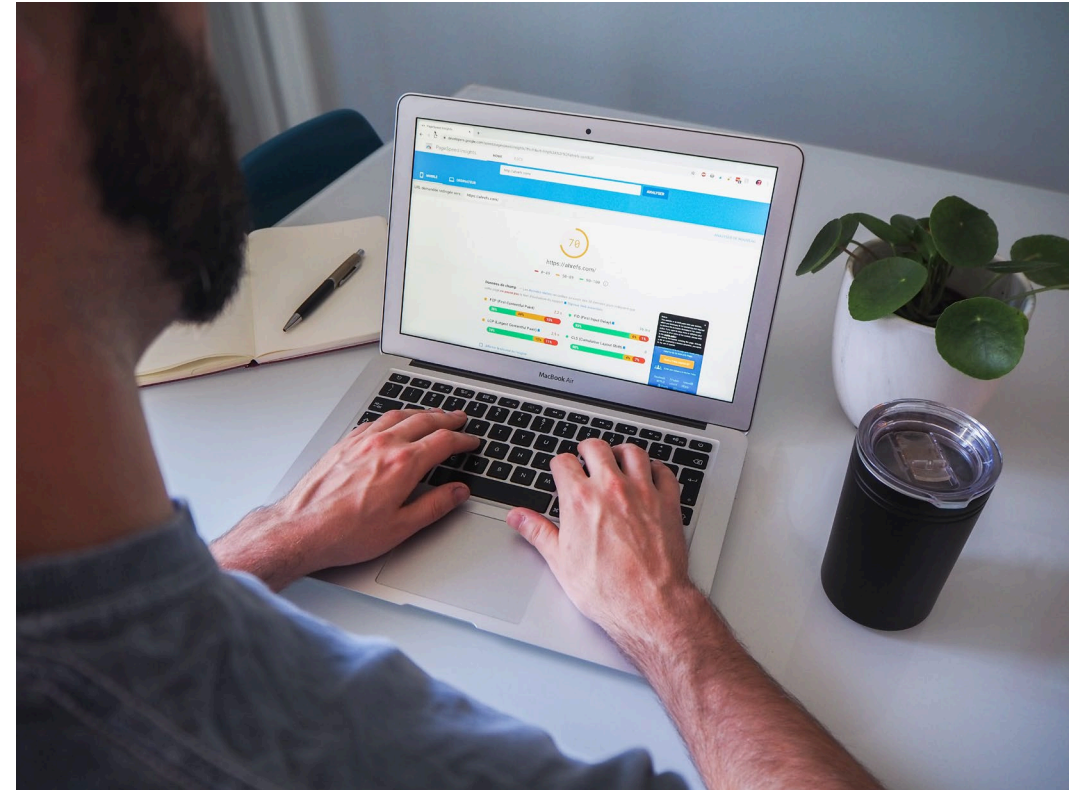
In: Repurposing or layering

- Edit content knowing where audience was and where you want them to go

- Take topics and break into breadcrumbs, or layer up or down

- Repurpose podcast into video, article into carousel post on LI, words into graphics, articles into ebooks, white papers, case studies

In: Content experiences

- Words are only a part of content

- Purpose-driven, interactive experiences

- Tell stories through linear and non-linear narratives

- Dynamic, interactive content that can be built rapidly

Content is designed to create a valuable and specific experience for audience.

Keep an eye on

Assistive screen readers growing in popularity for increasingly mobile audiences who do not want to physically read a web page

- ▶ Windows 10 Narrator

- ▶ Microsoft Word Speak

- ▶ Adobe read aloud

- ▶ Lots of apps
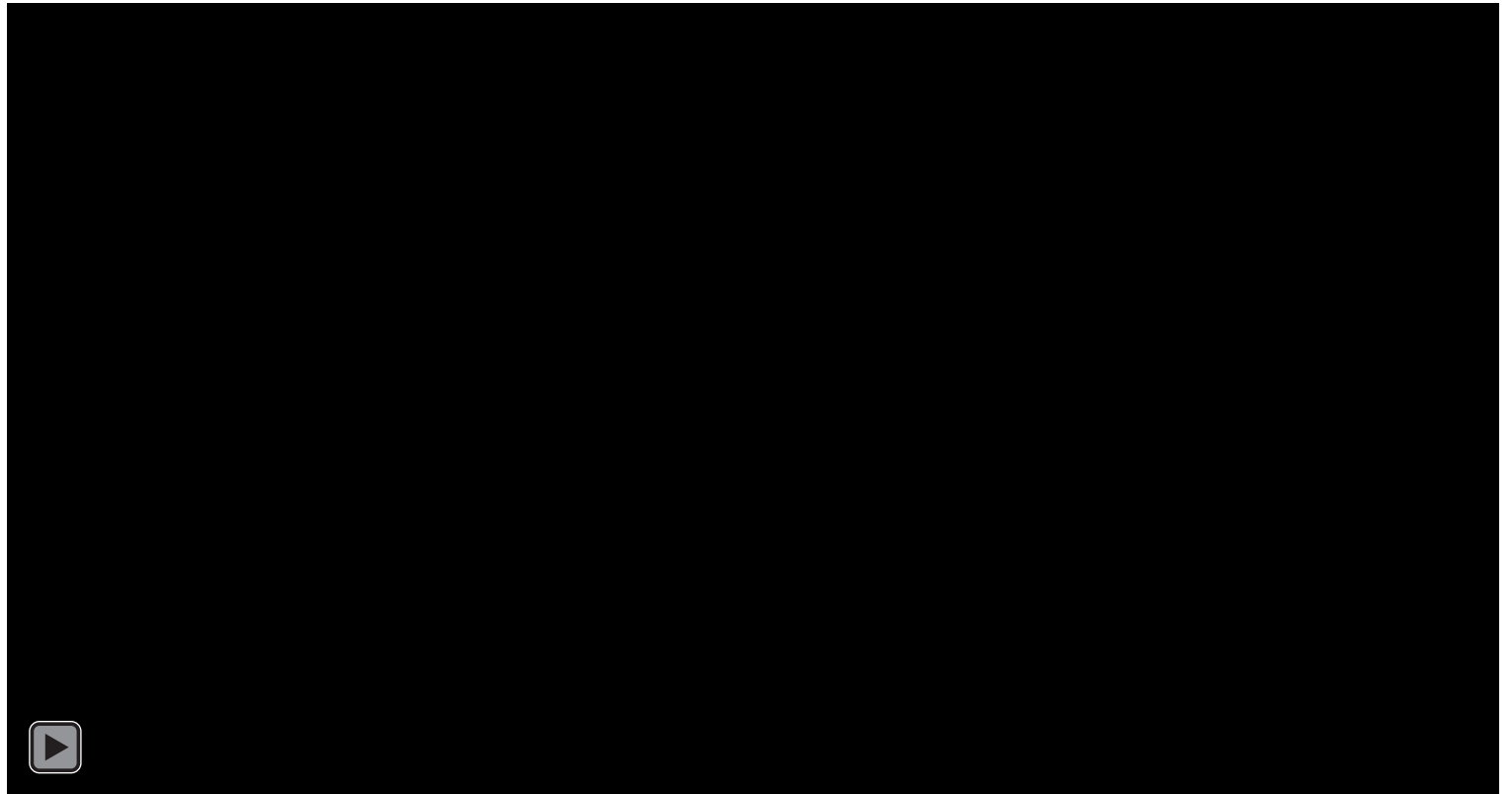
What's out

- Quantity over quality: Focus on one subject matter per blog/post and serves a particular purpose

- Isolated content

- (Non-mobile friendly) PDFs

- Long, text heavy e-books

- One-way information delivery

- Fire hosing

- Too many choices
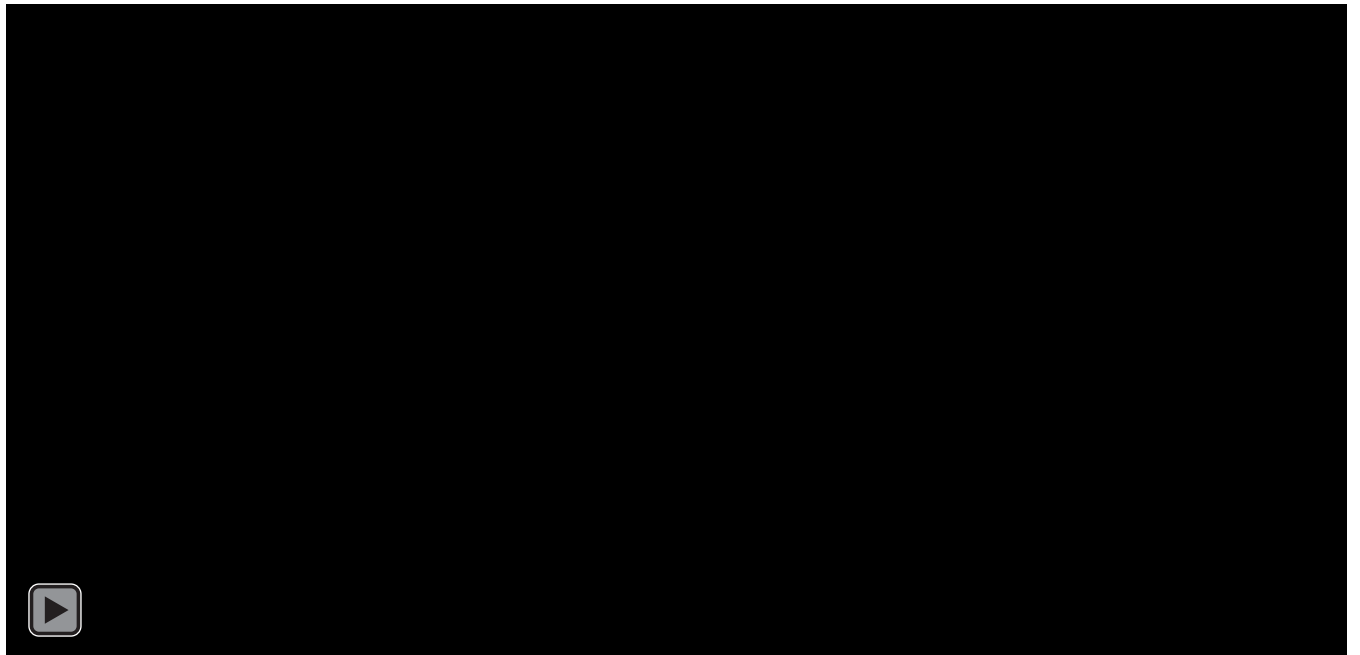
Out: Don't try to change users

- We are not here to teach them new words
- We are not here to make them think like us
- We are not here to make them talk like us

- We are a tool for accomplishing a goal

AI,
voice search

AI

- Beyond surface-level spellcheckers, grammar suggestions

- AI is getting closer to human-level grammar and comprehensive readability, style and structure

- It's unlikely they'll replace writers but are getting better as editors

Backpropagation

- Most AI involves backpropagation – meaning it requires human input

- AI is great for that personalization

- Predictive searches
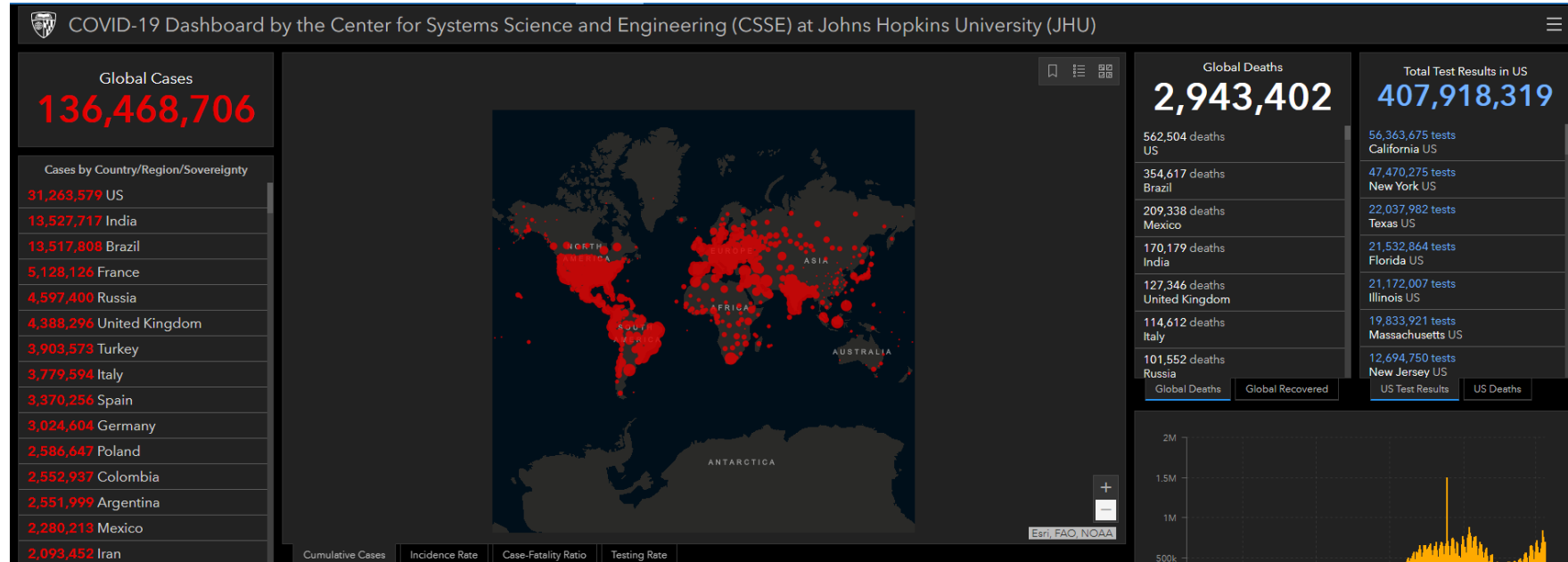
Voice search data

- 27% of global pop using voice search

- Half of all smartphone users

- 30% of all browsing sessions

- 76 million smart speaker users
    - Music
    - Weather
    - Fun questions
    - Online search
   - News
    - Asking directions

Human language is the UI layer and developers build for conversational canvases.

— Satya Nadella

Microsoft CEO

Voice search content

- Roughly 75% of voice search results will rank in the top 3 positions on desktop

  ▶ Search algorithms evolve

  ▶ Google's voice recog is 95% accurate

- 18-29 accounts for 71%, 30-43, 59%

- 3 months after Windows 10 launched, 33% of queries come from search

Natural language processing
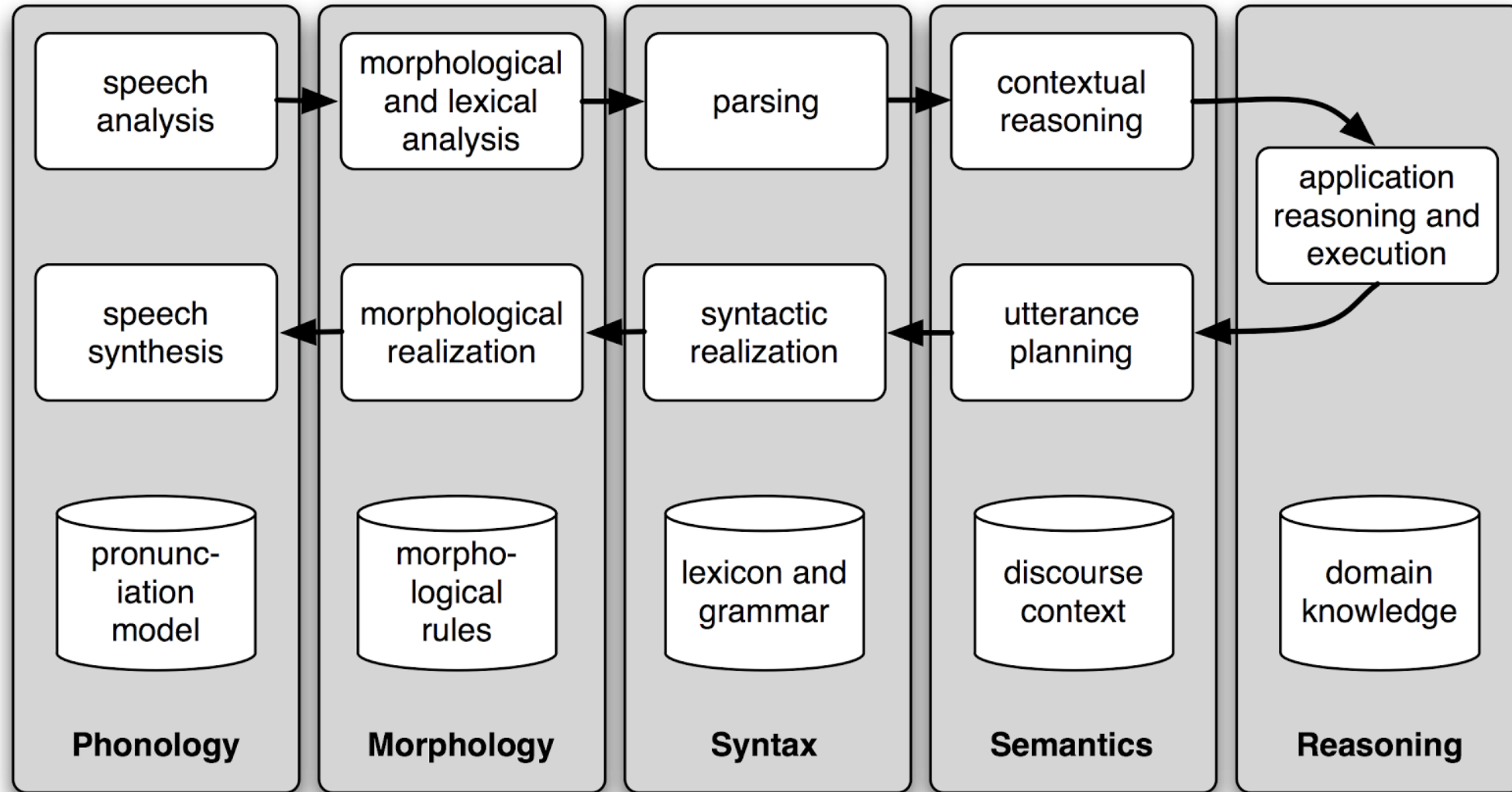
Credit: Neil Patel

How voice search differs from text

1. It's longer

2. More conversational

3. Likely to contain question phrases

4. Clear intent, context

Editing conference

Vs.

What are the best editing conferences in the U.S.?

How voice search differs from text

1. It's longer
2. More conversational
3. Likely to contain question phrases
4. Clear intent, context

Question phrases are more likely to be voice search

Growth in question phrases year over year

Search Engine Watch, Jason Tabeling, "How Will Voice Search Impact A Search Marketer's World?" December 2014.

Optimize for Voice SEO

1. Question, then answer

2. Use articles in your questions, don't paraphrase

3. Use questions in keywords

4. Include geo

5. Impact big on 3rd party listings

6. Featured snippets (paragraphs, tables, lists, videos)

    ▶ Loves lists

    ▶ Simple, simple, simple

8 Copywriting Tips For Using Voice Search

1. Focus on Featured Snippets. ...
2. Leverage Long-Tail Keywords. ...
3. **Write** in a Conversational, Personable Tone. ...
4. Develop Authoritative Content. ...
5. Fill Out Your Google My Business Listing Entirely. ...
6. **Write** Answer-Focused Content. ...
7. Hone in on Local SEO.

More items... · Aug 26, 2019

https://contentwriters.com › blog › 8-quick-voice-search-t...

8 Quick Voice Search Tips for Copywriters - ContentWriters

You
and how you
do your job

Invest 50% of time in prep, research

- Digital landscape, everyone is doing SEO, everyone is doing personas/audience segmentation

- That means researching excellent topics, effective keywords, SEO, research matters more than ever

- Put yourself into

  ▶ Research process

  ▶ Any persona project

  ▶ Any automated marketing project

  ▶ Any content personalization project

Invest in yourself

- Digital, consumers, technology, content marketing, editing ... We always have to adapt to meet these changing trends.

- The #1 you can do: Never stop learning. Consume everything you can.

We need to understand how people consume content and how to play in others' sandboxes.

Create the future, don't follow it.