

# Writer Services

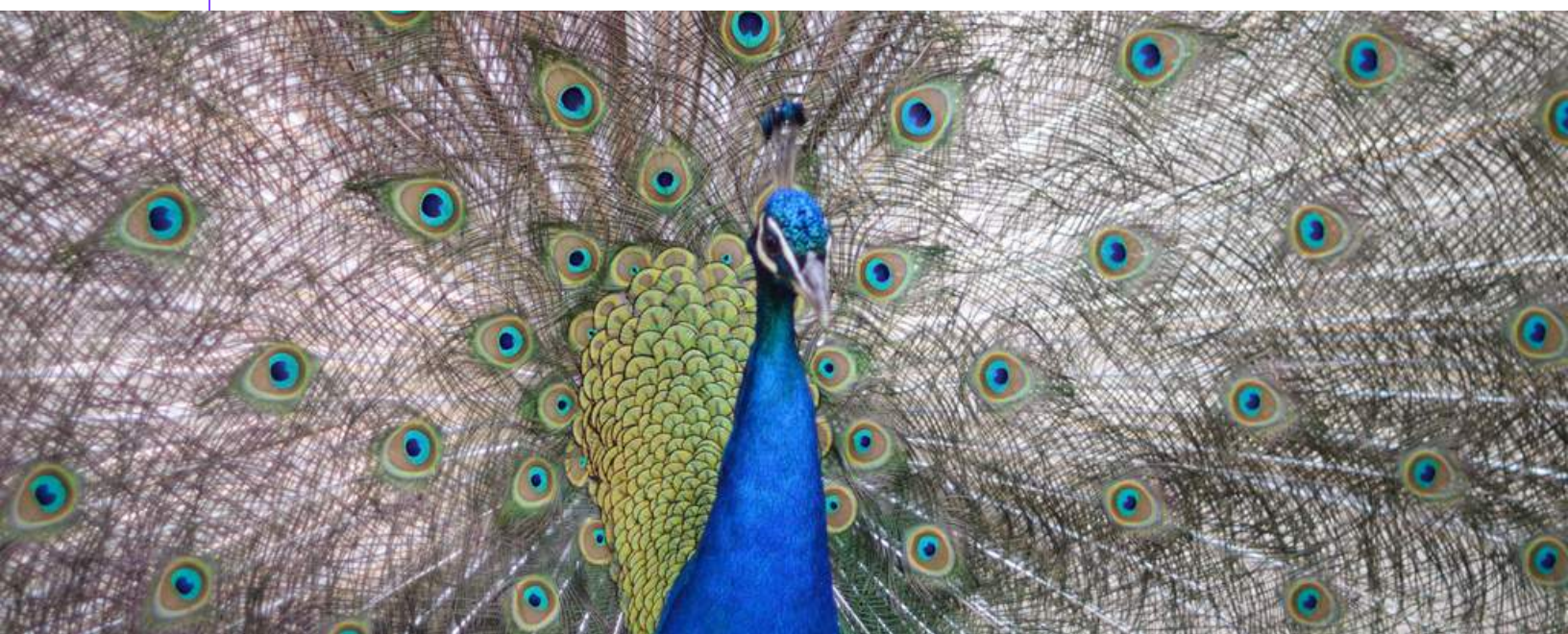
HIGHLIGHTS AND TRENDS • Q1 2022

## AN ENCOURAGING START TO THE YEAR

This is an exciting time at Constant Content! We're pleased to announce that we've increased our investments in SEO and search advertising, with the aim of helping writers—especially those publishing to our catalog—to grow their sales. And we're making it easier than ever for clients to receive alerts when new content is published on subjects important to them and by writers they love.

Last month, our engineering team released changes to the platform to improve site speed, which makes it easier than ever for clients to find and purchase new content. Unique visitors to the site were up 10% in Q1, and catalog sales are up a whopping 19%.

Our core in-house team began working with a handful of new, high-potential Enterprise clients—one attached to major magazine brands, another a national auto dealer chain, and a third rapidly growing start-up from San Francisco. Meanwhile, our big retail clients continue to trust us for product pages, blogs, and email content authored by our fantastic writer base.



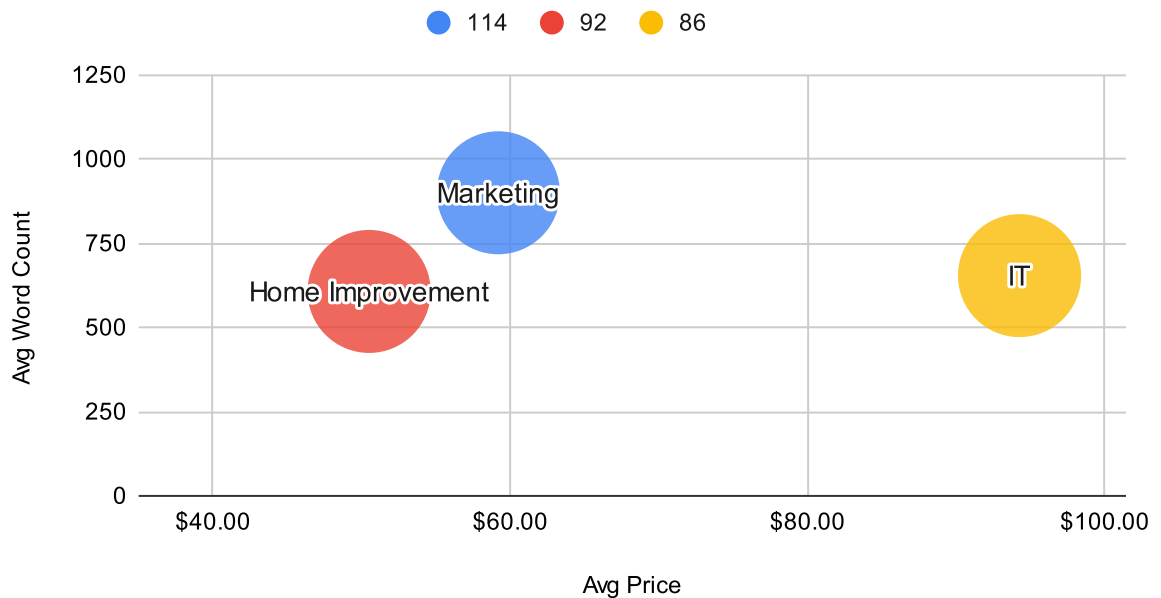
## TOP CATALOG SALES

Recent catalog sales indicate strong interest in the following topics:

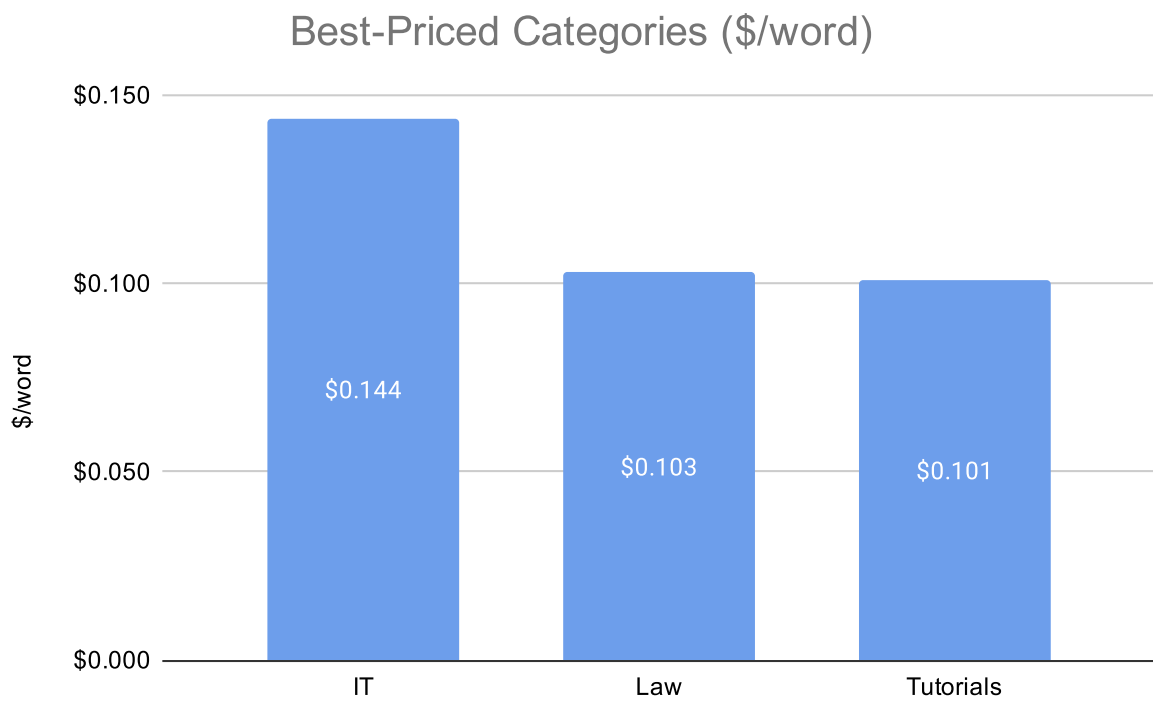
- Career coaching
- Home improvement
- IT
- Marketing
- Nutrition and wellness
- Optimizing home office space
- Travel
- Work-life balance



## Top-Selling Categories in Q1

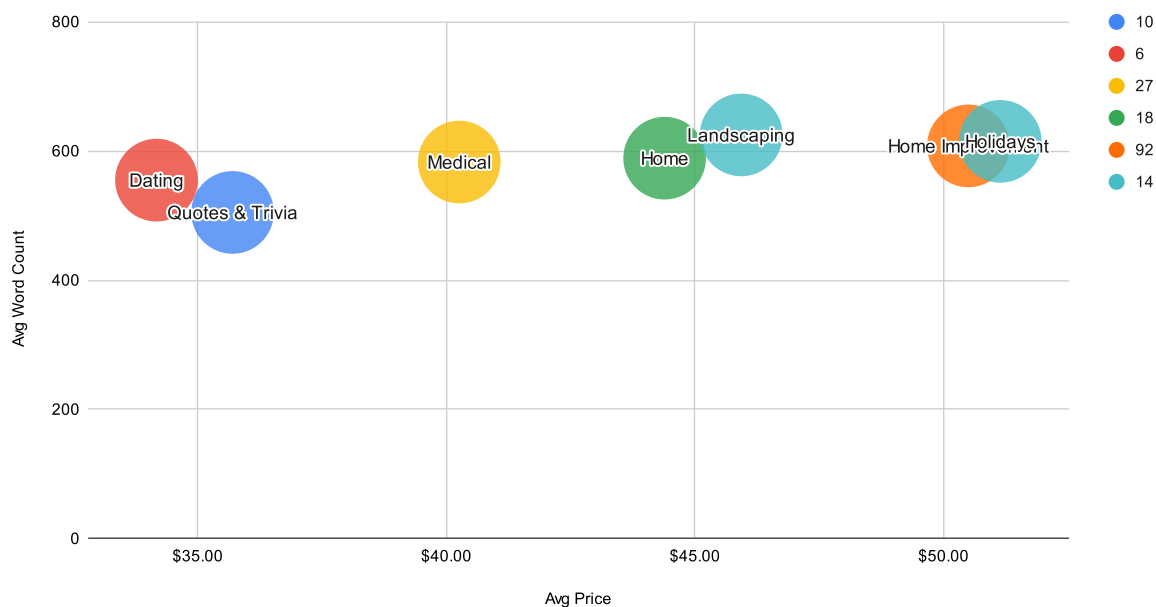


In Q1, we saw that marketing, home improvement, and IT-related articles sold the most on our platform—marketing-related articles sold over 114 times. However, as you can see in the chart, IT-related pieces had the highest per-article price (\$94.26) compared to the rest of the categories. If you are a writer who can write well about IT and marketing-related topics, try submitting more relevant and highly researched articles to the platform; there's a good chance that you'll be able to sell them at a higher price.



The best-priced category in our platform is IT-related articles, with an average of USD 0.14 per word. Try pricing your articles at different price points to see how the market responds to them. With high-quality writing, solid research, and a strong grasp of current trends, you can set higher prices for your articles.

Top-Selling Short (+500 words) Article Categories



While the best-selling, highest-priced articles have been around 700 to 1000 words per piece, the above categories performed well between 500 and 700 words per article.

The holiday vertical is one of the top-performing and best-priced categories when it comes to short articles. Since there's more travel now than since the pandemic began, travel and tourism can be a lucrative vertical to write about.

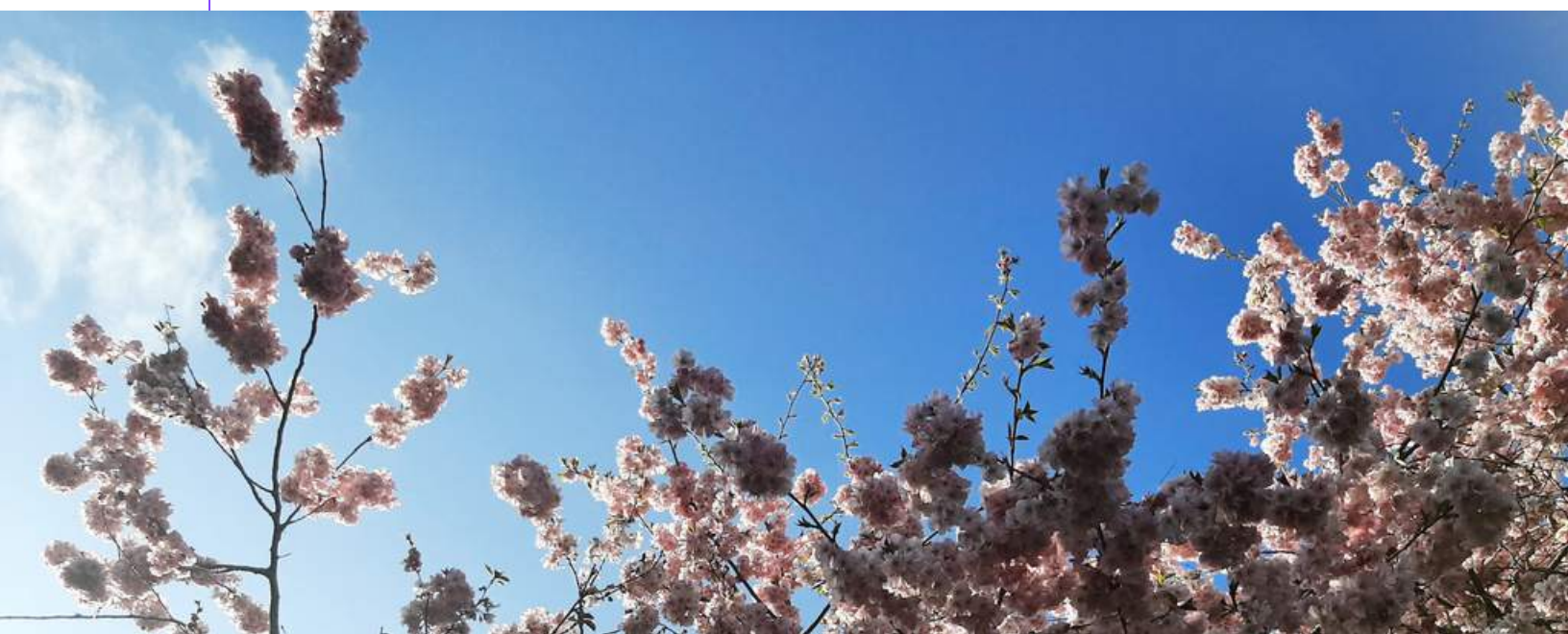
Home and landscaping-related topics are also capturing the bulk of sales with shorter articles.

## NEW SEASON, FRESH IDEAS

Spring is an ideal time to sweep away any cobwebs gathered over a long, dark winter. Spring 2022, in particular, brings writers unprecedented opportunities to create content that showcases their interests and expertise and resonates with what clients seek.

Consider writing articles with a word count between 900 and 1,500; longer content will make your writing more attractive from an SEO perspective and give you plenty of room to demonstrate solid research, adept keyword use, and overall thoughtful wordcraft.

Let the new season inspire you to create new catalog content that can connect you to new clients, offer quick financial wins, and distinguish you as an expert on the content you most want to be known for.



## POPULAR SEARCH TOPICS

Our current data shows that potential marketplace clients seek content that speaks to career development and how to cultivate interests, skills, and activities that enhance the quality of life. The most popular search terms include:

- Digital marketing
- Tips for entrepreneurs
- Online education
- DIY
- Summertime



## IDEAS FOR CATALOG CONTENT

Tap into trending topics by brainstorming the following ideas:

### **Work-Life Balance**

- How to Optimize Your Work-From-Home Life
- X Ways to Adapt to Returning to the Office
- The Great Resignation: How Employers Can Retain Talent

### **Finding a Good Career Coach**

- X Reasons Why a Career Coach is a Great Investment
- Feeling Stuck in Your Career? How Career Coaching Can Help
- How to Envision a New Career Path Through Career Coaching

### **Optimizing Home Office Space**

- Using Feng Shui in Your Home Office Space
- X Best Plants to Enhance Your Office at Home
- How Lighting in Your Home Office Impacts Productivity

### **Nutrition and Wellness**

- X Vegan Smoothies to Try in Summer 2022
- How to Manage Anxiety at Work
- X Easy Workouts for Exercise Newbies

### **Remote Work and Travel**

- X New Places to Explore in Summer 2022
- X Remote Destinations for Pandemic-Safe Adventures
- X of the Most Beautiful Locations to Visit in 2022
- X Best Countries to Work Remotely From
- How to Be a Digital Nomad in 2022
- Which Countries Offer Freelance Visas to Digital Nomads

### **Digital Marketing**

- X Free Online Resources to Learn About Digital Marketing
- How Can Digital Marketing Grow Your Small Business?
- X Digital Marketing Trends in 2022

### **DIY**

- X of the Top DIY Trends in 2022
- X Pantry Hacks for Emergency Preparedness
- X Easy DIY Crafts to Sell Online

### **Summertime**

- How to Up Your Glamping Game in Summer 2022
- Barbecue Recipes to Try in Summer 2022
- X Ways to Enjoy Your Backyard in Summer 2022

## Q1 PLATFORM UPDATES

We've rebranded the Constant Content catalog—our pre-written, publish-ready content—as the Marketplace, which we hope will resonate more strongly with customers and encourage them to check it out. In the writers' interface, we've been working on improving the basics by tuning up the article submission process and dashboard.

We're on a quest to make the site faster; we've made good progress on this front and continue to roll out improvements.

For Q2, we're working on exciting updates to our Marketplace search functionality that we hope will allow writers to better see what customers are interested in and write articles to meet that interest. Please stay tuned!

**Your experience with the website is important to us.** If you have any suggestions to improve how you find and submit work, email us at [support@constant-content.com](mailto:support@constant-content.com).

— CONTENT MARKETPLACE

# Add Original, SEO-friendly content to your site in minutes.

The Constant Content Marketplace is the world's largest content marketplace. Over 5,000+ freelance writers are constantly uploading **unique, original content** — waiting for you to browse, buy, and use for your business.

I want content about...



Search



## WRITER SIGNUPS, NEW HORIZONS

Constant Content has seen a spike in author applications (up 60% in Q1 vs Q4), but because we take our work so seriously and have a rigorous vetting protocol, we ultimately invited 10% of those authors to our community.

Our team continues to explore how we can better reach our international market—not only through the clients we're connecting with but also with the writers we're reaching out to. The US, UK, Canada, Australia, and Austria were listed all among our top-ten countries in March, but we're also seeing a growing visitor count from all over the world. And with the work-from-home lifestyle reaching peak popularity globally due to the pandemic, it's a good time to start experimenting with a more international focus.



## QUESTIONS? FEEDBACK?

We want to hear from you! What other data or details would you like us to share in our quarterly reports, blog posts, social media, and newsletters? How can we best support your success as a writer?

Please reach out to us at [support@constant-content.com](mailto:support@constant-content.com) if you have any questions or suggestions, with the subject line "Writer Suggestion."

We encourage you to connect with us on Facebook and Twitter at [@constantcontent](https://www.facebook.com/constantcontent).

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