

Writer Services

HIGHLIGHTS AND TRENDS • Q2 2022

REFLECTION, VISION, INNOVATION

Summer greetings!

The team at Constant Content is pleased to bring you our latest quarterly writers' update. Here in the Pacific Northwest, we're enjoying a beautiful summer while appreciating a sense of optimism and stability in our work and environment. We recognize in these turbulent times that many are experiencing uncertainty, so we're grateful for the opportunities that come our way. Constant Content is still going strong, and we want you to feel encouraged when working with us.

As we review the previous quarter, we see that one of the most exciting trends is an increased average per-word rate—a tribute to the quality, care, and attention of the Constant Content writers and our dedication to excellence in our editorial process. And we're proud of our leadership team as they work together to grow current clients and onboard new ones.

We're also investing in growing sales via SEO and SEM and advertising on Google; as a result, we're poised to be the largest buyer of search traffic in our marketplace. Constant Content only takes 35% of each sale on our network, leaving 65% for the writers—a more generous split than our competitors offer—so we remain careful and strategic with how we spend. Ultimately, we're laser-focused on helping writers sell more Marketplace content, and we're doing all we can to attract new enterprise customers.

What we're doing is working: web traffic is up in Q2 over Q1, and unique visitors are up over 5% quarter over quarter; this is encouraging because typically the spring season sees traffic slow down. Also, the purchase of credits (which is how self-serve customers purchase content through their accounts) by clients in Q2 is up 13% relative to the same quarter in 2021, which is also a good sign!

As you enjoy summer and consider the next season on the horizon, have confidence that you belong to a strong, welcoming community where writers create top-quality, original, commercial content for sale to brands, agencies, and other businesses who love great copy. Whether you write full-time or dabble on the side, you can be certain that we value your creativity and expertise—and that making Constant Content your go-to writing platform will always be our top priority.

With appreciation,



Renée Layberry

Renée Layberry
Director of Partner Success

Q2 PLATFORM UPDATES

For writers

The platform now has a feature that calculates and shows the writer's earnings as well as a few other helpful stats to help writers make decisions when pricing. Tip: You can key in how much you would like to earn (in the writer earnings field), and we will calculate all the other fields based on that one number.

We've implemented changes to the article submission and editing pages to support review fees (which **do not** impact writer earnings at all). This includes a feature that makes automated calculations so writers can see at a glance the financial breakdown of the sale of their article.

To help writers understand how their writing is perceived by their target audiences—and to help aim their content toward in-demand areas—we've added a feature that displays the school-grade reading level of articles.

For clients

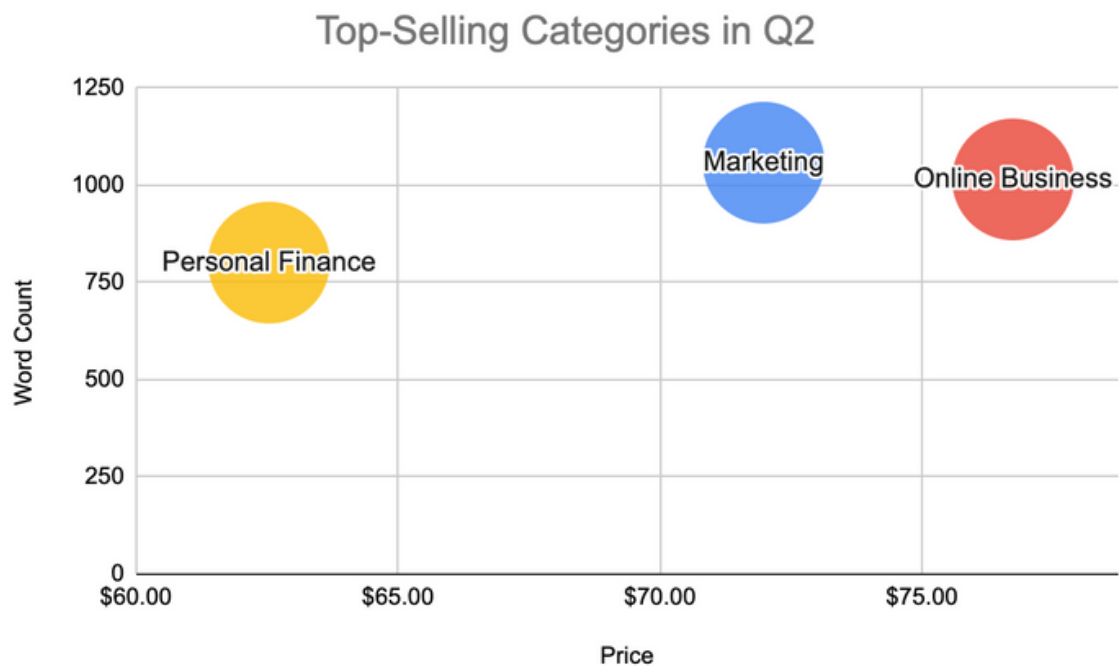
We've created an alert system to help clients realize when their favorite writers have submitted fresh articles in the subject areas that customers seek. This system helps increase awareness and urgency and gives Constant Content (and our writers) insight into what's trending and where demand is growing. We're delighted that clients have set up 85 alerts since we launched this new technology in June.

TOP CATALOG SALES

In Q2, articles on the following topics were most in demand:

- Marketing
- Online business
- Personal finance
- Nutrition
- Business
- Home improvement
- Health and lifestyles
- Mental health
- Finance
- Real estate

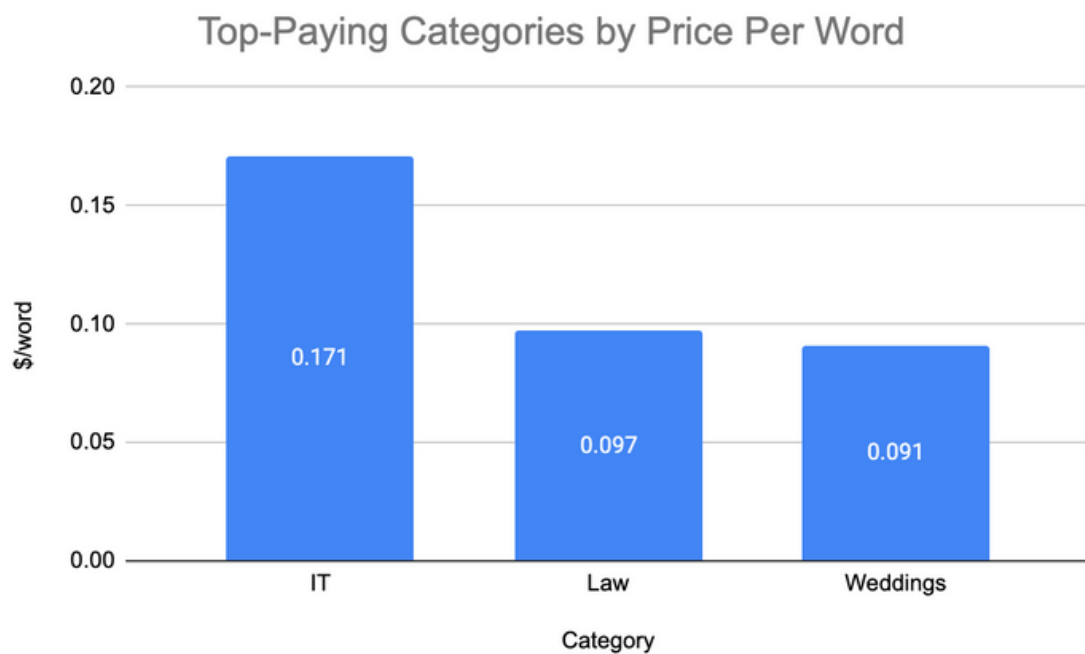




In Q2, we saw that marketing, online business, and personal finance-related articles sold the most on our platform; marketing-related articles sold 110 times, at an average rate of \$71.98 for around 1050 words.

However, online business pieces had the highest per-article price (\$76.74 for around 1000 words) compared to the rest of the categories.

If you are a writer who can write well about marketing and online business, 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.



Similar to Q1, the best-priced category in our platform is IT-related articles, with an average of USD 0.17 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.



For this writer update, we wanted to highlight categories where longer articles succeed well. This graph shows that if you're interested in doing a deep dive on a particular topic and writing longer articles, your best bet is to do 1000+ word articles on web development, technology, marketing, psychology and shopping. Notably, there's a huge range of prices for articles in those categories—for example, \$40 per piece on average for shopping and psychology articles, and around \$90–100 per article on web development and technology.

REFLECT, COMPARE, EXPERIMENT

The halfway point of the year is a great time to think about what's been working so far and how you can gather energy and inspiration for the busier seasons of fall and winter. Reflect on the content you've enjoyed writing and have had the most financial success with and compare that against what's trending to see where there's overlap or new topics you can explore.

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.

Experiment with new directions and regularly submit fresh catalog content. This can bring you both quick and long-term wins while growing your writing portfolio. Now is the time to elevate your writer profile so you're top of mind when clients need to make private requests.



POPULAR SEARCH TOPICS

Our current data shows that the 10 most popular search terms on our platform are:

- Real estate
- Law
- Insurance
- Summertime
- Dogs
- Marketing
- Travel
- SEO
- Social media
- Content marketing



IDEAS FOR CATALOG CONTENT

Tap into trending topics by doing keyword research and brainstorming around the following ideas:

Marketing

- What Are X Types of Marketing?
- What Are the Principles of Marketing?
- X Digital Marketing Must-Haves for Your Business

Online Business

- X Online Business Ideas
- How Do I Start an Online Business?
- What Online Businesses Make Good Money?

Personal Finance

- What Is Personal Finance?
- X Main Components of Personal Finance
- X Reasons Why Personal Finance Is Important

Nutrition

- Nutrition and The Basics of Healthy Eating
- What Are the X Types of Nutrition?
- How To Use and Understand Nutrition Labels

Business

- X Small Business Ideas for New Entrepreneurs
- X Tips for Building a Successful Business
- What Are the 10 Types of Business?

Home Improvement

- X Budget Home Improvement Ideas
- How to Start a Home Improvement Business
- X Popular Home Improvement Products in 2022

Health & Lifestyles

- X Things to Remember When Recovering from COVID-19
- X Steps to a Lower-Stress Lifestyle
- How to Create a Healthy Lifestyle When You've Been Inactive

Mental Health

- X Ways to Improve Mental Health
- X Online Mental Health Resources
- X Key Pillars of Good Mental Health

Finance

- Types of Finance and Financial Services
- X Principles of Finance
- What is Financial Literacy and Why Is It Important?

Real Estate

- Real Estate Investing For Beginners
- How To Become a Real Estate Agent in [state/province]
- What Kind of Real Estate Makes the Most Money?

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 rlayberry@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.

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