

Writer Services

HIGHLIGHTS AND TRENDS • Q3 2022

GRATITUDE, CREATIVITY, MOMENTUM

The team at Constant Content is pleased to bring you our latest quarterly writers' update. Here in Victoria, British Columbia, we've recently celebrated Canadian Thanksgiving. We're grateful for the trust that clients have in us, and we're thankful for your creativity, skill, and dedication.

Looking back on Q3, we feel encouraged by the website upgrades to make it easier for customers to find the content you've written for the marketplace—and we're excited about the soon-to-be-released, writer-facing readability and SEO tools that will enhance your writing process. On the Enterprise side, we continue to see an encouraging flow of new clients interested in higher-quality writing. Meanwhile, consistent sales through our Marketplace attracts new clients and serves as a discovery platform for writers with unique competencies.

As we move into Q4, Constant Content is enjoying our top quarter this year, perhaps because performance marketing and SEO content deliver proven returns to our clients, even in a tough economy. We're optimistic that 2023 could be our best-ever year together.

Most importantly, know that we see and value your continued hard work and commitment to delivering high-quality content. 2022 is soon drawing to a close, so as we wrap up the year in upcoming weeks, let's move forward together into 2023, with creativity and momentum!

With gratitude,



Renée Layberry
Director of Partner Success

Q3 PLATFORM UPDATES

We continue to collect feedback from our clients and writers and are committed to investing in changes to elevate your platform experience.

Specifically, we introduced alerts that customers can set up so they receive an email each time an article is published by an author whose areas of expertise and Marketplace content matches desired parameters. These customers are using the new features to more readily find articles and subscribe to writers and subjects that match their business needs. This serves you, the writer, well: If an alert is set up for a specific writer, that writer will receive an email to let them know the details of what the customer seeks.

We also have new writer-facing readability and SEO tools that will be rolled out to the article submission page. This will start as a limited release and will be rolled out more extensively once the benefits of the tools are proven.



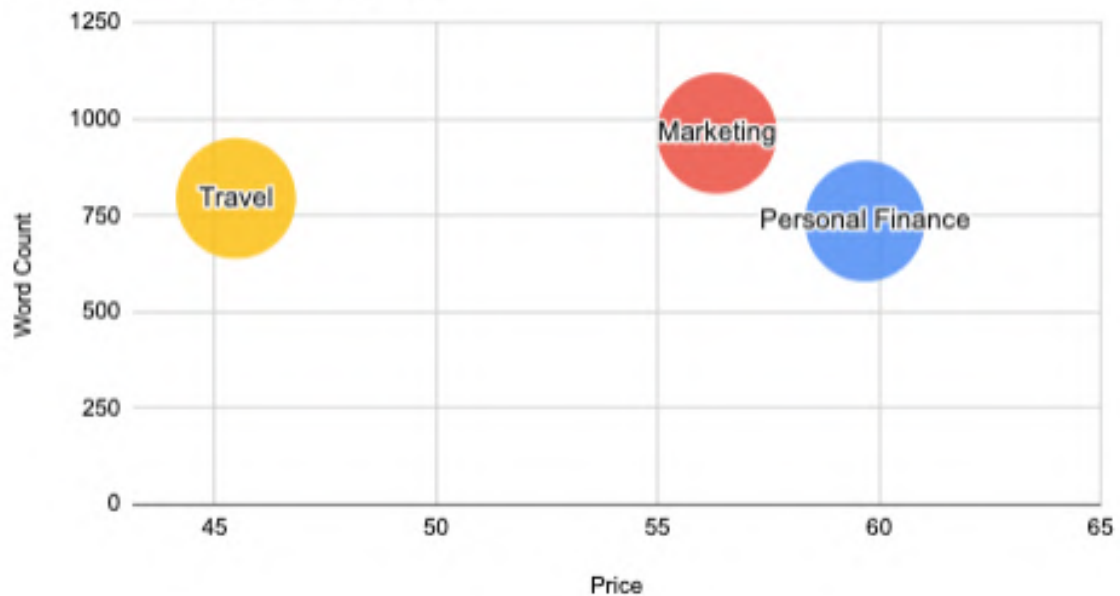
TOP MARKETPLACE SALES

In Q3, articles on the following topics were most in demand:

- aging
- dental
- dogs
- human resources
- marketing
- personal finance
- psychology
- real estate
- spirituality
- technology
- travel
- web development



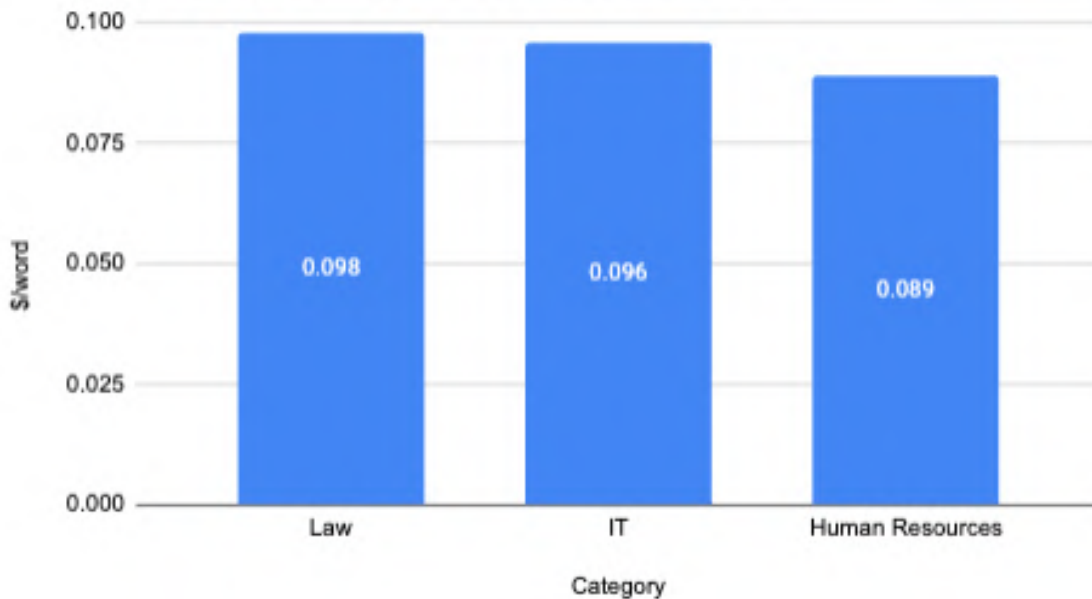
Q3 Top-Selling Categories



We're pleased to see the travel category picking itself up and dusting itself off after a COVID-induced hiatus. There's a big world out there, and turns out it's still interesting to read and write about! Perhaps the rise in the personal finance category is connected to travel picking up—after all, trips can be expensive!

That said, personal marketing and finance are always hot categories. If you ever learn something new about either, be sure to funnel that knowledge into an article for the Marketplace.

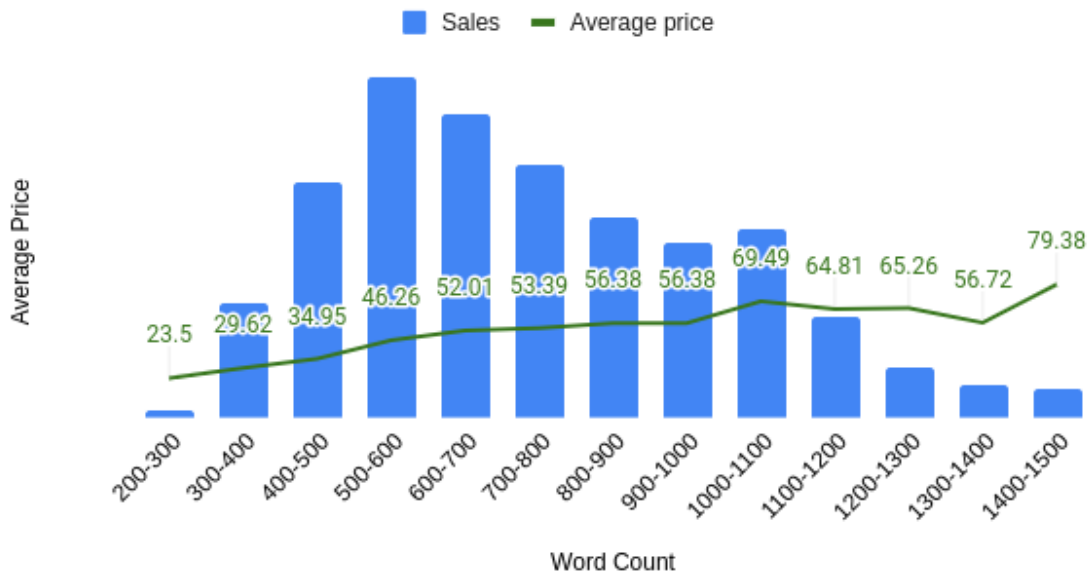
Q3 Top-Paying Categories by Price Per Word



The law and IT categories regularly pull in the highest per-word rates. While not everyone is able to write fluently in those two areas, there's a lesson here: develop a specialty so you can write easily and with confidence in your area of expertise, then see how your area of expertise relates to law or IT.

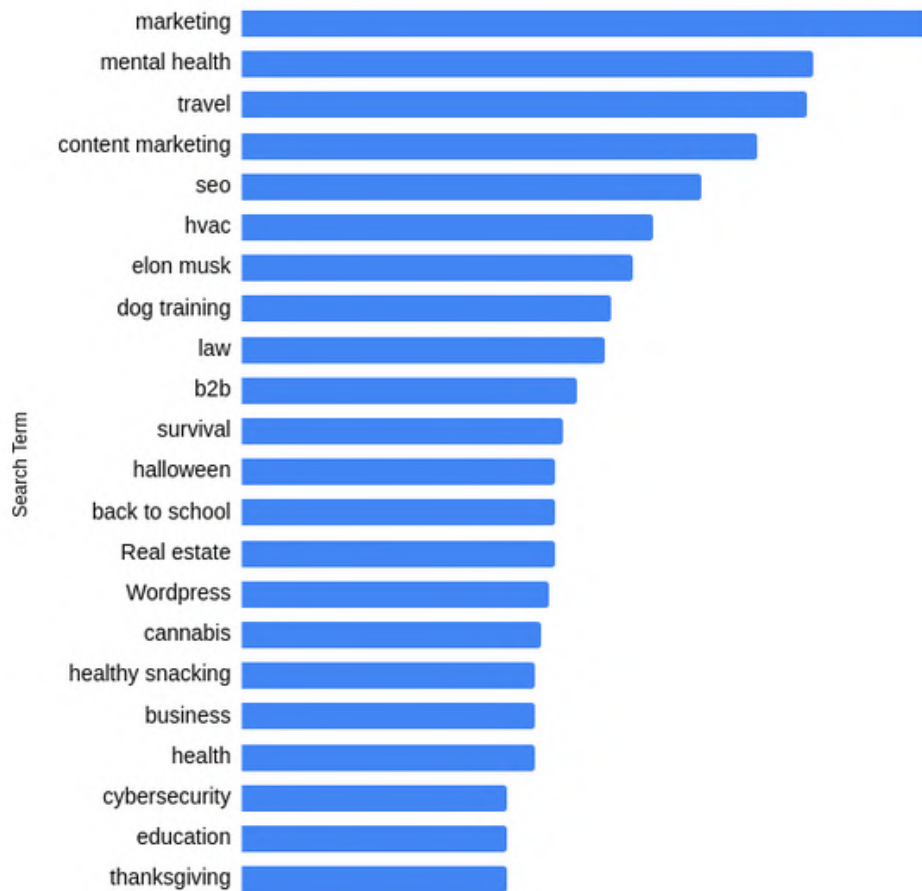
HR, on the other hand, seems to be easy for many writers to create content for. Constant Content doesn't accept personal stories, but many of us have had some interactions with HR (or the lack thereof) and can perhaps draft up great article on a particular HR best practice—or an HR practice to avoid at all costs.

Q3 Sales By Word Count with Average Price



This graph shows what we all intuitively know: as your article gets longer, you can charge more for it. But what is interesting is that there is a sweet spot for article length: around 500–800 words. Unfortunately, as a marketplace, we don't have unlimited supply of articles, so we can't say for certain if this sells the most because it's what the customers are looking for, or if it sells the most because that's what is available. However, from a writer's standpoint, it looks like in some cases you may earn more by submitting the odd 500– to 800–word article. Just be sure to keep SEO best practices in mind (i.e., long-form content is more attractive). We also want to encourage you to charge appropriately for your work—ideally no less than \$0.10/word. Don't undersell yourself—your work is worth a good rate!

Q3 Popular Search Terms



These topics are popular with Constant Content customers who are logged in to the Marketplace—so, theoretically, they are one click away from making a purchase. Do any of these search topics align with your areas of interest and expertise? If so, focus your writing efforts where the demand is.

Three of the search terms in Q3 are worth noting: "Halloween", "Back to School", and "Thanksgiving"—search terms that are popular between July and September every year. The takeaway: start writing now for occasions that are coming up in the next three months. For example, in October and November, write articles about New Year's Resolutions and Valentine's Day. Get those articles into the Constant Content Marketplace now, and then watch what happens as customer demand shows up. Make sure your content is in the right place at the right time!

LOOK BACK TO MOVE FORWARD

Trends come and go, but it's always smart to be mindful of topics that were in demand in previous quarters because there's a good chance many of those (or similar) topics will emerge a year later.

Below are lists of trending topics for Q4 2021 and Q1 in 2022. Choose the topics that appeal to you and submit articles to the Marketplace—the more the better! This could bring you some quick wins as the year wraps up and the new year begins.

Q4 2021

digital marketing
coffee
SEO
travel
wordpress
Thanksgiving
real estate
wine
christmas
family
new year
mattresses
branding
birds
Vitamin K

home improvement
love and relationships
wedding
massage
business
winter
camping
cannabis
divorce
breast health
career
taxes
marketing
spine health
education

Q1 2022

digital marketing
real estate
travel
cyber security
leadership
marketing
cannabis
fitness
SEO
customer service
WordPress
mattress
crypto
credit score

children
hiking
Google ads
small business
yoga
weight loss
wine
roofing
landscaping
education
dental
COVID
Easter



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.

Photos courtesy of Unsplash and Pixabay.

