EASE, ACCESSIBILITY, FLOW

We’re well into the first quarter of 2023, and already we’re seeing record web traffic in Q1! Our team is working hard to create opportunities for you while giving writers and customers the best platform experience possible. With the economy potentially looking like a roller coaster, now is an ideal time to start or expand your writing as a side—or even full-time—hustle.

Our intrepid development team continues to brainstorm and create ways to make your profile easy to find by customers who seek writers just like you, while making the sales flow of your content more accessible than ever. Customers can now receive alerts when the content they most want is submitted to the catalog, and when you—their favorite writer—has made new content available.

With news of AI potentially changing the content-creation landscape, we’re more committed than ever to growing a community of skilled writers who create thoughtful, high-quality content while we explore the best ways of leveraging new technology in a sustainable and mindful fashion.

Speaking of new technology: How do you feel about the new developments in AI? Are you concerned about how it will impact your writing career, or are you excited about the possibilities? Do you have any ideas for improvements to the Constant Content platform? What would you like to see more or less of? Your feedback is always valuable to us, so I invite you to share your thoughts with me directly via email at rlayberry@constant-content.com.

With appreciation,

Renée Layberry
Director of Partner Success
Q4 PLATFORM UPDATES

To get 2023 off to a great start, we’ve made significant improvements to the customer purchasing flow to make your articles easier to view, sample, and buy. We believe this is going to lead to more article sales. Specifically, customers will now be able to view an article sample by entering only their email address. We'll do a quick fraud check on the email address, and when the customer proves to be a low-risk we'll let them see the article sample.

As our team developed this idea, we found areas of improvements that could be made to the article details page, so we’ve moved the images into their own larger section below the content and added a few more details to help customers decide if this article is for them. These changes give you the best presentation for your article and the greatest chance to make a sale.

Further, we’ve improved the customer sales workflow to allow them to add items to their cart without signing in. Now, customers only need to sign in (or sign up) when they are ready to checkout. Again, the hope here is that a better customer experience will lead to more article sales for you.

As of mid-December, when a customer makes a purchase, we’ll give them the opportunity to set up an email alert for content similar to that which they just purchased. Tip: Follow up a catalog sale with another article in the same topic area; if the customer has set up an alert, they may buy this next article too! Also, on the alerts front, we’ve added functionality so customers can set up alerts to be notified when a particular writer publishes a new article to the catalog. When a customer does set up an alert that’s targeting you specifically, you’ll get an email from Constant Content to let you know.

Lastly, the way customers can search for writers is improved. Customers now have an improved advanced writer search available that lets them filter by pricing, category, number of articles submitted and recent activity. Much of our ability to find writers is based on work that’s submitted to the catalog, so if you typically write for private requests, be sure to include a few catalog articles in your writing schedule. A quick, simple, 700-word article on one of your interests helps us to know where you can write with ease and authority.
Sales in our various categories show that business continues to be a hot topic. But look at the “online business” bubble to the right; its location on the graph indicates people are paying more for articles about online business, so when you’re writing about business, make every effort to help people see how this topic relates to the online world.

We also see mental health and health & lifestyle categories popping up here; as the pandemic drags on, and with news of geopolitical and economic uncertainty, there’s plenty of demand for thoughtful articles on how to manage stress, live well, and thrive.
Our analysis reveals some perennially well-paying categories. IT is always a popular and lucrative area for those who have some IT chops. That said, home improvement and personal finance are decidedly more accessible and well-paying topics—not to mention of personal interest to all of us.
Q4 MOST POPULAR SEARCH TOPICS

Searches by logged-in customers are often a good indication of where we see opportunity. The list shown in the graph on the next page is heavily influenced by the Q4 2022 holiday calendar—which, as we pointed out in a previous update, shows that it's smart to start thinking a few months ahead when brainstorming for new article topics. Here are seasonally hot searches popular in Q1 and Q2 of 2022:

- hiking
- yoga
- roofing
- summer
- wedding

Note that there are some evergreen items in this list; if we compare to the Q3 list, and ignore the holiday-related items, we see some repeats:

- seo
- real estate
- travel
- cybersecurity
- fitness
- business
- wordpress
- marketing
- mental health

Takeaway: there's never a bad time to write on these topics!
Q4 MOST POPULAR SEARCH TOPICS

- Christmas
- SEO
- Real Estate
- Travel
- Mold
- B2B
- Thanksgiving
- New Year
- Cybersecurity
- Make Money
- Love and Relationships
- Save Money
- Beauty
- Fitness
- Elon Musk
- Security
- Garden
- Business
- Finance
- Small Business
- Holidays
- HVAC
HOW LONG UNTIL AN ARTICLE SELLS?

When writing for the Marketplace, there's an inevitable waiting period before a sale. With this in mind, we dug into the catalog sales to see how long writers are waiting for their articles to sell. The graph below shows what you can generally expect. Many articles sell in the first month, but sometimes waiting for the sale requires patience and perseverance. As Octavia E. Butler said, "The big talent is persistence."

When looking at the below graph, remember this: there's a long tail of sales that continued off the end of this graph—so let's celebrate the quick sales that do come in, and if a great article doesn't sell quickly, perhaps there's a lesson to be had there. Keep learning and keep going!
PUT YOUR BEST FOOT FORWARD IN Q1 2023

Put your best foot forward by writing about as many topics you can. Check out this comprehensive list of topics that sold in Q4, listed in descending order of popularity. How many of these topics appeal to you? Do you see any topics listed that you haven't yet written about? Try something new—the results may surprise you!

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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.