Create a content strategy for your blog. It should include the following:

1. Value Proposition: Create a value proposition for your website.

      Bold typography lessons for the regular person. Bite-size, accessible articles break down the basics of type to make your posters, brochures, and more stand out—no design background necessary.

2. Do some research on the type of language and tone surrounding your topic. Tell me a little bit about your strategy for the tone you will use on your site.

      Many articles on typography use a formal, professional tone. General keywords were essentially "typography," "importance of typography," and question forms of thereof; these led to more general articles assuming little to no familiarity with design. More specific searches, such as the ones noted in the keywords below, yielded results from typography- and design-specific websites.

      Tonally I'm aiming for something you might find in a "general public" article while covering topics from a "design-specific" article. The draft titles listed in question 5 might offer an idea of the intended tone.

3. Do some keyword research. Be sure to open a new incognito tab. Type your specific topic in google and see what suggestions are offered. Look in the "people also ask" box.

Other searches of interest noted in the article keywords below.

4. Based on your research, create categories for your blog.

101 (basics), 102 ("advanced," or at least more technical than 101). Possible category distinctions for print and web? Most article ideas are broad and apply to both.

5. Come up with 10 initial article ideas. Include the following: which category each will live under; keyword ideas for each article (what would someone search related to that article topic?)
   1. "Why does Typography Matter?" Self-explanatory. A brief rundown on what typography is and why it's important.
      1. Category: 101
      2. Keywords: why typography matters, typography basics, typography importance
   2. "To Serif or Not to Serif" Discusses the differences between serif and sans-serif typefaces.
      1. Category: 101
      2. Keywords: difference between serif sans serif, differences, how to tell serif sans serif apart, font types
   3. "Type Identifcation and You" Some features that set typefaces apart, beyond the serif/sans-serif topic covered above, and why they'd be taken into consideration when choosing a typeface.
      1. Category: 102
      2. Keywords: what font, identifying fonts, font differences [same keywords as before but with "type" or "typeface" in place of "font"]
   4. "[#] Alternatives to Text Transformations" Things people can do instead of stretching, squishing, and otherwise mangling text (and by extension graphics?). Needs a better title.
      1. Category: 101
      2. Keywords: text size, warped text, how to keep resized text proportional
   5. "Clash of the Colors" Less a rundown on color theory (simplified articles about this are a dime a dozen), moreso how it applies to text and contrast. May have a footnote on RGB/CMYK and why colors onscreen don't always look as good printed? Also mentions how "color" is used in typography not as a hue differentiation but on how words "color" a page with varying intensity.
      1. Category: 102?
      2. Keywords: color text, color theory text, color typography, color contrast in type, color readability
   6. [no title] As a tie-in with typeface identification and serif/sans serif, a rundown on how to pair typefaces—and why using two is better than too many.
      1. Category: 101
      2. Keywords: pairing fonts, how to pair fonts, matching fonts, font coherence, using multiple fonts, [again those but with "type" or "typeface"]
   7. [no title] Breaking down information hierarchy and how to identify what's most important to make stand out. Could be combined with an idea above?
      1. Category: 101
      2. Keywords: standout text, how to make text stand out, important information design
   8. "Open Letter to Cursive Typefaces" Similar to Comic Sans takedowns, a note on why using decorative typefaces for body text is not ideal.
      1. Category: 101
      2. Keywords: script fonts, cursive fonts, [insert well-known decorative type like Comic Sans, Papyrus, Segoe Script, Impact] bad, decorative fonts

9. [no title] Laying out text for a static layout, on a printed page, vs layouts for the web. Overview of the grid system. Tip of the iceberg; links to offsite articles for more specific print formats (resumes, letters, flyers, brochures/trifolds, etc.) and website concerns (em/rem, line-height, etc.)
    1. Category: 102
    2. Keywords: print layout, designing for print, basic grid design, blocking layout
10. [no title] Spacing, specifically between letters (kerning), lines, and paragraphs, and how this impacts the reading experience. Ties well into hierarchy and overall layout.
    1. Category: 101
    2. Keywords: [letter/text/line/paragraph] spacing, what is kerning, kerning basics, blocking elements, how long should a line of text be, lines too close or far

6. Call(s) to Action: Tell me what calls to action will be on your site.
    Obligatory newsletter link? "Read more" links on article snippets when on a non-article page?
As noted, in the research assignment, the blog's goal is ultimately not commercial.