Appendix One: Copywriter Writing Test

BLOG PROMPT

Our content writers often write for blogs and websites that target a specific audience. Here are some examples:

http://www.daveywaveyfitness.com/ — targets bodybuilders, mainly menhttp://livingprettynaturally.com/ — targets organic shoppers and health-conscious womenhttp://www.livingwellspendingless.com/ — targets homemakers and moms on a budget

Choose one of the sites above and write an article for their blog. You can choose your topic, but remember to keep your audience in mind—the best blog posts include action items and are inherently interesting or directly relevant to your audience. You are welcome to format your answer with italics, bullets, bold text, and other formatting markup.

Make sure to:

Indicate which website you have chosen to write for. Include the keyword "neck pillow" into the content once — make it relevant. Write between 250–350 words to complete the post. Give your post a compelling title. Avoid writing in first person (this should be an informative, not a personal, blog post)

Please do not submit content previously written for another project or website. We are looking for original work.

COPY PROMPT

The copy for Transcend Dental is not as effective as it could be. Pediatric dentists Dr. Fronk and Dr. Madsen have asked that you revise the content to be more friendly, useful and SEO-optimized. They believe that if the site makes a better impression on their website visitors, the dentistry will attract more patients.

Here is the current text:

"Welcome to Transcend Dental. Our goal is to exceed your expectations. Specialists in Pediatric Dentistry: our doctors provide comprehensive care for infants, children and teens.

We are dedicated to our patients and dedicated to our community. Our brand new state of the art facility is specifically designed for pediatric dentistry with an emphasis on comfort and efficiency for patients, parents and staff. The office is equipped with the latest technologies including digital X-ray radiographs and electronic records which allow for safer procedures and convenient access. We are a prevention focused practice with an emphasis on patient education. We will strive to build a long lasting positive relationship with your child if given the opportunity and privilege to be your pediatric dentistry provider."

Other information you learn after visiting the office: The dentists most regularly treat children,

but they also see teenagers, adults, and special needs patients. There are television sets in the ceiling that can be controlled by the patient in the dental chair. The office accepts most insurance plans. The lobby has a large play area with toys. The office phone number is 867-5309.

Make sure to:

Create a compelling headline. Rewrite the main body copy. You can repurpose any information currently in the content and employ any other rhetoric (emotional or logical) that will persuade readers to choose Transcend Dental. Remember to speak as the company, using a kind and professional tone. Include the keyword "family dentists in Townville" twice. Include a strong "call to action." Write between 150–250 words to complete the copy.

Appendix Two: Blog Rubric

☆ Tier 1 Rejection	Originality	Is the piece original in form and content? Does it repeat a topic already written for the client?
	Audience	Does this module address the intended audience?
	Accuracy	Does the blog contain accurate information?
	Positivity	Does the blog focus on positives rather than negatives?
☆☆ Tier 2 Rejection	Use Value	Is the blog topic relevant to the client's industry and useful to the reader?
	Controlling idea	Does the blog have a clear, singular focus? Is it cohesive?
	Tone	Does the tone reflect the client's tone requests?
☆☆☆ Tier 3 Rejection	Details	Does the blog include specific and interesting information rather than redundant, generic, mundane, or filler information?
	Organization	Is the blog organized logically and clearly? Do ideas flow well within and between paragraphs?
	Scannability	Is the blog easy to scan?
	Sentence Structures	Does the blog contain sentences that are simple and easy to understand?
	Style/Grammar/Spelling	Do sentences follow the guidelines outlined in the style guide? [Note to editor: This section should be used when issues affect readability.]
☆☆☆☆ Tier 4 Acceptable	Spelling/Idioms	Does the blog use regional spelling and terms?
	Style/Grammar/Spelling II	Is the blog grammatically perfect? Does the blog follow all style guidelines from the Style Guide? [Note to editor: This section should be used for smaller issues that occur occasionally.]
	Expertise	Does the blog sound like it was written by an expert in the field?
	Repetition	Does the blog avoid unnecessary repetition of words, phrases, or sentence structures?
	Unique Angle	Does the blog take a new or unique angle?
☆☆☆☆☆ Tier 5 Perfect	Wow factor	The blog is exceptionally memorable, creative, and interesting to the intended audience.

Appendix Three: Copy Rubric

☆ Tier 1 Rejection	Originality	Is the piece original in form and content?
	Audience	Does this module address the intended audience?
	Accuracy	Does the copy contain accurate information?
	Positivity	Does the copy focus on positives rather than negatives?
	Missing information	Does the copy contain all relevent information provided by the client?
☆☆ Tier 2 Rejection	Advertising restrictions	Does the copy follow relevant advertising restrictions?
	Controlling idea	Does the copy have a clear, singular focus? Is it cohesive?
	Tone	Does the tone reflect the client's tone requests?
	Keywords	Does the copy use best keyword practices?
☆☆☆ Tier 3 Rejection	Details	Does the copy include specific and interesting information rather than redundant, generic, mundane, or filler information?
	Organization	Is the copy organized logically and clearly? Do ideas flow well within and between paragraphs?
	Scannability	Is the copy easy to scan?
	Sentence Structures	Does the copy contain sentences that are simple and easy to understand?
	Style/Grammar	Do sentences follow the guidelines outlined in the style guide? [Note to editor: This section should be used when issues affect readability.]
	Features/Benefits	Does the piece strike a good balance between the features the client offers and the benefits experienced by the audience?
	Conversion Funnel	Does the copy lead the reader to the next step of the conversion funnel?
☆☆☆☆ Tier 4 Acceptable	Spelling/Idioms	Does the copy use regional spelling and terms?
	Style/Grammar/Spelling II	Is the copy grammatically perfect? Does the copy follow all style guidelines from the Style Guide? [Note to editor: This section should be used for smaller issues that occur occasionally.]
	Expertise	Does the copy embody the persona described by the client? Does it sound like it was written by an expert in the field?
	Repetition	Does the copy avoid unnecessary repetition of words, phrases, or sentence structures?
☆☆☆☆☆ Tier 5 Perfect	Wow factor	The copy is exceptionally memorable, creative, and interesting to the intended audience.

Appendix Four: Keyword Codes

Keyword	Tier
accuracy	1
audience	1
audience multiple	1
audience wrong	1
client request	1
follow instructions	1
links	1
originality	1
positivity	1
relevance	1
advertising restrictions	2
changed meaning	2
controlling idea	2
didn't fix problem	2
keywords	2
keywords inappropriately combined	2
keywords incorrect	2
keywords missing	2
keywords pluralsingular	2
keywords stuffing	2
keywords unnatural	2
tone	2
use value	2
wordcount	2
wordcount bloated	2
wordcount insufficient	2
acceptable but not great	3
benefits	3
clarity	3
client branding	3
cohesion	3
conversion funnel	3
CTA	3
details	3
details obvious	3
differentiation	3
headings	3
logical	3

organization	3
page requirements	3
readability	3
scannability	3
enjoyable	4
expertise	4
good sentences	4
grammar	4
interesting	4
punctuation	4
specific	4
spelling	4
style	4
style awkward wording	4
style clarity	4
style clichés	4
style concision	4
style confusing	4
style fluff	4
style gender neutrality	4
style generalization	4
style get to the point	4
style inappropriate absolutes	4
style offensive	4
style parallelism	4
style passive voice	4
style redundancy	4
style run ons	4
style salesy	4
style subjectverb agreement	4
style transitions	4
style vague pronouns	4
title	4
typos	4
unique angle	4
wrong comma placement	4
creative	5
memorable	5
wow factor	5