

How Do You Write Great Blogs And Why Should You?

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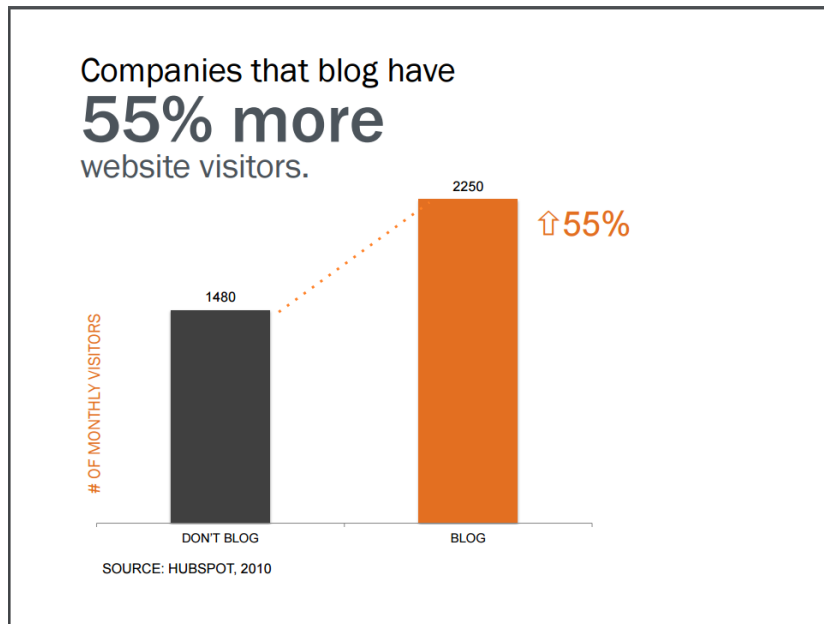
Why blog? Does it really matter? People are visiting your website, so isn't that enough? The response to all three questions is a resounding no!

Blogging is not merely important to your business, it is absolutely critical.

Here's why:

- Blogs telegraph that you have the best solutions for what people in your market are looking for.
- Blogs keep your website content fresh without your having to constantly add pages.
- Every post you write gets published as its own, individual, indexed page on your website. The more indexed pages you have, the more opportunities you have to get found online.

- Blogs attract more visits to your website, not just random clicks but *qualified traffic* — consumers with specific questions or problems that your business can solve.
- Blogging allows you to offer ways for interested searchers to learn more, such as watching a webinar, downloading a white paper or requesting an e-book. All of these help you convert leads into prospects, and prospects into customers.
- Most importantly, blogging has a direct impact on your search engine ranking. By creating targeted blogs that demonstrate your knowledge about a certain subject, you establish yourself as an authority in that category — something that search engines like Google pick up on and use to calibrate your ranking.



Now that you understand how important blogging is, here's how to do it

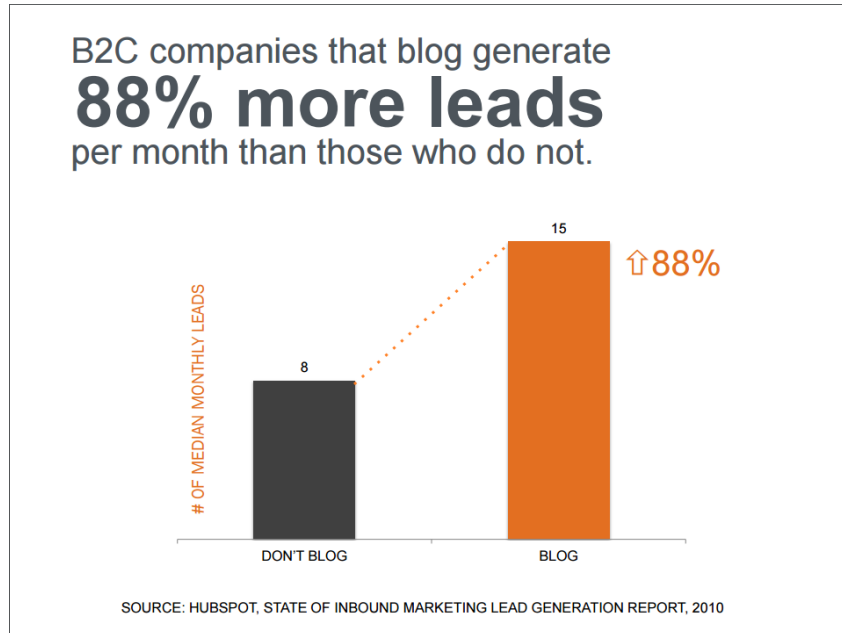
First off, a blog should always provide readers with the most up-to-date information, such as breaking news, industry advancements, new data or statistics, or recent discoveries. When deciding on a topic, ask yourself these three questions:

- Why would people want to read this blog?
- What is it telling them that they don't already know?
- Is the message fresh and relevant?

Next, what exactly are you communicating in this blog? Is the information stated clearly? Is it easy to read and understand? And finally, is the blog **relevant** and **useful** for your audience — those searchers who are looking for answers, information, help and/or solutions?

10 how-to's for writing compelling blogs

For your blogs to be effective, they need to follow certain criteria. Here are the 10 best practices for creating blogs that, like a powerful magnet, will draw people to *your site* and *your solutions*, again and again. Every time you compose a new blog, refer to this list and make sure that point by point, your blog meets all the requirements.



1. Keep your buyer persona in mind.

A buyer persona is a semi-fictional picture of your desired customer(s). When writing blogs, imagine what that persona is searching for. Publish content that's on-topic and important to them. If you help solve their problem, they'll come back to you again and again. If the content on your blog doesn't appeal to your target audience, you will have missed that opportunity to convert them into users.

2. Blog consistently and frequently.

Some blog experts advise blogging multiple times a day, others say 2-3 times a week. It all depends on the benchmarks you've set and the manpower you have available. And don't forget, writing blogs is just the first step. After you post them, you need to follow up with social media: Twitter, Facebook, LinkedIn, Flickr, Tumblr and whatever other options you choose to utilize. Of course, the more frequently you can "push out" your blogs, the more ROI you will see and the higher your search engine ranking. If the idea of 2-3 times a week is overwhelming, you don't have to do it all yourself. There are highly trained, yet affordable bloggers — some of whom are on our staff — who know how to craft blogs with you or for you.

3. Pay attention to formatting and imagery.

People are visual. They respond to blogs (and websites) that look appealing, are inviting, are easy to read, and that convey relevant information they can use. Break up your thoughts with explanatory subheads, use bullets rather than run-on copy, make liberal use of white space (easier on the eye than a page crammed with too much content), and definitely put in pictures (insist on high-quality), both for visual interest and to illustrate what you're talking about.

4. Address one topic per blog post.

If you find you're writing about something else than the topic you started with, it's time to break up your post into two or more blogs. Stay focused!

5. Use keyword research to help determine your topic.

Focus on keywords that are associated with your industry or niche and that reflect what your target audience is searching for. Also, optimize your blogs for the keywords you want to rank for.

6. Focus on the visitor.

You're writing for your ideal buyer, not the search engines. Yet, you must write so that those search engines will find your blog. There is a good deal of "science" in the process. From the url to the headers and the copy content, we can show you how to build a blog so it really adds value to your inbound marketing — so that it works.

7. Don't forget about SEO.

In this area, there are some "must do's" that you should know about and keep in mind. These include:

- Keywords in the title (55 characters)
- Meta description (140 characters)
- Image file name and Alt tags
- Links and anchor text
- Focus on mobile optimization

8. Write compelling blog titles.

Your blog title needs to pique readers' interest and get you noticed. Therefore, the subject of your blog and its value to a reader should be evident in the title. Here are some examples of ways to go about it:

- **Actionable:** "How to Write Superior How-To Posts for Your Business Blog"

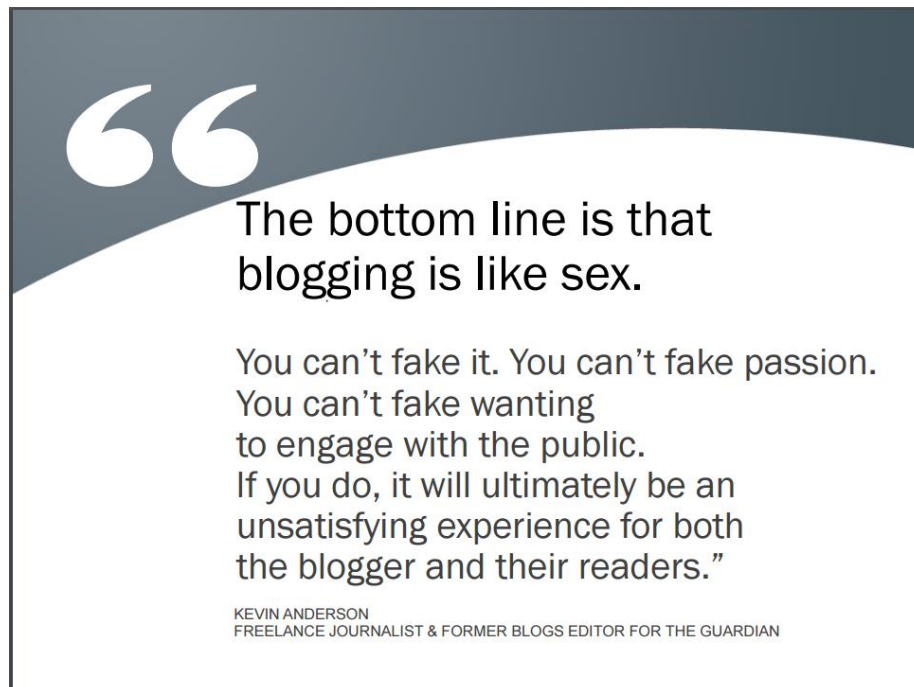
- **Keyword-Conscious:** “What Is a Landing Page and Why Should You Care?”
- **To the Point:** “15 Examples of Brilliant Homepage Design”
- **Solution-Driven:** “Answers to Your Top 5 Questions About Inbound Marketing”
- **Definitive:** “The Ultimate Guide to Creating Compelling Case Studies”
- **Intriguing:** “30 Terrible Pieces of Social Media Advice You Should Ignore”

9. Include links and Calls-to-Action (CTAs).

Since blogs have huge lead generation potential (and you never want to miss out on a lead conversion opportunity), always add a Call-to-Action to the bottom of every post (such as: “Contact Me,” “Want to Know More?” or “Download My White Paper on Inbound Marketing”). Plus, leverage your website by adding links within your blogs to other pages on your site, or to other blogs you’ve written. This not only gives visitors more information on a topic they’re interested in but keeps them engaged with your site longer, exposing them to more of what you have to offer.

10. Mix it up to keep it fresh.

Don’t get rigidly stuck within just one message in your blogs. Instead, look around for ways to pull in fresh information that could be valuable to your ideal buyers. Any hot topics or new developments in your industry? Are there customers’ questions you can answer? And, for a different voice and viewpoint, consider inviting guest bloggers to post on your site.



Want to know more about how to write great blogs?

At [SAMC](#), we help organizations grow and thrive while adapting to changing times. If you would like to learn more about how blogging can help *your business* capitalize on growth opportunities, we would like to offer you a free consultation. Please [contact us](#)!

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