Content Marketing with Blogs: Guidelines to Save You Time and Get Better Results

4 Steps to a Successful Blog: COAD:

• Content: Edit for quality, write a good headline.
• Design: format it for easy reading, add images and links.
• Action: Make it easy for readers to share with others and to read related posts.
• Outreach: Make it easy for the search engines to index your post appropriately.

Ideas for writing your post:

☐ Do I ask a question?
☐ Do I solve a problem?
☐ Have I identified keywords and phrases?
☐ Am I connecting with readers, having a conversation?
  ☐ Use pronouns
  ☐ Use emotional or strong words
  ☐ Consider various learning styles of readers (audio, video, graphs)
☐ Do I entertain, engage, educate, or enrich readers’ lives?
☐ Do I include a call to action, other questions, or an invitation to do something?

Pay special attention to your headline:

☐ Find a hook
☐ Use keywords
☐ Combine clarity and cleverness
☐ Use numbers: 5 Ways to . . . 3 Reasons . . .
☐ Evoke curiosity
☐ Odd comparisons
☐ Study magazine covers to learn effective headlines
☐ Remember: your headline may be the only thing that gets read

Before you hit publish:

☐ Add an image
☐ Short paragraphs
☐ Bulleted lists
☐ Bold keywords and phrases
☐ Subtopic headings for longer posts
☐ Break up longer post with “Read more”
☐ Use parenthesis and post-scripts for added emphasis
☐ Link to previous posts, website, sales pages, authors, expert definitions on Wikipedia, books, etc.
☐ Ask questions

WordPress Plugins to Check Out:

☐ YARPP, which stands for ‘Yet Another Related Post Plugin’
☐ ‘All-in-One SEO Pack’
☐ ‘Scribe SEO’ which comes with a monthly fee

It’s important not to make more than one request at a time in your final paragraph since readers will have to think rather than just react. But I often ignore this guideline, giving them a choice: Got questions? Want to know more? Call me (858-224-5886) and let’s talk about how to make your blog work for your business.

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