



# Writing On The Web

How to Use Content Marketing to  
Get Found, Get Known, Get Clients

with Dr. Patsi Krakoff, Psy.D.



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

### 4 Steps to a Successful Blog: CODA:

- Content: Edit for quality, write a good headline.
- Outreach: Make it easy for the search engines to index your post appropriately
- 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.

### 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](tel:858-224-5886) (858-224-5886) and let's talk about how to make your blog work for your business.