Blog Writing Quick-Guide

I AM SOOOOOOOOOO

BLOGGING ABOUT THIS

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Blogs help you build RELEVANCE and AUTHORITY.

They show search engines that your site is active and thus increases the chances of your site ranking higher in search results.

Blog content should be educational. Put yourself in the shoes of your buyer persona. What are they searching for? What are they interested in?

Do research on keywords. Focus on one long-tail keyword per blog post.

Long Tail Keyword: A very targeted search phrase that contains three or more words

Example: comfortable running shoes

Peak the readers interest. Make sure the title is engaging for the reader and makes them want to read more.

Make value clear in the title. What can the reader expect? What format? They need to know exactly what they are going to get.

Start with a working title then narrow it down later once the piece is finished.

Keyword should be at the beginning of the title due to long titles being shortened by Google *(see image).*

Data Visualization 101: How to Choose the Right Chart or Graph for ...
https://blog.hubspot.com/marketing/types-of-graphs-for-data-visualization
Mar 20, 2018 - 1. Column **Chart**. Use consistent colors throughout the **chart**, **selecting** accent colors to highlight meaningful **data** points or changes over time. Use horizontal labels to improve readability. Start the y-axis at 0 to appropriately reflect the values in **your graph**.

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MARKETING | 9 MIN READ

Data Visualization 101: How to Choose the Right Chart or Graph for Your Data

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Tone of Voice: Writing tone should match the attitude of your readers and subject matter.

Start with body points. Save introduction and conclusion until the end.

Make introduction paragraph captivating. We want them to keep reading. This should be a follow up to the title.

Serious

Fun and Personable

Uplifting

Quirky and Humorous

Authoritative

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Mention your keyword at a normal cadence throughout the blog. Google will penalize you if you overuse.

Subheaders should be used with H2 or H3 tags. This helps Google understand what the post is about and thus boosts SEO.

Use multimedia content wherever possible to break up the blog post (photos, videos, social media posts, etc.)

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Don't forget alt text! Image alt-text helps images rank in the image section of search engines.
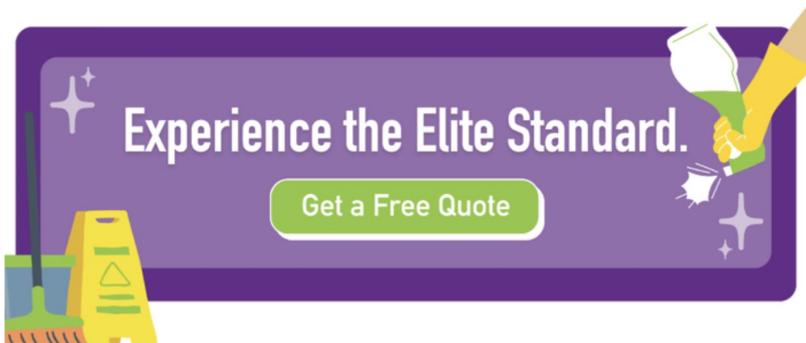
Include links wherever possible. Links should ideally be to other pages on your website and should be opened in a new window. Do you have other blog posts that may be helpful for the reader?

Include a passive CTA near the top of your blog through hyperlinked text. Most readers don't make it to the bottom of the blog.

If someone reads to the end, reward them with a helpful next step. Include an image CTA at the end of the post *(see below).*

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BABY, YOU CAN GIVE ME A CALL-TO-ACTION

ANYTIME.

memegenerator.net

Once your blog is finished, take time to thoroughly edit.

Use contractions. These help you sound more conversational and less robotic.

Big words actually make you appear less credible and confident.

Consider breaking up paragraphs to add white space and make it easier to read *(see image)*.

Using "you" and "your" brings the reader into the writing. Imagine you're talking to a friend.

Cut the fluff! Really, actually, very, and other adverbs are unnecessary. Jargon and excessive acronyms should also be avoided.

"Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."

This quote from George Lois, the legendary ad man who created iconic work for Xero and MTV and some of the most iconic Esquire covers, sums up why brands hire agencies. They want to tap into a group of individuals who can solve business problems with creative ideas.

And agencies need to be able to depend on their staff to generate these ideas -- day after day, month after month. Without this, there's not much future for their firm.

But while many firms would like to think they are fostering innovation and ideas, instead they have structures, practices, and leaders who create an environment that is actually hostile to creative output.

Without even realizing it, they are smothering the creative flame that attracts their clients.

Post Blog and Prosper