

Writing a Perfectly Interesting Blog Post

If your contents are not getting good sums of visits and shares, you'll need to improve your writing and content marketing strategy.

FOR THE BLOG URL:

USE RELEVANT



KEYWORDS

KEEP IT SHORT

There are URL shortening sites you can use, such as:

Bitly.com | 

Q Tinyurl.com

Q Ow.ly

FOR THE HEADLINE:

USE NUMBERS



Example: "10 Most Popular Bloggers of 2015"

MAKE IT CONCISE

Limit your headline to

45 to 59

characters.



ADD KEYWORDS IN YOUR META TITLE

Including keywords in your Meta or SEO title increases your visibility in search engines.



USE POWERFUL WORDS

Example, "These Tips to a Killer Content will Boost Your Online Presence!"

FOR THE BODY:

USE IMAGES



Including images on your content will get you more backlinks and shares.

USE KEYWORDS

Add keywords as it boosts your online presence. However, make sure you keep it below

3%.

OFFER HELP



Example: "Our professionals offer quality writing services. Contact us today!"

TAP EMOTIONS



To blog is to share feelings; tap your audiences' emotions.

INCLUDE LINKS



Boost SEO by linking externally and internally.

INCLUDE CALL TO ACTION



Convert visitors into leads by including CTAs that link to a landing page.



QUALITY OVER QUANTITY

Focus only on quality as it adds credibility to your brand.

MORE TIPS:

GUEST POST

Post

Publish guest posts to boost social shares.

PUBLISH IT TIMELY



Tuesday and Monday mornings are the best times to publish posts.

INCLUDE SOCIAL MEDIA SHARE BUTTONS



Add share buttons to optimize overall shares to social media platforms.

DISPLAY RELATED POSTS

According to Red Website Design, showing related posts reduces your bounce rate by

7.7 %

You don't need to take a creative writing course to learn how to create share-worthy content. Hone your writing skills with these tips and you're good to go!