How to Write Marketing Blogs Your Clients Will Actually Read

So, you decided to write a marketing blog for your business. Excellent idea!

A marketing blog is a fantastic content marketing strategy for your brand and products/services. So why haven't you started seeing an increase in traffic or revenue?

It takes a lot of time and effort to create any kind of blog and it can be incredibly frustrating when your time and effort don't seem to be paying off. Luckily, there are some pretty simple and easily applicable methods of improving any marketing blog.

Check out these marketing blog protips!

What is Blog Marketing?

Before we dig into the nitty-gritty, let's get our basics down.

[Blog marketing](#) is a powerful marketing strategy. It gives you the opportunity to talk directly to your clients. Readers get to engage personally with the producers of the products or services they are after.

A good marketing blog makes friends with its clientele. You laugh together, offer advice, give inside intel on the latest merch, etc.

Building brand loyalty can feel intimidating in the beginning.

But no matter where you are in the blogging process, the same simple rules apply.

Rule Number 1: Research!

This is something every company knows, and it's too fundamental not to include here.

Researching your competitors can give you topic ideas, you can find questions that need answering or gaps in information. Not to mention free access to competitor marketing strategies!

What are they doing that works so well? How can you build on that? Make it better? Here are some key things to look at;

1. Site Structure
2. Blog and Onsite Tonality
3. Comment Section of Posts
4. Internal Linking

Turn your competitors into your biggest resource!

Rule Number 2: Pay Attention to Readability!

How easy is it to move your eyes down the page?

Naturally, you want your readers to digest all the information you put effort into publishing. However, most people don't read every word in every article they come across.

There will be skimming and there will be clicking away if the text doesn't look easy to read. What makes an article easy to read?

1. Small Paragraphs
2. Informal Tone
3. Talking Directly to the Reader
5. Engaging Headlines
6. Pictures
7. Did I Mention Small paragraphs?

If the information is engaging and easily accessible, the skimmer accidentally becomes the reader.

Rule Number 3: Don't Leave SEO Out!

There are 2 important things to focus on with SEO;

1. Keywords
2. Linking

Put your keywords in the titles, the intro paragraph, and the body. Don't keyword stuff the article and leave them out of the headers if it doesn't make sense.

External links help build site authority and back your information. Internal linking (links to other pages on your website) is invaluable in increasing conversion rates!

Asking for help

If you are not familiar with SEO practices, don't worry! There are lots of [SEO guides](#) and [SEO tools](#) online that will walk you through everything step-by-step. Check out [webconfs.com](#) for great tools and guides.