

How to Write Marketing Blogs Your Clients Will Actually Read

Congratulations! You have pages and pages of content on your site, which is what the experts are telling you is a win!

But no one is reading it.

So what happened? And how can you fix it?

It's time to ramp up your content quality and value, and give your audience a reason to stick around.

Why people aren't reading your content

1. Too fluffy

Cat videos and other memes are can be a fun addition, but people read content to learn something. And learning takes explanation, not just throwing out concepts and buzzwords.

Take the time to explain your topics. Your readers are looking to you for an expert opinion. Don't assume that everyone knows a concept that you probably take for granted: explain it!

2. Too much text smashed on a page

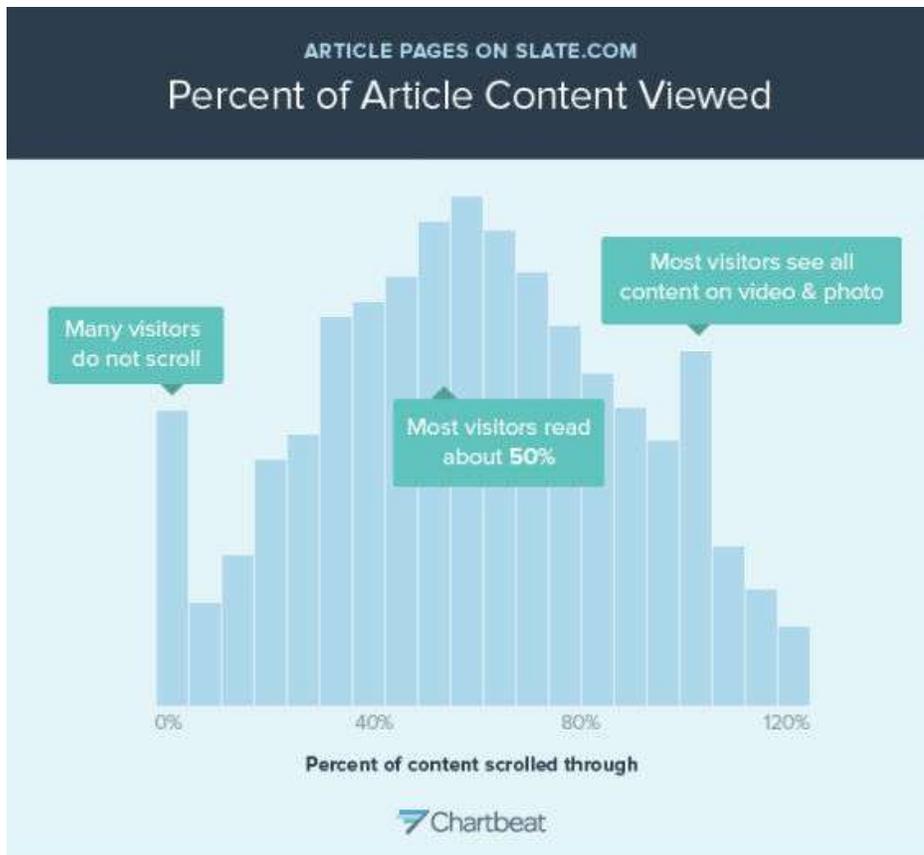
Unless you're sitting down with an actual textbook, most people don't want to be faced with an enormous block of text.

There's nothing for ***your eyes to grab onto*** - which also means your brain won't either.

If you can't give your readers a reason to keep going, they won't.

It's that simple.

Slate tells you exactly [when people stop reading!](#)



3. No authority

The internet contains information on just about any topic you could possibly ask for (unless you're in North Korea, then you're limited to 28 sites. Period). And, if you're over the age of 7, you likely know that no everyone is reputable or even sane on the internet.

If your posts link to or quote sources like Bob from Magical SEO, or your grandma's neighbor, chances are good you're not writing authoritative content. You get one shot to engage your audience. Don't throw it away with junky info.

How to write engaging content

1. Pictures

We all know the phrase, "a picture is worth a thousand words". The new internet version is, "a picture should *accompany* every 350 words". The folks over at The Content Marketing Institute have the research to prove it:

Did you know that an [average of 350 MILLION photos are uploaded by Facebook users...every day?!](#)

Visuals are key; using the right one is even more important. Here are some great examples:

- Infographics: bite-sized info in visual form
- Listicles: love 'em or hate 'em, they're not going anywhere. (You did notice the format of this piece, right?)

Who doesn't love a picture of **BACON!**



2. Expert sources

If you can't cite your grandma, where can you find expert sources? There are a few key things to look for, when you're deciding on expert status.

- **Current info:** An article about current SEO trends likely wasn't written in 1995.
- **Credentials of the writer:** Ph.D., a published author, a celebrity. Which one of these might not belong in the expert category?
- **Site the info is associated with:** Look at the domain name. Is it NYTimes.com or is it BobsMagicalSEO?

3. People love people

Review sites like TripAdvisor and forums like Reddit are popular because it's not a marketer or company saying something, it's a bunch of real people exchanging comments and opinions. Sometimes you need a shaker full of salt and not just a grain to get through the comments section, but many of us read reviews before buying something new.

Including quotes from your real customers, and their reviews, can go a long way toward boosting the way your audiences see your brand.

4. Consistent formatting

Improve your site's readability from page to page by picking a format and sticking with it.

Headlines, sub-headings, and short paragraphs will help.

Break up the endless "your English teacher told you to write this way" paragraphs.

Add a little visual interest with *italics*, or **bold**, or **even color**.

It can also set an expectation that *all* your content will be easily readable, which is what you want your readers to think. Don't change formatting from page to page at random.

One word of caution: watch your use of underline on the web, since that usually indicates a link. Don't annoy your readers with a ton of underlined info, or as I like to call them, "Links to Nowhere".

5. **Tone and style matter**

Know your audience! You want to become a trusted expert for them, so talk to them that way.

Is your audience younger and more hip? Sounding like a stuffy old professor might not be the way to catch their attention.

Is your audience a bit more mature? Sounding like their grandson or granddaughter might not work, either.

Know who you're writing for!

6. **Do your research**

While you may be an expert in your field, you're likely not the only one. Even if you don't quote someone else, reading other perspectives will help make your content richer.

Presenting an opposing viewpoint can also work. You can't know exactly what's in your reader's mind, but you can make some educated guesses.

Check out social media for current opinions and trends. Learn what real people are saying. By answering their actual concerns, you're a million steps closer to your goal.

7. **Outline, outline, outline**

Staring at a blank page and wondering where to begin isn't fun. Your mind wanders, your Facebook alert tells you to check out what Kim Kardashian said **RIGHT NOW!**

Distractions can be minimized, but that doesn't mean you're suddenly writing a thousand words a minute.

Start with an outline of your topic. Jot down a few ideas, and don't worry about it being perfect. Editing is for later!

Content writing can be intimidating and draining, but it doesn't have to be.

Sometimes, writing the middle section of your post flows more easily than the opening (or the closing, for that matter). Just start writing, and it will be easier to keep going.

Get writing!

Writing trends have changed over time, but some things are forever:

Interesting, well-written information never goes out of style.

People share the stuff they like.

Conquer your content with these easy steps, and watch your numbers improve.