

8 EASY STEPS

FOR WRITING A POWERFUL BLOG POST

1

Understand your audience

Provide value

Knowing who you're writing for will help you write something that speaks their language and answers their questions. Address their key problems with the content you provide.

2

Brainstorm your title & headings

Capture attention

Choose a title that accurately defines your issue and is appropriate for your target audience. It should summarise the main points of your article.

3

Write a captivating introduction

Create emotional bond

Hook your audience on reading the rest of the post. Prove that you understand your reader and their situation by describing how this post will solve their problems and stimulating them to continue reading.

4

Outline your blog post

Define a position

Break your content into sections and give each one a headline that explains what it's about. Write a list of major points you intend to cover.

5

Write your blog post

Write freely

Expand on the headings in your notes. Concentrate on getting your point across rather than worrying about spelling and punctuation. Write freely, attempting to connect with your audience.

6

Proofread & edit your blog post

Stay focused

Make sure your content flows naturally, and you've covered all the things you wanted to, omitting anything that isn't needed. Ensure you've addressed your readers' concerns and provided solutions to their problems.

7

Insert a CTA

Encourage your readers

At the end of the blog post, include a prominent CTA to finish. The CTA should have a sense of urgency because by that point the readers are deciding what to do next.

8

Optimise the on-page SEO

Make your blog visible

Make sure the page is optimised for on-page SEO best practises to guarantee your article ranks providing high-quality content, relevant keywords and is mobile friendly.

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