



5 EASY STEPS FOR A *Successful Blog*

USE EASY TO READ LANGUAGE

Overcomplicated language can put readers off from enjoying your content. Use contractions and more informative language to establish a friendly and charismatic tone of voice.



LINKS

Adding in external and internal links will help improve your user experience and keep your visitors on your website for longer. Linking also improves your SEO as it provides context to your content.

META DESCRIPTIONS AND HEADINGS

A meta descriptions allow users to get a quick snippet of what your content is about as well help search engines understand what's on the page. Your headings (H1-6) break down your content into Title and Subtitles.



OPTIMISED IMAGERY

Using images that have been optimised is crucial to providing a good user experience. With more users browsing via mobile they will expect a near instant load time, compressing or resizing images can support this.

CALL TO ACTION

No blog is complete with a CTA. In your closing paragraph include a subtle note about your business in the context of the topic at hand, direct users to a contact page or to other related content.



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