

## WHY BLOG

Small businesses need to make themselves known and heard in order to build their customer base and convince them that your product is worth visiting or buying. Blogging for business is one of the best ways to introduce yourself to new customers, reinforce your relationship with existing clients, and share just about anything you like that relates to your business. Adding a blog page to your website is a great way to connect with new and existing customers and can also organically increase your web SEO.

## EASY STEPS TO WRITING BLOGS

01

### Know Your Audience

Understand who your readers are and what interests them. Tailor your content to their needs, preferences, and knowledge level.



### Compelling Headline

Craft a catchy and descriptive headline that grabs attention. It should promise value or evoke curiosity about what readers will learn from your post.

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### Introduction that Hooks

Start with a captivating introduction to draw readers in. Pose a question, share a surprising fact, or tell a story that relates to your topic.



### Clear Structure

Organize your content with clear headings, subheadings, and paragraphs. Use bullet points or numbered lists for easy readability and to highlight key points.

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### Visual Appeal

Incorporate relevant images, infographics, or videos to enhance visual appeal and break up text. Visual content keeps readers engaged and reinforces your message.



### Use Engaging Language

Write in a conversational tone that connects with readers. Use storytelling, examples, and anecdotes to make your points relatable and compelling.

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### Call to Action

End with a clear call to action that encourages readers to comment, share, or take the next step.

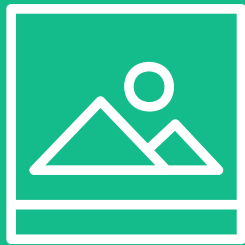


# SAMPLE

## STRUCTURE FOR A BLOG POST

A CAPTIVATING TITLE

Your title should be catchy, captivating and descriptive



Add an image or two with alt-text for accessibility and SEO. Feel free to add pictures among the document. People love pictures!

INTRODUCTION

Catch your readers interest and entice them to keep reading

SUB-HEADER

CONTENT

Include targeted keywords in your post content

SUB-HEADER

CONTENT

CALL TO ACTION

Always include a call-to-action like a question for your reader ie. an invite to join a your email list..

AUTHOR BOX

Include a short introduction of yourself or your business as well as links to your social media