

**Writing Blogs  
to  
Drive Traffic  
to  
your Website**

**[www.croydonbusinesshub.co.uk](http://www.croydonbusinesshub.co.uk)**

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IN SUMMARY

# WHAT IS CONTENT MARKETING?

According to the [content marketing institute](#):

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.”

# WHAT IS BLOGGING?

A blog is an online article that provides information around a particular subject and is the cornerstone of any content marketing plan for any local business.

Blogging provides an easy way for a business owner to keep their customers and leads up-to-date on what's going on within and around their business, their products and their services.

# WHAT IS THE PURPOSE OF A BLOG?

The key purposes for a business blog is very straightforward – to rank your website higher in Google organic listings, which increases your visibility to potential customers. However, just writing and putting it on your website is not enough. Below we will walk you through the process to do maximise your visibility – it is a process to follow.

Many business owners fail to understand the importance of blogging and we regularly get asked: ‘why do I need to write blogs for our website?’

There are a huge number of reasons a business should be blogging, but to keep things simple I’m going to list the top 5.

- Adds regular new content to your website – **which Google loves**
- Provides you with content to use in your social media channels
- Allows you to rank for long-tail keywords<sup>1</sup> – where there is less competition in search
- Directly engages with leads and customers
- Can attract links from other websites

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<sup>1</sup> Long tail keywords are those three and four keyword phrases which are very, very specific to whatever you are selling. You see, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

Just to expand on the benefits of these five reasons to blog.

## 1. Adds regular new content to your website

The regularity with which new content is added to your website is an important factor when it comes to how both users and search engines regard your website.

Neither your target audience nor Google want to look at a website that hasn't been updated in the last 6 to 12 months. Constantly updating your static content is not easy.

It is much easier to write a blog on related topics to your business and you can outline how your products and services can resolve these issues and link back to the related product or service.

## 2. Provides you with content to use in your social media channels

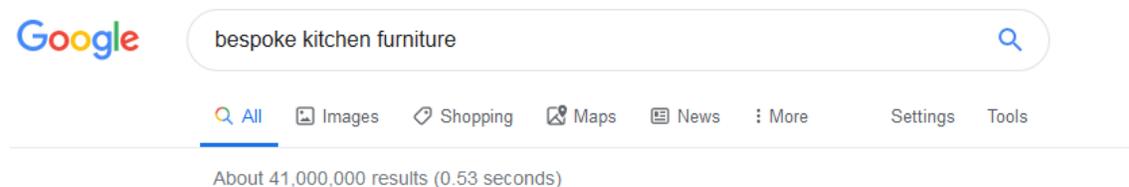
Some key points you raise or address in your blog can then be used to populate your social media channels.

Before leads or followers will buy from you it is necessary that they get to know you, like you and trust you – regular blogs help to engage with your social media followers.

## 3. Allows you to rank for long-tail keywords

Getting found in organic search results for long-tail key words can be very lucrative as there is less competition and optimising your blog to a long-tail keyword is an excellent way to get found when people search for this phrase.

As an example, if you make kitchen furniture it is very unlikely you will get found if someone types in bespoke kitchen furniture. As you can see below there are 41 million results



However, if you were to write a fully optimised blog around the long tail keywords: handmade bespoke kitchen furniture in surrey then there are only 626,000 results. Although still a lot you have got rid of 40 million competitors !!



handmade bespoke kitchen furniture in surrey



All Shopping Images Maps News More Settings Tools

About 626,000 results (0.66 seconds)

#### 4. Directly engages with leads and customers

Blogs enable you directly engage with queries and questions that might not otherwise have a home on your website.

Whether those questions come from keyword research, or directly from your prospective customers they represent an opportunity not only to expand the kinds of search terms your website can appear for, but also to offer your leads and customers something truly valuable – answers to their questions.

#### 5. Can attract links from other websites

No matter how interesting or exciting your service or product pages are it is very unlikely that many people are going to link to that type of content. However, if your blog answers industry specific questions then there is a much greater chance that people will link to your blog. Backlinks are SEO gold and can land your post on the first page of Google within a few months.

If you then have a link from your blog to a specific product or service on your website this product/service benefits from the backlinks you have got to your blog.

So if I link blog post A, which has 20 backlinks, to product page B, which has none, that product page will now have a higher chance of ranking on Google... Even without direct backlinks!

Pop your website address on this website [https://app.neilpatel.com/en/traffic\\_analyzer/](https://app.neilpatel.com/en/traffic_analyzer/) and you can see how many backlinks there are to your website.

## HOW TO WRITE AN AWESOME BLOG POST

The bad news is in order to rank on Google and get lots of shares, you need some seriously good content but do not worry too much about how you write – you do not have to be the best copywriter, so long as you can get the key message across.

To do this we recommend:

- Use short paragraphs, no longer than 3 to 4 lines
- Add bulleted or numbered list to highlight key points
- Include headings and subheadings to break up your content
- Avoid using too many adjectives
- Use as few words as possible to get a point across
- Read your article out loud at least once before publishing it
- Send it across to someone else for spell-checking

One quick note on images - great images really do matter. They increase shares, links, and engagement.

## HOW TO KNOW WHAT TO WRITE ABOUT

All writers have a fear of “writers block” but do not worry just be prepare.

Have a list and add to it whenever you think of a topic so that when you come to write your blogs you have a list of potential topics.

So how do you build your list:

1. What questions have your customers recently asked that you could turn into a blog
2. Check out <https://www.quora.com/> are there questions being asked
3. Lists are a great thing, e.g. 6 best

## BLOG STRUCTURE

Creating a great blog post isn't difficult. Following a basic structure formula that gives your posts great “bone structure” will give you the ability to drape them with creative style, solid information and compelling resources.

### **Craft a great headline**

Include an active verb and try to squeeze some of your key topic words in as well.

The search engines love the headlines and a strong headline will not only attract Google, but will also compel your visitors and regular readers to read on.

### **Write a compelling introductory section**

Provided your readers hang around to see what the headline is all about, a compelling introductory section to keep them reading.

Establish what the post will cover and add something in this section that people want to read on for.

### **Start with bullet points**

Use bullets to get your ideas in an outline form. If you're writing a list post, keep your bullets as your core structure. If you're not, use your bullets to develop sub-heads.

### **Develop sub-headlines**

Sub-heads help create a scannable page and make it easier for people to read on a computer screen and digest the information. Google loves sub-headings.

**Note:** Now is also a great time to ask your friends on Twitter what they think. Chances are you'll get some great feedback that will mean a strong post in the end.

### **Fill in the detail**

Flesh out your bullet points and/or sub-heads to really bring the point home. Keep yourself on track – always keep your readers in mind.

### **Find a great image**

Find a great image/s that engage your readers. Make sure you have the rights to use the image.

### **Double-check your headline**

Now that the post is complete, make sure your headline still reflects what your post is about and gets a reader's attention. Can you refine it to be even stronger and more effective?

### **Edit, proof, correct, polish, and revise**

Check your grammar and spelling – ask a couple of trusted people to read your blog for content, grammar and spelling.

### **Internal and External Links**

Including internal **and external** links in your blog posts is important. They show that your content is credible, as well as built on knowledge and research.

Links also provide a more in-depth experience for your readers, leading to complementary or related information that doesn't duplicate the information in your blog post but instead adds additional layers of meaning and context. Incorporating links in a smart, deliberate way underlines the credibility of your blog and can improve your reputation for thought leadership.

### **What is an external link?**

In short, a link that takes the reader away from your own web domain. When adding these make sure that you open the link in a new tab so the reader can easily come back to your blog.

### **What is an internal link?**

Internal links are links within a blog post that lead the reader somewhere else on your own website. For example, you may link to another post on your blog, to a product or service page or to you about us page. The deeper within your website the internal link resides, the more valuable it is to add since the reader would be unlikely to find it on their own otherwise.

## **PROMOTE YOUR BLOG POST**

What is the point spending time researching and writing your blog if virtually no one reads it. You need to promote it as much as you can wherever you can.

There are many free ways to promote your blog but these are the easiest two:

- Social media
- Email outreach

### **Social media**

You just publish a blog post, so you just promote it in your social media channels – yes....but NO. Social media isn't a content publishing platform. People don't go to Facebook to read your blogs they are there to be sociable – and this is what you want, you want people to engage and share.

Write your brief post outlining what issues your post addresses. Tag in people and organisations that may be interested in your blog (not the same people every time) – they are more like to engage and share your post if they have been tagged in. These are the shares you want.

### **Remember to use an engaging image on your post**

Don't just post in your social media channels, remember to post in relevant Facebook groups.

### **Remember to post in all relevant social media channels.**

## Email outreach

Email is a great blog promotion strategy because it's easy, effective, and helps you build solid relationships.

If you have an email list, preferably appropriately sub divided so that your email only goes out to the relevant people. For example, if you run a pet shop there is no point writing a detailed blog around the advantages of fresh dog food over dried and then send this out to all of your customers – you will only irritate the cat owners.

## IN SUMMARY

In summary, blogging is one of the best things you can do to support your online marketing activity because:

1. Search engines love fresh, original content and it creates more pages on your website that can be indexed in search results – all help your search engine optimisation
2. Provides you with content to use in your social media channels
3. Allows you to rank for long-tail keywords
4. Directly engages with leads and customers
5. Can attract links from other websites

Focusing on writing and promoting a minimum of two quality blogs a month helps local businesses generate more traffic to their website.

According to [SEO Tribunal](#) blogs can increase website traffic by up to 6x.



**If you have any questions about how blogs can help drive traffic to your website please feel free to contact us:**

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