

Blogging Cheat Sheet



Welcome!

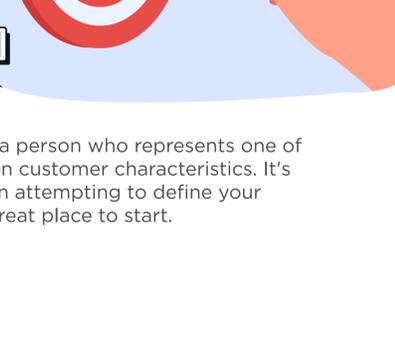
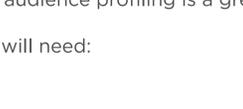
The key to ranking well in Google is to have high-quality content. People love it, and so Google likes it too.

But where do you start? Well, as promised we are going to share with you our blogging cheat sheet.

Ready? Start here:



Cheat #1 Create a target persona



A **target persona** is a fictitious profile of a person who represents one of your key target audience groups based on customer characteristics. It's also referred to as a buyer persona. When attempting to define your target personas, audience profiling is a great place to start.

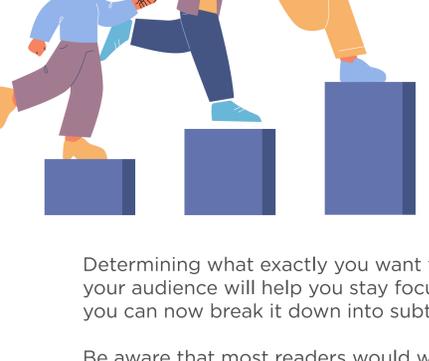
Here's what you will need:

- Age
- Location
- Language
- Spending power and patterns
- Interests
- Challenges
- Stage of life
- For B2B: The size of businesses and who makes purchasing decisions

Now, it's time to dig deeper. Here are some guide questions to start thinking about:

- What are their pain points?
- What motivates them?
- What gets them excited?
- What will catch their attention?
- What are the challenges and problems they want to solve?
- What stops them from reaching their goals?

Once you narrow your target audience, make a list of the things that they need. The key to writing a successful blog is to highlight your readers' pain points and how reading your blog can help solve that problem.

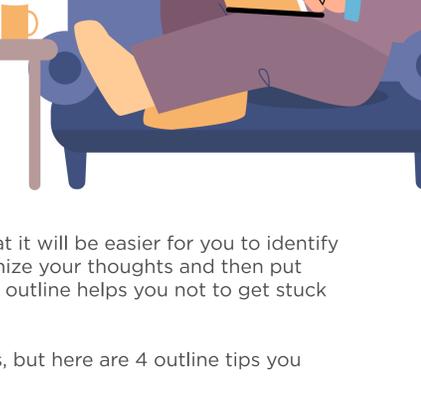


Cheat #2 Know the objective of your blog

Determining what exactly you want to communicate, share or teach to your audience will help you stay focused. Once you have your objectives, you can now break it down into subtopics.

Be aware that most readers would want to consume a lot of information in a small amount of time. That said, keep your paragraphs brief but informative.

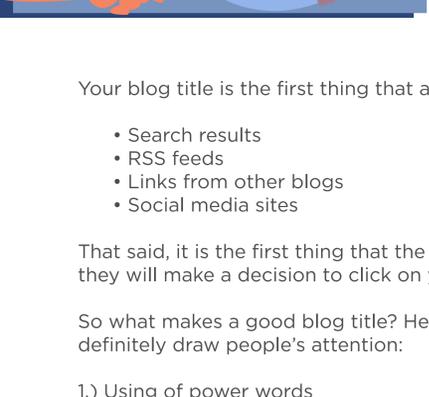
Cheat #3 Create the outline



An outline serves as a roadmap so that it will be easier for you to identify which points to use, and how to organize your thoughts and then put them together into writing. Having an outline helps you not to get stuck during the writing process.

Outline can take many different forms, but here are 4 outline tips you can follow:

- 1.) Hook them with the first sentence
(It could be a statistics, an intriguing event, something your audience can immediately relate to)
- 2.) State the purpose of your blog early
- 3.) Use key information as subheadings
- 4.) Wrap up with a conclusion



Cheat #4 Craft your blog title

Your blog title is the first thing that appears on:

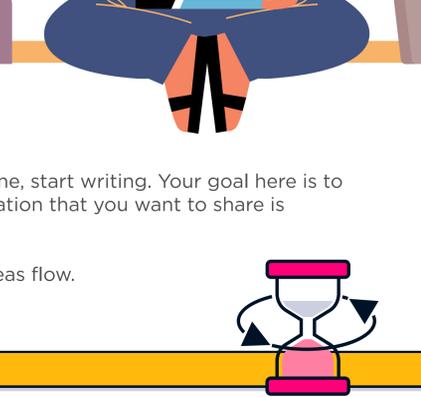
- Search results
- RSS feeds
- Links from other blogs
- Social media sites

That said, it is the first thing that the readers see and the main reason why they will make a decision to click on your post and read.

So what makes a good blog title? Here are some great techniques that will definitely draw people's attention:

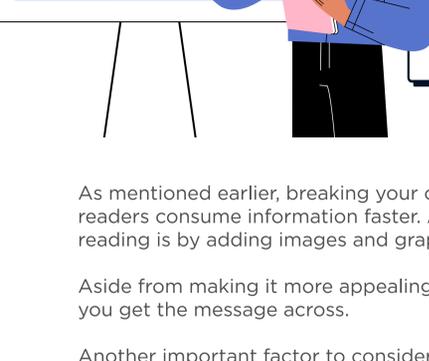
- 1.) Using of power words
Example: *EASY, FREE, LEARN, DON'T MISS OUT, DISCOVER, FAST, MASSIVE, GREATEST, ULTIMATE*
- 2.) Make it intriguing
People do not want anything that leaves them hanging. They are always curious about what will happen next or what the answer is. Making an intriguing title will give readers a reason to read your blog.
- 3.) Lure them with Humor
This can be tricky but if you can pull it off, you can definitely draw in your readers. Make sure it's relevant and easily understood by your target audience to avoid it falling flat on their faces
- 4.) Create a controversy
Controversy is one of those things that always piques people's interest. However, if you decide to make a bold claim, make sure that your post can back up the title.
- 5.) Use keywords
Keywords will tell the search engine what your blog post is about. On the other hand, keywords are also great for readers who scan content. It's a great attention grabber especially to those who are only seeking out for information.

Cheat #5 Do not attempt to edit your first draft



Now that you have your title and outline, start writing. Your goal here is to make sure that all the valuable information that you want to share is documented.

Do not attempt to edit. Just let the ideas flow.



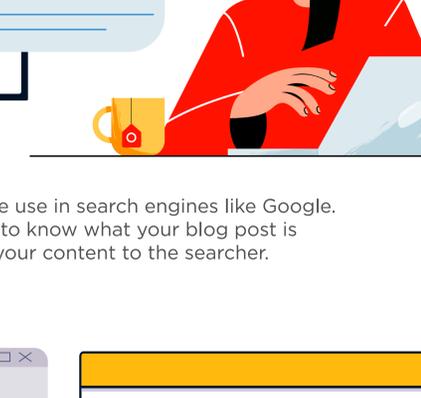
Cheat #6 Include images, graphics

As mentioned earlier, breaking your content into smaller pieces helps your readers consume information faster. Another way to break monotonous reading is by adding images and graphics in between the blogs.

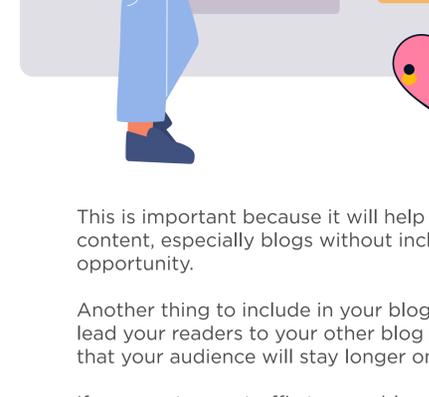
Aside from making it more appealing, images and illustrations can help you get the message across.

Another important factor to consider are the keywords you will use. If you want to ensure that your blog post will rank and people will find it, make sure that you will please Google by throwing in keywords.

Cheat #7 Insert proper keywords



Keywords are search terms that people use in search engines like Google. This acts as a code or clue for Google to know what your blog post is about. That way, Google can suggest your content to the searcher.



Cheat #8 Add an incentive link

This is important because it will help you build your email list. Posting any content, especially blogs without including a link to an incentive is a lost opportunity.

Another thing to include in your blog are internal links. These links lead your readers to your other blog post. The goal here is to make sure that your audience will stay longer on your website.

If you want more traffic to your blog or if you need help with writing contents, check out the Garner Group Marketing website and see how we can help you or you can contact us directly here.