BLOGS

Strategy & best practices

Value proposition

Blogging is an important part of the modern marketing landscape, and it's a great way to connect with your clients and build credibility in your industry.

When you write an article for a blog, your goals may be to inform your readers, expose them to meaningful, timely matters, or increase the number of people who visit your website. By writing interesting and engaging content, you will help keep people coming back to check out what's new on your site.

Not only will blogging help you build an audience of followers interested in what you say, but it also helps you establish yourself as a resource within your industry. If people read what you write and find it helpful or informative, they're more likely to trust that you know what you're talking about when they come to you with questions or concerns about their businesses.

Get started

Getting started writing your blog article may seem daunting, but it can be pretty simple, and you can continue to grow and refine the way you write content as you go. The following list from HubSpot contains great tips to help you get out of your head and into writing suitable content.

Tips for getting started

1. Create blog posts that serve your larger company goals.
2. Identify what resonates with your audience.
3. Write like you talk.
4. Brainstorm evergreen topics.
5. Hone in your point.
6. Narrow down your angles.
7. Niche posts should still tie into the bigger picture.
8. Structure your post.
9. Give your audience something to walk away with.
10. Use data and research to back up the claims you make in your posts.
11. Use descriptive examples to illustrate your point.
12. Give credit where credit is due.
13. Take 30 minutes to edit your post.
14. Don't sit on your post too long.
15. Optimize your blog content.
16. Focus on the long-term benefits of organic traffic.
17. Add a subscription CTA to your blog and set up an email newsletter.
18. Refresh old content while writing new content.
19. Break up sections of text with visuals.
20. Diversify your promotion channels.
21. Promote your content.
22. Show your personality; don't tell it.

Source: HubSpot

General blog specs

➜ 300-1000 words (max 1K) for blog posts.

➜ Break up text with 2-3 subheads (H2-H3).

➜ Primary topic be named in title and intro paragraph.

➜ Tie the post to a recent event if possible (keep in mind relevancy - will this still be relevant in 3 months?).

➜ Use bullets for lists or processes.

➜ Make the content skimmable (online readability).
  - Avoid long, run-on sentences.
  - Avoid large blocks of text/long paragraphs.

➜ Make your content easy to read.
  - Vary your sentence length.

➜ Back up the article with data, metrics, or statistics from reputable sources.

Setting up the structure for blogs

Meta description

The meta description is what users see under the page title in Google results. The meta description is one of the best ways to grab the attention of new visitors, so give this optimization step enough attention.

➜ Create meta descriptions that accurately describe the specific page.

➜ Include a relevant keyword in the meta description.

➜ Keep them about 1-2 sentences (140-160 characters) long.

➜ Meta descriptions don't just have to be in sentence format; it's also a great place to include the critical information scattered throughout a page.

Meta tags

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself but only in the page's source code. Meta tags are essentially little content descriptors that help tell search engines what a web page is about.

The four types of meta tags are:

1. Meta keywords attribute – A series of keywords you deem relevant to the page in question.
2. Title Tag – This is the text you'll see in the SERP and at the top of your browser. Search engines view this text as the "title" of your page.
3. Meta description attribute – A brief description of the page.
4. Meta robots attribute – An indication to search engine crawlers (robots or "bots") as to what they should do with the page.

Page linking

Internal links point from one page to another on your website. Having a solid internal linking structure ensures that you point users and search engines to valuable, relevant pages with other content to reference.

According to Google:

"Some pages are known because Google has already crawled them before. Other pages are discovered when Google follows a link from a known page to a new page."

Internal linking helps search engines

To add your site pages to its massive database of discovered URLs, Google sends robots to investigate your site. Robots fetch a few web pages and then follow the links to find new URLs. So, for search engines, interlinking is used to discover contextually relevant content on your site.

Specific blog formats and their suggested lengths

Content type	Purpose	Suggested word count
Press releases	Press releases or launch posts should be around 400-700 words, according to The Guardian. They need to get information across to a journalist in a clear and simple way. The same principle applies when writing about a product launch for your readers: content needs to be short, concise, and include the key information upfront.	400-700 words
Announcement articles	This is the shortest length for a blog post and could work well for glossary formats and announcements.	400-600 words
News articles	This length is optimal for educational blog posts of a newsworthy nature.	600-1,000 words
B2B use cases or demos	B2B use cases or case studies can range in length. They are considered one of the most trusted types of content, showing how a client has successfully used the product. Content of this nature must help persuade the client without costing them too much time.	500-1,500 words
Informational blog posts	These articles are ideal for building search engine authority, especially when focusing on certain longer-tail keywords.	1,000-1,500 words
Guides and how-to's	This length is ideal for thought leadership, evergreen content, and search engine authority.	1,500-2,500 words
Demo articles	Demo articles (with multimedia) are aimed at current clients and warm leads and demonstrate a feature or set of features. Readers can often benefit from additional multimedia content in these articles (e.g., video clips and images) that offer clear visual explanations.	500-1,000 words (more if necessary)
Pillar pages	Much longer-form content works better for in-depth guides, foundational content, and pillar pages.	3,000+ words

Source: SEMrush blog

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