

How to Write an Association Blog People Will Read



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How to Write an Association Blog People Will Read

Admit it, you're a scanner. We all are. There's a lot of content out there, and if a blog post doesn't quickly grab your attention in about 10 seconds, you move on to the next one.

Here's the deal. Quality blog posts drive web traffic. And increased web traffic improves your search engine ranking – which in turn creates more awareness about your organization.

Improving the readability of your blog doesn't have to be an overwhelming project. Begin your journey from good to great association blogging with just a few simple techniques.



Start with the Layout:

Be Organized and Concise



Your blog layout should be **clear and skimmable**. Data shows that internet readers love numbers, lists, words, urgency, and promises.



Break up text and **emphasize important sections with bold type, bullets, and numbered lists.**



A large percentage of visitors will simply click away from text-heavy posts with little white space and no headings.



Provide Valuable Content

You work hard to generate blog content. Make sure it works hard for you by making it:

- Readable
- Understandable
- Actionable
- Findable
- Sharable

Use Visuals

- A picture is worth a thousand words, so leverage images on your blog.
- Include high-quality, professional looking, and engaging images.
- Images should fulfill the promise of the headline and complement the topic.
- Consider using video, graphs, and slideshares.

Then Craft the Article:

Write a Great Headline

The headline is possibly THE most important aspect of a blog post because it is typically the first thing to grab the reader's attention. Headlines are also critical to search engine algorithms.

Headlines should:

- ✓ Be clever
- ✓ Have an eye-catching title
- ✓ Include a teaser line (meta-description)
- ✓ Be crafted with search engines in mind

Make It Digestible

Leave the "supersizing" to fast food joints. Think bite size with your blog. Set post-length parameters. Keeping it short improves readability and keeps the reader's attention. 300-500 maximum word count is a good goal.

Be Helpful, Instructional, Compelling, Interesting, and Entertaining

Your blog articles should provide the answers to the questions your audience is asking.

- Develop an angle by taking a boring topic and asking yourself the 5 Ws (who, what, where, when, and why).
- Use real facts, numbers, and data.
- Address the challenges your audience is facing.
- Share real-life examples.



Be Accurate & Credible

- ✓ Get your facts straight
- ✓ Remember, trust is earned
- ✓ Give credit to your sources

Write Well. Edit. Proof.



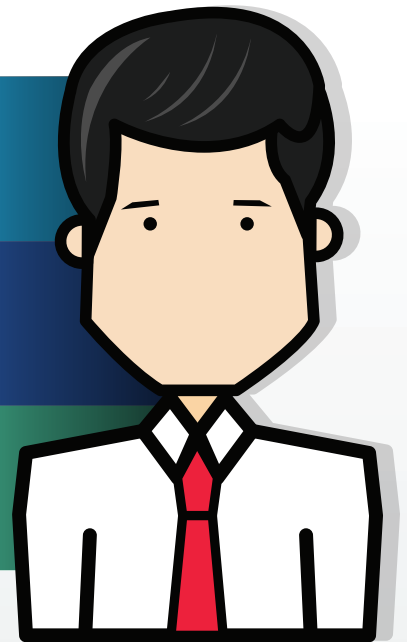
Pay attention to grammar, spelling, and punctuation.



Proofread. Then proofread it again.



Ask someone else to edit the piece.



Stay Within Categories

Each post should fit into an established blog category and play a role in your overall content strategy. (Translation: Stay on topic and keep it relevant to your area of expertise.)

Be Timely AND Timeless

Work to find a balance between in-the-moment and advice for the ages. For timely posts, focus on news, trends, and issues. For timeless content, include topics and information that will still resonate with people, even if they land on your post months after it was published.

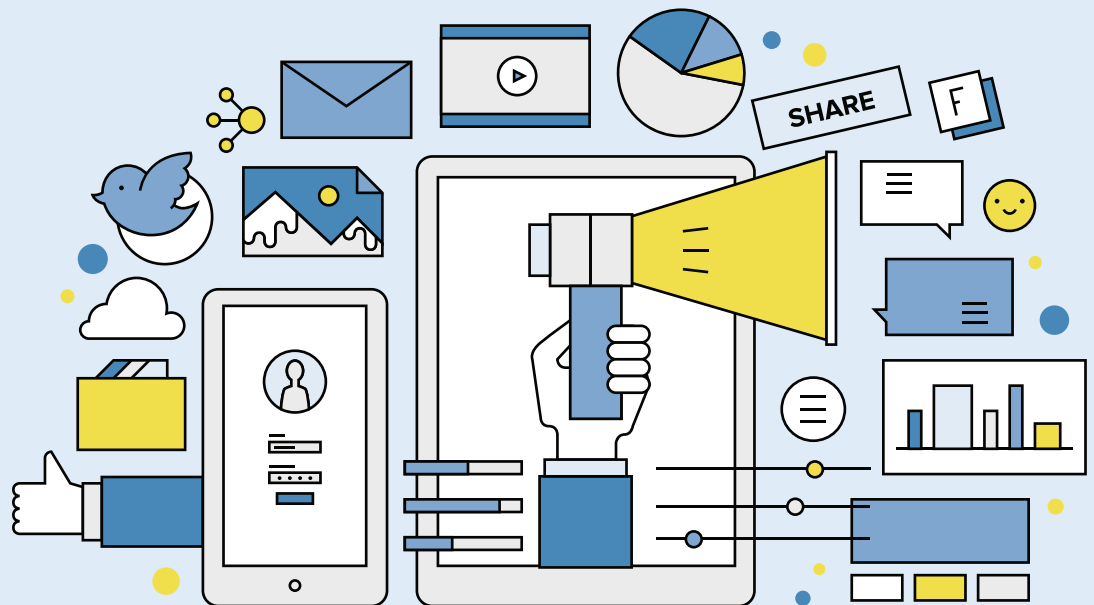
Help People Find Your Blog:

Pay Attention to SEO

Include the key words and phrases your target audience is searching for. Increase your post's value by creating meta-descriptions, maximizing tagging, using keywords, and including in-text links.

Share and Network

- Include social sharing buttons.
- Provide a prominent subscribe button.
- Create a call-to-action (download, sign up for mailing list, comment, etc.).
- Promote on social media.



Conclusion:

By focusing on one new tactic every time you blog, you will soon be utilizing a range of blogging techniques that will benefit your organization.

Successful blogging doesn't happen overnight. Take it one step at a time; the key is to just take that first step.

Article Sources:
SocialMediaExaminer.com
BrandsWithFansBlog.com
JonLoomer.com
SocialMediaB2B.com
CopyBlogger.com
Entrepreneur.com
Hubspot.com



About GrowthZone

GrowthZone AMS helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks.

The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

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