



11 THINGS TO KNOW ABOUT WRITING FOR YOUR AUDIENCE AND SEO



BLUE FROG
DYNAMIC MARKETING

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Introduction

“ TO MAKE OUR COMMUNICATIONS MORE EFFECTIVE, WE NEED TO SHIFT OUR THINKING FROM ‘WHAT INFORMATION DO I NEED TO CONVEY?’ TO ‘WHAT QUESTIONS DO I WANT MY AUDIENCE TO ASK?’ ”

-CHIP HEATH

You’ve done your research. You’ve tallied numbers, met deadlines, created a successful brand, and made countless contacts for your company as it’s grown. While you’re well on your way toward becoming a big fish in a little pond, one question remains:

How do you know if you’re writing the right stuff?



PART

1

Connecting with Your Audience

Determining your audience and the best way to provide the information people are seeking is vital to any business. It's the glue that keeps everything together. Even so, many businesses struggle to effectively communicate in a language customers understand. An easy way to connect with your audience is to keep these three things in mind:

VOICE **Keep It Casual**

Good writing is all about voice. What you say and how you say it shows people what your company is all about, and what caliber of service and expertise they can expect. Speaking in a friendly, approachable voice lets your customers know they can talk to you comfortably, ask you questions, and, most importantly, trust your advice.

STRUCTURE **Make It Pop!**

The first thing people notice when they browse through a website isn't the writing. Words are secondary to visuals on the web, and it's important to structure your site in a way that lets customers know, at a glance, what they're going to get. Compelling photos displaying services or products do wonders for websites. Using heavy, bolded wording to emphasize different topics or sections of your site will give visitors an idea of the services you provide without competing for their time.

PLATFORM **They Lead, You Follow**

A successful company knows to focus on the social platform where their customers spend most of their time. Tailor your social media efforts to reach customers where they're already active, whether that's on Facebook, Twitter, Instagram, Pinterest, Google+, or elsewhere.

PART

2

Tips And Tricks For Engaging Writing

Once you've caught a potential client's interest, whether or not you can keep it depends on how effectively you can showcase your services. Good design is only half the battle; good writing shows your clients who you are, what you know, and what your company values. Effective and engaging writing is key for creating lasting relationships.

WORD USAGE **Less is More**

If the Internet age has taught us anything, it's that the average attention span is rapidly shrinking. Marketers are no longer competing for physical space; they're competing for attention, and it's essential that your writing reflects this idea. If you can say something in 20 words, cut it down to ten. Avoid lengthy sentences, and use short, direct wording instead. Cater your writing to serve an active, time-crunched audience. Keep in mind that you don't want your writing to sound choppy and disconnected, either. Make sure it flows, or it could cause confusion and lose your reader.



ACTIVE VOICE **Vivid Verbs**

If you took an English class in college, you probably had a professor who rambled on about the importance of using active voice, and for good reason. Active voice brings writing to life. Using action verbs that give your audience a living picture of what you're describing creates engaging content. So, rather than saying, "Joe's Restaurant has been recognized for its outstanding poached eggs," rephrase it to say, "Joe's Restaurant proudly specializes in its famous poached eggs." See the difference?



VISUAL ELEMENTS **Catch Their Eye**

We've already talked about how to visually break up text to make it easier to read. The next step is to expand on the different types of elements you can incorporate. Using formats like lists, block quotes, or infographics to portray ideas is a great way to highlight key information.

PART

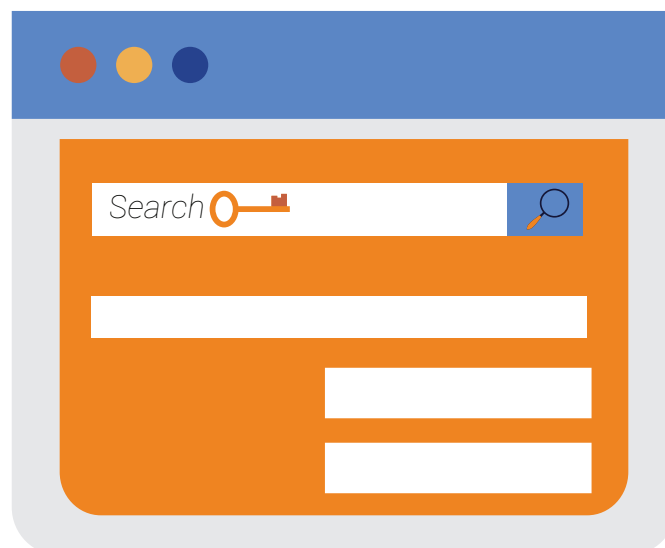
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Why and How Your Writing Affects SEO

Search engine optimization, or SEO, is overcoming a bad reputation in the writing world. For years, marketers and writers alike thought SEO and good writing had to function separately, while in fact, the exact opposite is true. Your website will rank higher in search engine results if you have content that is well-written (original, grammatically correct, and relevant) AND strategically written for SEO. To write great content that is optimized for the web, follow these few simple tricks:

KEYWORDS Do Your Research

When it comes to SEO, knowing what keywords and phrases best describe your services is critical. When a term is entered into a search engine, the natural frequency with which it appears within your site helps to boost your ranking, making your site easier to find. Choose keywords that describe your business and its goals without competing against others in the industry. Tailor phrases to include specific keywords that describe what you offer potential customers. Attracting an audience that has already done its research and knows what it's looking for is a great way to build authority and trust on the web.



QUALITY CONTENT **Not Quantity**

At the root of all good websites lies exceptional content—good writing that captures your audience and expands your reach on the web. It's important to realize that just because you can jam-pack a page with keywords and phrases, doesn't mean you should. When a search engine looks for pages to pull for a specific keyword or phrase, it factors in the quality and relevance of your writing. If your writing sounds forced or unnatural—by any combination of poor grammar, keyword overdose, or irrelevant topics—your site ranking will suffer. Avoid this writing mishap by carefully editing your site and being conscious of your keyword usage (or hiring a professional and knowledgeable content writer to do this for you).

BLOGGING **If You Build It, They Will Come**

Blogging used to be a tool for creative writers who wanted to document their experiences. Now it's also highly effective way to attract new visitors to your site. More and more, people are going online to find solutions to their problems. Writing a blog that has those answers in one convenient place is gives your business a distinct advantage. Not only does a blog show your audience that you can write intelligently about a topic, but it also helps boost your SEO rankings. Every blog post you write creates a new page on the web that search engines can index. Think about it:

would you rather have five pages for a search engine to find or 100? Let me go ahead and answer that for you: the latter. Forget that old adage, 'less is more.' When it comes to SEO and website content, more is more. Blogging increases your chances of being found online as well as having other sites link to you. It gives you more content to promote on social media, creates opportunities to discuss new products or services, educates your staff on topics related to you industry, and is one of the most cost-effective marketing tools available.



PART

4

Interactivity (and How That Helps SEO)

Most of us can recognize a good site from a bad one, whether it's due to design, content, or functionality. But what happens when you've perfected all three of these elements? Start connecting. Add features that give your viewers more to click on, look at, or hear to make sifting through your site more fun and, simultaneously, boost your SEO ranking.

INTERNAL LINKING **It's Not Selfish**

Linking your web pages to each other is one of the most basic and effective ways to help search engines find your content. These internal links serve as a sort of self-promotion. Without this networking, search engines have a harder time finding your site credible, making it less likely for it to show up as a top-page result. But as you continue to promote your content within itself, your credibility will grow, your SEO ranking will increase, and other sites will more easily find your content.

CALLS TO ACTION **The Cherry On Top**

Calls to action, or CTAs, smoothly guide visitors through a conversion process. These clickable buttons act as a road map, giving customers a crystal clear route to get them where they need to go to take action and get the help they're looking for. By using CTAs, marketers can easily obtain the contact information they need from potential customers. This internal interaction pumps up your website's trust level and helps increase its ranking on search engines.



Conclusion

Now that you know the basics for connecting with your audience, writing engaging content, and optimizing your website for SEO, drop us a line.

At Blue Frog, we give our clients only the very best, whether that means creating well-crafted marketing campaigns, writing weekly articles for your blog, creating engaging social media posts, or simply sitting down to talk through your marketing strategy with you. Let us know what questions you still have or how we can help you manage your content and SEO.

