

TOP 10 TIPS to Create Content for Your Blog

10

Attract your ideal customer

Before you can create content, you need to take the time to know who your ideal customer is. Who are they, what industry(s) are they in, are they older or younger, mostly male or mostly female? Taking the time to know your ideal customer makes content generation much easier.

9

Write about something they can use today

Blog readers want to find ideas they can turn around and put into practice. Keep your content simple and always include ideas for implementing your suggestions.

8

Find and share

When you see an amazing infographic, informative video or inspiring designs from non-competitors, use them on your blog. Provide a short quip about why you liked what you are posting and then embed the piece from the original source. Always credit and thank the original creator of the piece you are sharing.

7

Consider video

When the words just won't come, consider using video on your blog. Take 5 minutes to talk about what is going on in your company or industry, or answer common customer questions. Readers will appreciate the change of pace and will enjoy getting a peek behind the scenes.

6

Use lists

Lists are popular because they are a logical way to break down content and easy to digest. Create how-to lists, lists of industry stats, lists of ideas, etc. Using lists is a great way to get the content flowing and to appeal to your audience.

5

Recycle outdated content

Go through popular old blog posts or pages on your website to find recycling opportunities. Update the content with current statistics and trends, then republish on your blog.

4

Look at Your Data

Look at past emails, blog posts, social media posts and website searches to see what has generated the most interest and traffic in the past. Look for trends in the types of topics viewed the most often. Use your findings to generate new content about the topics your data reveals.

3

Be yourself

Bloggers are expected to show a little personality. Write as you speak. In other words, write as if you were having a conversation with one of your blog readers. Professionalism and grammar are still important, but your readers want to get to know you. Keep your personality in your writing.

2

Keep a running list of ideas

Every content creator hits a road block from time to time. Create a place on your desk, smart phone, computer, or even your nightstand to quickly add ideas as they come. Consider starting or ending team meetings with a 10 minute content brainstorming session as a way to keep the list

1

Just Start Writing

Once you have a topic or two to start with, don't delay, start writing. Keep it free form and just let your words pour onto the page. There will be time for editing and corrections later.