

8 Call to Action Reminders for Your Business Blog

1. You have a captive audience focused on and interested in a specific topic...Capitalize on this!
2. Unlike webpages on your site you have more valuable insight into the readers state of mind
 - a. Are they looking for a solution to a problem, fulfilling a need or gaining additional insight into a specific topic or debate?
3. Your audience is primarily content consumers...does your Call to Action (CTA) offer the promise of more great content?
4. Does your CTA use the same language as the target keyword(s) for the blog article?
 - a. If not can you change the wording and still make it intriguing?
5. Can you make the CTA flow with the content of the article so it seems as though something would be missing without it
6. Gut Check! Take a step back and evaluate. Is the CTA final you created the same as what you set out to create?
 - a. If not, make sure it is still highly relevant to the blog topic
7. Reuse your CTAs on other blog posts with similar blog topics on content and save yourself some time!
8. The title of the page the CTA links to should use/include the same verbiage as the CTA itself