

Check out these quick and easy tips to help you create interesting content that stands out in the crowd.

Your Title is Everything

The title is the first thing your readers see, and sometimes the ONLY thing people see! Eight out of ten people only read the headline, and don't read the post. In a sea of blogs in the world, make sure your headline is attention-grabbing and makes a promise to the reader. If your reader thinks the article will benefit them, they will most likely click and read on.

Keep your headlines short and to the point. Long headlines are quickly skimmed over and often do not appear completely on a search results page.

Provide Takeaways

Speaking of promises, give your reader a benefit he or she can take away. Your blog should add something new and valuable to their life, or solve a problem they're having.

Adding a Call-To-Action (CTA) in each blog is helpful to both you and your readers. Add links or buttons to landing pages with more information or additional tips. You can track those that are clicking the CTAs and consider those readers leads. You might ask them to provide an email address in order to download a guide or tip sheet like this one! That will allow you to see who is downloading and follow up with them via email.

Tone and Language

Know your audience! Don't use medical lingo or jargon that your readers and patients may not understand. This will only confuse and frustrate them. Keep it simple and straightforward to prevent any misunderstandings.

Promote, promote, promote!

You will spend a decent amount of time writing blogs for your website, but you should spend at least twice that amount of time promoting your blogs! You won't have any traffic on your blog if you don't inform your audience that your blogs are there.

You can promote your blogs through organic promotion and paid promotion. While organic promotion is free, paid promotion on social media allows you to target a highly-specific audience that you *know* will be interested in your content.

Don't Forget to Optimize

You want to get the most out of your blogs don't you? Search Engine Optimization (SEO) is always going to be a key component in blogging. Make sure you research what your patients/readers are typing into Google, Bing and Yahoo and create the right keywords for your posts.