

How to Write Marketing Blogs Your Clients Will Actually Read

What's the point of writing marketing blogs that no one will read? There isn't one. If you're writing marketing blogs, and they aren't being read, you're wasting your time.

Luckily, there's a sure-fire way to make sure your clients find *and* read your blogs.

Don't waste your time and check out the tips below to make sure clients will read your blogs.

Do This or Lose Your Clients Forever

Okay, that header may seem a bit dramatic, but it made you keep reading didn't it? You didn't want to be the person who lost all of their clients.

If your introduction and headers are not captivating, then you have already lost your client. In your introduction, follow the acronym AIDA to keep the client engaged and reading.

Attention.

Interest.

Desire.

Action.

The reader needs to have a reason to finish your blog, so give them one.

Keep it Moving

People use search engines, because they want information at the speed of light. So, it's important to relay information simply and timely.

Keep your sentences short, and your paragraphs shorter. Paragraphs in marketing blogs should be no longer than 1-3 sentences.

If a client wants a case study, they'll go to the library to find that.

Search Engine Optimization

There are new websites and blogs popping up every day on the internet, so it's essential to stand out.

That's where search engine optimization comes into play, or SEO. SEO is a way of optimizing your site and articles in order to send them to the top page of a client's web search.

You need the right tools to maximize your SEO blogs.

You might write the best blog of the century, but if no one can find it, then you might as well have written a letter home to grandma.

Make sure that you are using every [free tool](#) available to you, so that your blogs get seen.

Don't Miss the Most Important Part

So now, you've managed to get clients to your blog and get them to read it all the way through. But how do you capitalize on that?

Sell them! The point of writing a marketing blog was to market something.

You need a call to action. A call to action is what changes a reader into a client.

To start optimizing your time spent behind a computer writing, blogging, and marketing, you need to convince your reader that you have something worth offering.

If you want to become a better marketing blogger then visit [our website](#) where you will find 100% **free** SEO and webmaster tools!