

## Top 5 killer points for writing amazing blogs

Writing an article or blog is one of the most valuable marketing tools. Through blogs, you can earn your client's trust. Just not only trust but it also educates, brand awareness and generates leads as well.

Having poor quality blogs will not only ruin the company name but also losses customers in the future as well. The blog should be engaging, deliver value and line up with the company's business strategy. Your content will show how you deliver a consistent brand message.

Let's talk about the top 5 points that will make your blog amazing, shall we?

### **Title as your first impression**

*"The first impression is the last impression"*

You must have heard this phrase somewhere, the reason for using here is that title works like that. Your title will decide either the reader will read it or not. No matter the content is amazing but if your title sucks then sorry to say the viewer will just move forward.

The title should be eye-catching and short. Nobody is interested in big sentences. Get rid of all those crappy words and include keywords that will attract viewers. Having an SEO friendly title is a plus point.

### **Don't tell, show them!**

I believe this is the most important point when you write an article or blog. Readers are not interested in reading so you have to adjust your tone as if you are in front of them and showing them the item or service.

The objective of your content is to earn the trust of your audience. It's easy once you position yourself as an expert in your industry.

### **Be a good researcher before writing**

In an easy word, you cannot be expressive if you don't have good information about any product or any other thing. Research about your topic as much deep as you can remember the reader is interested in details.

While researching, grab a notebook and write down all important points relating to your topic. It is suggested to use your own tone while writing.

### **KISS**

*"Keep It Short and Simple"* means KISS, what did you expect? Readers are not looking for long sentences to read instead make your sentences short and simple. Readers are looking for more information while reading less. Cut all irrelevant information, stick to your topic.

Make paragraphs as it makes the blog looks interesting. Don't use too much passive voice in your article. Last but not least, make sure your content has no grammatical mistakes.

## **Pictures attract everyone**

Web content writing is very much different. Oftentimes, people are in haste so they don't focus on lengthy blogs or articles which doesn't have any visual stimulation.

Writers mostly use images to break up the text. Numerous people examine blogs instead of pore over each word. Blending pictures throughout the blog will influence your post to appear to be not scary but rather more outwardly engaging.

## **Conclusion**

If you glance towards the international company's blog there will be one thing common and that is, they develop content for a specific audience. Those blogs convey significant and instructive content that is improved for inquiry.

If you still don't understand then look at this blog carefully. The reason is that I used all the points that I mentioned.