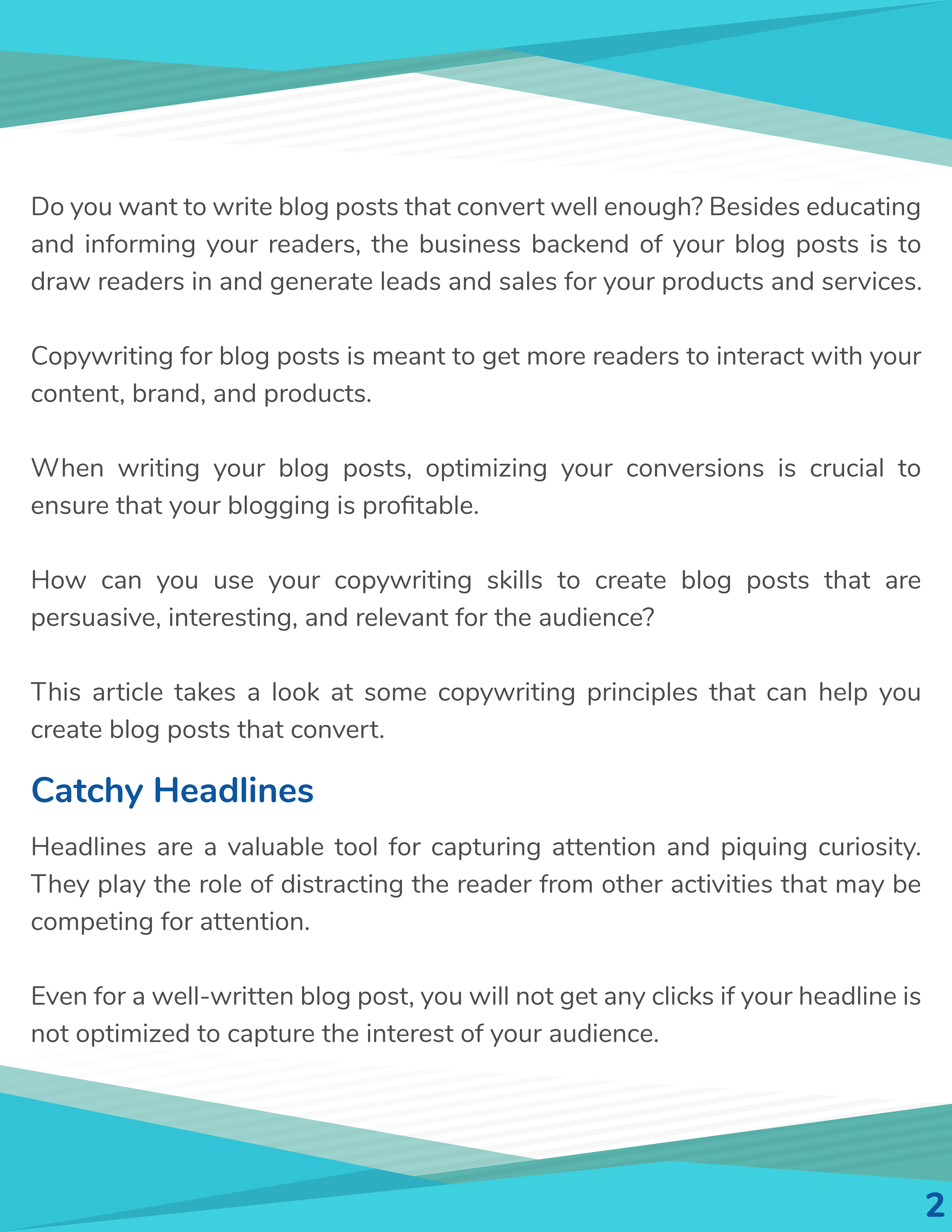


COPY TIPS FOR BLOG POSTS





Do you want to write blog posts that convert well enough? Besides educating and informing your readers, the business backend of your blog posts is to draw readers in and generate leads and sales for your products and services.

Copywriting for blog posts is meant to get more readers to interact with your content, brand, and products.

When writing your blog posts, optimizing your conversions is crucial to ensure that your blogging is profitable.

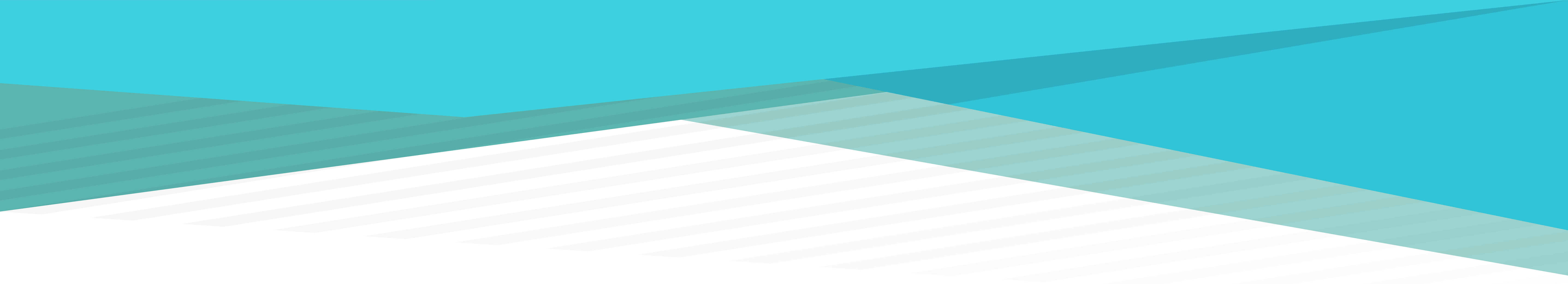
How can you use your copywriting skills to create blog posts that are persuasive, interesting, and relevant for the audience?

This article takes a look at some copywriting principles that can help you create blog posts that convert.

Catchy Headlines

Headlines are a valuable tool for capturing attention and piquing curiosity. They play the role of distracting the reader from other activities that may be competing for attention.

Even for a well-written blog post, you will not get any clicks if your headline is not optimized to capture the interest of your audience.



According to Copyblogger, while 8 out of 10 people interact with headlines, only 2 read an article after seeing its headline.

Putting effort into creating a catchy headline copy will help you get higher click-through rates on your blog posts. High click-through rates will ultimately increase your website conversion rates.

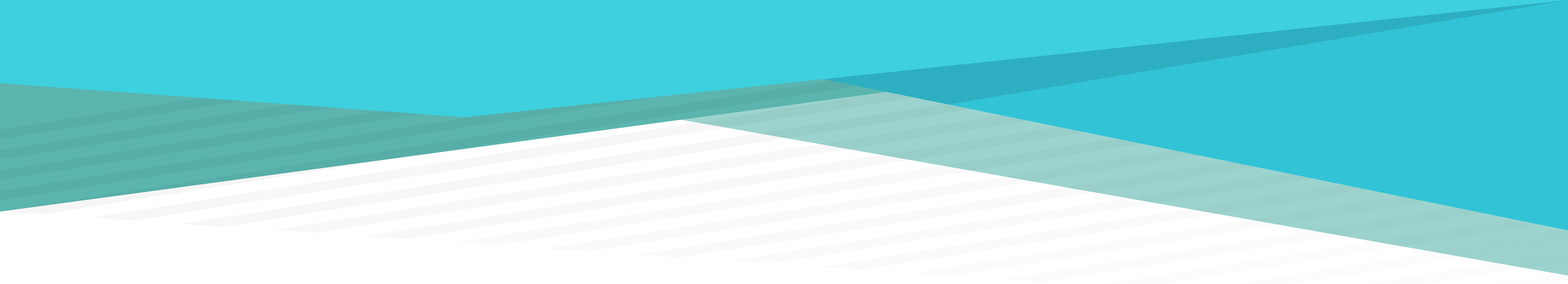
There are formulae that most copywriters use when creating attention-grabbing headlines. Websites like BuzzFeed use a formula to come up with their headings. Headline formulae include the following:

1. Numbers (7 Steps to..., 20% of Readers...),
2. Emotional words and positive phrases (such as Stunning, Great, etc.),
3. Sometimes they include negative terms (such as Insane, Fear, Unbelievable, etc.).
4. Headlines can also be in the form of a question.

When crafting headlines, ensure that you use a factual headline and which captures the true nature of what your blog post covers.

Your First Paragraph is Important

Your first paragraph is the only chance you may have to impress a reader. Make sure that you do it right.



As promised in your title, your first paragraph should follow up with important information that your reader is itching to know about.

Your first paragraph accords you the opportunity to influence what your reader assumes about your blog post.

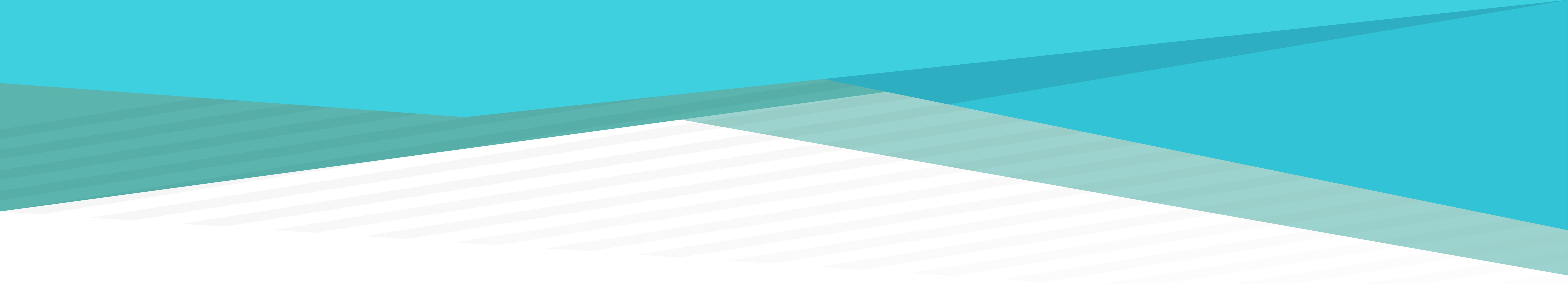
In addition to providing value to the reader, your first paragraph should generate enough intrigue that the reader will want to continue reading.

Format Your Blog Post Appropriately To Increase Retention

Breaking down your blog posts into readable segments is important. It helps your readers stay engaged through the whole length of the article.

Formatting your blog posts enhances the user experience for your audience. It helps increase comprehension, which ultimately leads to better conversion rates.

Use subheadings to cluster subtopics within your blog post. Your subheadings should speak directly to the reader and act as a roadmap to accessing information.



Styling your blog posts using underlines, bold-faces, italics, and lists will help you direct your readers on things you emphasize in your blog post. The styling makes your blog posts legible and is perfect for readers who prefer summarized information.

Use Data to State Facts and Support Your Thoughts and Opinions

Copywriting relies on research and data to support the benefits that product features provide.

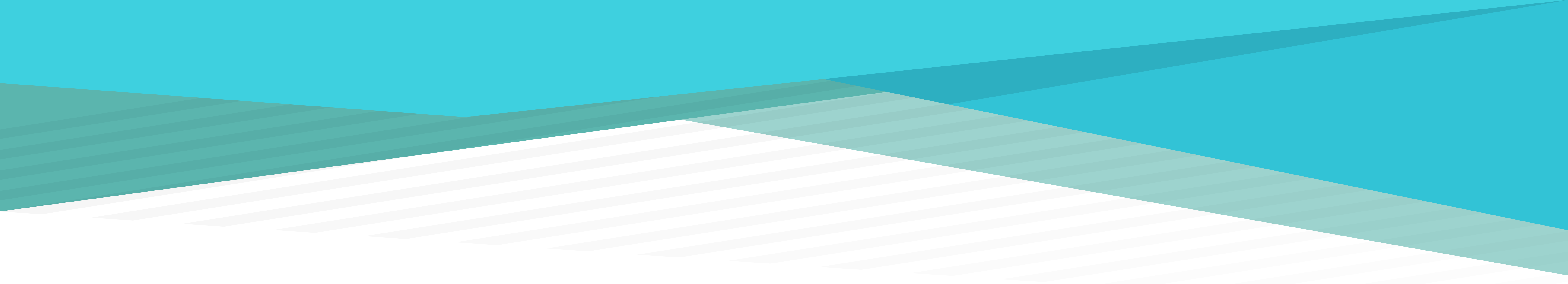
Data can strengthen your blog posts and provide credibility. Having a scientific context to your copy will increase the impact of persuasion on your blog posts.

References are a significant boost to your authority as people will find supporting evidence for your copy.

Have an Elaborate call to action

Clear calls to action are a fundamental component in copywriting. Whether you want your visitors to subscribe to your newsletter, donate, or buy a product or service, they will be taking action on your website.

If your blog post was great enough to pique their interest, the next step would be to persuade your audience to take action.



So how do you optimize your calls to action? Start by ensuring that your call to action is clear, simple, and brief. Your visitor should understand what you need them to do.

Make sure that your call to action is visible and distinguishable from other elements on your website. Bright colored buttons often serve the purpose.

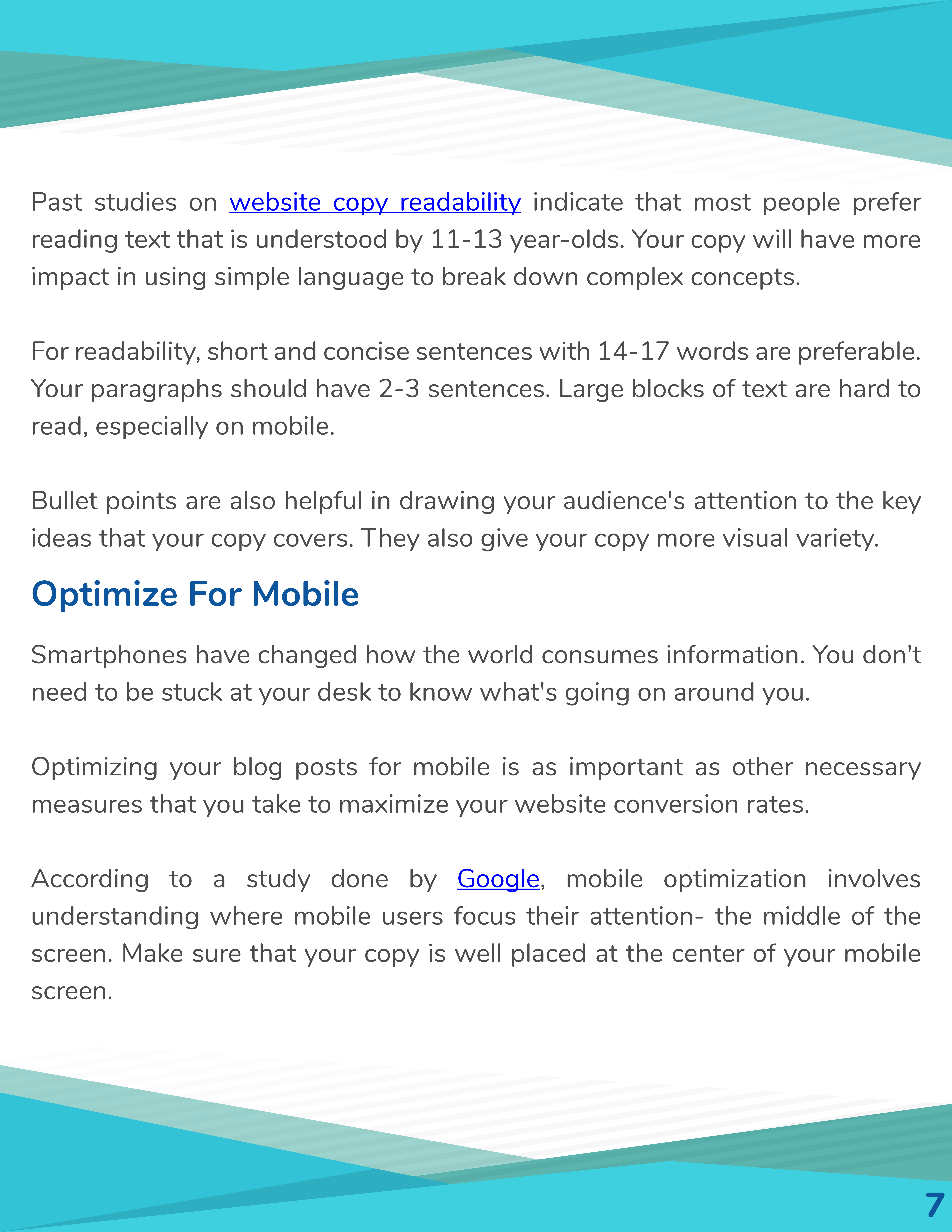
Include a sense of [urgency](#) in your call to action to motivate your visitors into taking action. Make use of active verbs and affirmative words in your copy.

Offering a choice to your CTA can also help your visitors in making a decision. Use reverse psychology to persuade your visitors into taking action. A simple yes or no question will do the trick for you.

Write Clear And Concise Messages

Clear and concise messaging is necessary for blog posts that convert. For your website to convert more, ensure that your content is clear and concise.

Your purpose is to connect with your readers. Leave out the fluff and work towards writing a blog post that is easy to understand. Unnecessary text is counterintuitive as it dilutes the value of your message.



Past studies on [website copy readability](#) indicate that most people prefer reading text that is understood by 11-13 year-olds. Your copy will have more impact in using simple language to break down complex concepts.

For readability, short and concise sentences with 14-17 words are preferable. Your paragraphs should have 2-3 sentences. Large blocks of text are hard to read, especially on mobile.

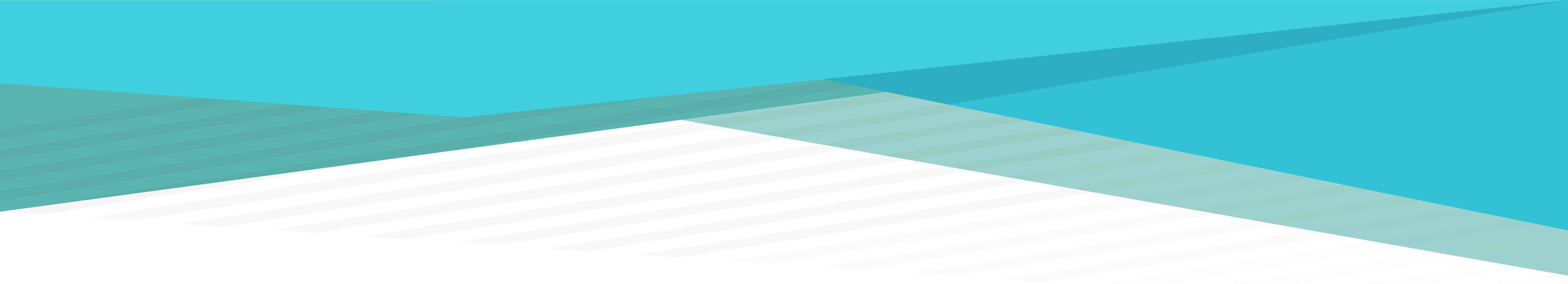
Bullet points are also helpful in drawing your audience's attention to the key ideas that your copy covers. They also give your copy more visual variety.

Optimize For Mobile

Smartphones have changed how the world consumes information. You don't need to be stuck at your desk to know what's going on around you.

Optimizing your blog posts for mobile is as important as other necessary measures that you take to maximize your website conversion rates.

According to a study done by [Google](#), mobile optimization involves understanding where mobile users focus their attention- the middle of the screen. Make sure that your copy is well placed at the center of your mobile screen.



Use website designs that are responsive on mobile. The above-the-fold design is important as you get to grab the attention of your visitor immediately.

Your text formatting should also cater to the mobile user. Format your copy well so that it's well spaced and readable. Make use of white spaces between paragraphs to improve the reading experience further.

Lastly, make sure that your copy is scannable on mobile. Ensure that your primary message is clear and the benefits in your copy stand out.

Conclusion

Copywriting offers a great deal of knowledge on how to write blog posts that convert. Using your copywriting skills as a yardstick, you can tweak your blog posts to attract, engage, retain, and convert an audience.