

Creating Content That Converts

Step 1. Is It Readable?

The first step to creating content that converts, comes down to ensuring that it is written in a way that users can appreciate. This is where we're going to reference a favorite of journalists everywhere, the inverted pyramid style. Most readers will read through the first paragraph or so, and will most likely scan through the rest. This means that putting your most important content up at the top is key. Along those same lines, try to break up your content with subheadings, bullets and lists. These are great ways to keep your reader engaged throughout your content, and is a favorite of Google (which means a nice little boost higher in the search rankings).

Step 2. Is It Understandable?

In this step, we're looking to make sure your content is easily understood by those you're looking to convert into customers. This can mean a few things. #1. Are you writing at their reading and understanding level? Often, we get stuck in our own worlds. We assume that everyone knows what we know. But they don't! They

wouldn't be coming to you for information if they did! On top of that, make sure you're presenting your content in a way your audience prefers. They may be readers, so a traditional written blog works for you. Or, they may be more into watching, so including a video would speak to them better. In order to achieve this, it's going to be very important you spend some time getting to know your target audience. Delivering content to your audience in the way they prefer, ensures that they will consumer your content with appreciation.

Step 3. Is It Actionable?

For every piece of content you put out, you should ALWAYS be asking your potential customers to take some action. While they may have a good impression of you in that moment, not asking for the next step ensures that they will quickly forget about you, and your brand, as soon as they move onto something else. Asking your readers to share your content, comment with their own ideas, sign up for your newsletter, or sign up for a free download, are great ways to continue the connection long after they've finished with your article.

Step 4. Is It Sharable?

This is one of the easiest things you can do to get more engagement on your content, but it is often one of the most forgotten. Ensure every blog (video or written) on your site has social share widgets included. The easier you make it for your audience to share on their own social outlets, the much more likely they are to take advantage of that.

Step 5. Is It Findable?

Once your content is written, it's time to make sure it's optimized so people searching in Google can find it. Here's where you want to ensure your Meta Title and Description are filled out, as well as your categories and tags. You also want to ensure the title of your blog is labeled with the H1 tag, and all images include Alt Tags. In addition to that, including links in your content is a great way to boost your search ranking. Read through your content and see where you can add links to relevant information or websites. If you know how to find any of the above, a simple Google search can walk you through each of them for your web builder or you can optimize them correctly.

Content that Converts Checklist

Readable



- Inverted pyramid writing style
- Use of headings/subheadings
- Use of bullets or numbered lists

Understandable



- Written at audience's level
- Using preferred content type written, video, etc.)

Actionable



- Includes a call to action
- Includes ability to comment
- Invitation to take the next step

Sharable



- Invitation to share on social
- Uses social share icons/widget

Findable



- H1 in header and Alt tags in images filled out.
- Meta title and description filled
- 2 or more links included in copy