



HOW TO WRITE  
INTRIGUING BLOG POSTS  
THAT PEOPLE WILL  
ABSOLUTELY WANT TO READ

# 80 percent of web content is *never read* - with the exception of headlines, which are *almost always* read

Writing a blog post that your target audience will want to read is challenging. As a matter of fact, a study by Copyblogger found that **80% of web content is never read.**

It takes time and effort to write a blog post; it is discouraging to think that no one will ever benefit from the enlightening information and perspective you have worked so diligently to provide your audience.

The silver lining here is that while 80% of web content is never read, almost all **blog headlines** are scanned and read. In the same study cited above, Copyblogger found that **80% of headline copy IS read.**

Clearly, as much time should be given to writing compelling headlines as to writing copy that people will want to read once the headline has pulled them in.

And yet, you can't afford to waste your precious time tweeting, posting, gramming and engaging into the vast ether with no direction and no results.

“Doing well with blogging is not about writing one key post, it’s about performing day after day and helping a few people at a time.”

~ Aaron Wall, Author



Here are some tips on writing blog copy and headlines that will entice your audience to want to read your blog – and keep coming back for more!

**1. Have clear takeaway.**

Clearly state the premise you want to convey to your audience. What is the key message you want them to take away?

**2. Tell a story.**

People love to read stories. Try to write your message in the form of a story if at all possible.

**3. Start with an outline.**

Write an outline of what you want the copy to entail.

**4. Use statistics.**

Research and use statistics, data, evidence to ensure the credibility of the post.

**6. Make the copy easy to scan.**

Break the content down into easily scannable sections with headings that give clues to the content of that section. I often find that my outline will help me determine the section headings I will use.

**7. Use bullet points and numbered lists.**

Use bullet points and numbered lists if at all possible. Very few (if any) people will read your whole article word-for-word, but they will scan your post for words and topics that interest them. Headings, bullet points and numbered lists help them find what they are looking for.

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## 7. Mind your p's and q's.

It may seem obvious, but your copy needs to be free of spelling, grammatical, punctuation or typing errors. I encourage you to use a spelling/grammar checker and have someone else proofread your copy if at all possible. Unfortunately, writing errors discredit your work and interfere with the credibility of your content so it's worth the time to check your work.

## 8. Make the copy easy to read.

Keep the reading level low, even if your target audience is well-educated with a higher reading level. The reason I encourage this is because I have found people prefer online reading to be easy to read. If it's too difficult, you will see your bounce rate skyrocket. The best practice is to try to keep the reading level at or below 6<sup>th</sup> grade. I use the Word Review Tool Flesch-Kincaid Spelling & Grammar check will give you statistics on readability:

## 9. Ease of reading

Number of passive sentences (you want this number to be as low as possible while staying relevant). Try to keep your copy at a 6<sup>th</sup> grade reading level, even if your audience is highly educated. People want blog copy to be effortless to read. So keep it simple and straightforward.

## 10. Invite comments.

The whole point of a blog is to invite people to read and engage with you on a topic. Make sure you give people the opportunity to do so.

## HEADLINE COPY

### 11. Make your headlines irresistible.

The way to do this is by making an intriguing promise that they can't resist. This is where your target audience research will help you – not every headline will appeal to everyone – make it appealing to your audience.

### 12. Study headlines that are proven to work.

Look for headlines of popular articles or blog posts in your industry. What strategies did they employ that compelled people to read the article?

### 13. Take the time to refine your headlines.

The best headlines are ones where the structure is most appropriate for the copy and are fine-tuned within the context of the writing.



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## 15. Use journalistic words.

One easy way to draw people into your headline is to start with the following questions:

- why
- when
- how
- here's why.

These tactics have been used by journalists for decades; they are a tried-and-true headline writing strategy.

## 16. Maintain credibility.

Using words like "some", "most", and "almost all" help you stay credible. If your headline sounds preposterous, they won't bother reading because it doesn't sound credible.

## 17. Use attention-grabbers.

Here are a few suggestions:

Who Else Wants [Blank.]

The Secret of [Blank.]

Here is a Method That is Helping [blank] to [blank.]

Little Known Ways to [Blank.]

Get Rid of [Problem] Once and For All

Here's a Quick Way to [Solve a Problem]

Now You Can Have [Something Desirable] and Have [Great Circumstance]

[Do Something] like [World-Class Example]

[Have a] or [Build a] [Blank] You Can Be Proud Of

What Everybody Ought to Know About [Blank]



## 18. Try using [CoSchedule's Headline Analyzer](#)

I use the [Headline Analyzer](#) especially for blog posts and email subject lines. It is a great tool that helps you learn how to improve your headlines. Just remember that YOU know your audience better than an online app so don't rely completely on the tool.

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## 19. Additional Resources

Here are some more resources for writing compelling headlines:

- [9 Proven Headline Formulas that Sell Like Crazy](#)
- [7 More Sure-Fire Headline Templates That Work](#)
- [180 Power Words for Writing Emotional Headlines](#)

Have questions or still wondering how you'll get it all done? [Vibrant Digital VA](#) would love to help you with your digital marketing strategy and implementation. To learn more about our services and how to work with us, go to our website at [Vibrant Digital VA](#).



# Discover the One Thing You Need to Stop Wasting Time on Social Media

## How to Grow Your Business and Still Have Time for Everything Else



# WORK WITH US

[Vibrant Digital VA](#) will help your business grow using digital/online marketing strategies. Go online to [Vibrant Digital VA](#) to learn more about what we can do for your business.

## Testimonials

“Vena is undeniably outstanding! Words cannot express how much her professional expertise, wisdom, insight, and diligence has helped me build and market my business! My business and marketing Everything that I have learned from her thus far has been on point, and I am continuously growing. Tiffany B

“Vena has been coaching me to get my business going using communications, marketing and social media. After working with her, I am stunned at how much I've learned, but even better--all the possibilities I now see. You won't find a more knowledgeable person to help you move forward to prosperity!” Elaine P.

“All I can say is that I found the exact person for the job! Vena makes the process comfortable, positive and FUN! I just love her blend of professionalism and personal connection. I am truly blessed to have found her and I would recommend her to anyone needing help with their web business.” Thanks Vena! Andrea V.

“Vena is an extremely smart, professional and talented marketer.” Alex S.

Vena is sincerely a pleasure to work with. She is passionate about what she does and really wants her clients to succeed. I am so grateful that I am working with her.” Tiffany B.



### Vena Jensen Blitsch

Vena Jensen Blitsch is the founder and owner of [Vibrant Digital VA](#), an award-winning social marketing company located in Colorado Springs, Colorado. She has worked with multi-million dollar companies, solopreneur start-ups and many others in between. Vena's extensive experience and expertise will increase awareness of your business by helping you connect *in the right way*, with the *right audience*. Contact her today at [vena@digitalva.com](mailto:vena@digitalva.com) or go online to [Vibrant Digital VA](#).



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