

Published based on [Four Quick Content Tips For An Effective Business Blog](#)

# **Four Quick Content Tips For An Effective Business Blog**

One of the most useful elements in a [Low Cost SEO](#) plan is use of the business blog to attract readers and generate sales. But, as internet readers are quick to 'cut to the chase' it is very important to quickly share the main point of each blog post. Blog authors risk losing readers if this criterion is not met. By using some simple blog composition rules - similar to the business "30 second pitch" - a business blog can compete for new customers and build a positive brand image.

Like most, internet readers have a very short attention span. The internet is loaded with other sites competing for attention, so retaining readers is hugely important. Delivering a clear message about the value of each article or post can help the reader understand in advance what he/she can expect by reading the piece and what points of value can be expected.

Business sales teams often refer to composition of a quick statement of value as a "30 second pitch." As this term implies, the messenger has a maximum of 30 seconds to grab attention and give the reader or listener a reason to continue paying attention. Blog writers frequently spend a great deal of time composing their version of a 30 second pitch for each article.

Composing the pitch or value statement can be a time consuming process, so here are four quick rules to structuring a blog post around that '30 second pitch' rule. These guidelines have been used by [Denver SEO Consultants](#) over the years with great success.

**Organization:** Consider use of a "bold" statement of value" to hook the reader's attention. Then deliver supporting points in outline form if possible. Use of 'bullet points' are useful especially when presented near the top of the article. The reader then gets the main value statement along with a couple bullet points that show why this value is real. All of this should be included in the opening paragraph.

**Content and Tagging:** Remember that blog titles act as 'tags' or significant bits of information that search engines recognize. These tags should ideally contain keywords for the site. Content should address the statement of value using these keywords. This assists search engines to understand the blog content and helps the visitor understand why he/she should continue reading.

**Value:** The bold "increase sales by 30%" type of statement is actually very useful here. This helps the reader understand that she/he could be significantly increasing sales for the organization if advice in the article is followed. Clearly and quickly saying what the reader will receive is important at the beginning of the article and can be reiterated and supported throughout the post.

**Wit:** Without being silly, a good way to help a reader respond positively to the content is with some degree of wit and humor. From the prospect's point of view, reaching out to a prospective provider can be difficult. Humor makes the page owner seem more human and more approachable. Wit and humor can also effectively disarm a reader from his concerns about value and trust in the organization enough to explore initiating a business relationship. Still, be careful using this tactic. Too much humor - particularly about difficult subjects can cause the reader to take the piece less seriously.

Using these suggestions when composing a blog article can attract more internet traffic, increase the number of repeat readers and ultimately to drive new business traffic to the organization's website.

Matthew Stone of [Denver SEO Consultants](#) helps organizations drive up revenue and increase sales. With the experience to move a company site to the top of the Google search results, Denver SEO Consultants provide on-page SEO, link building and blog composition. Get a totally unique version of this article from our [article submission service](#)

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