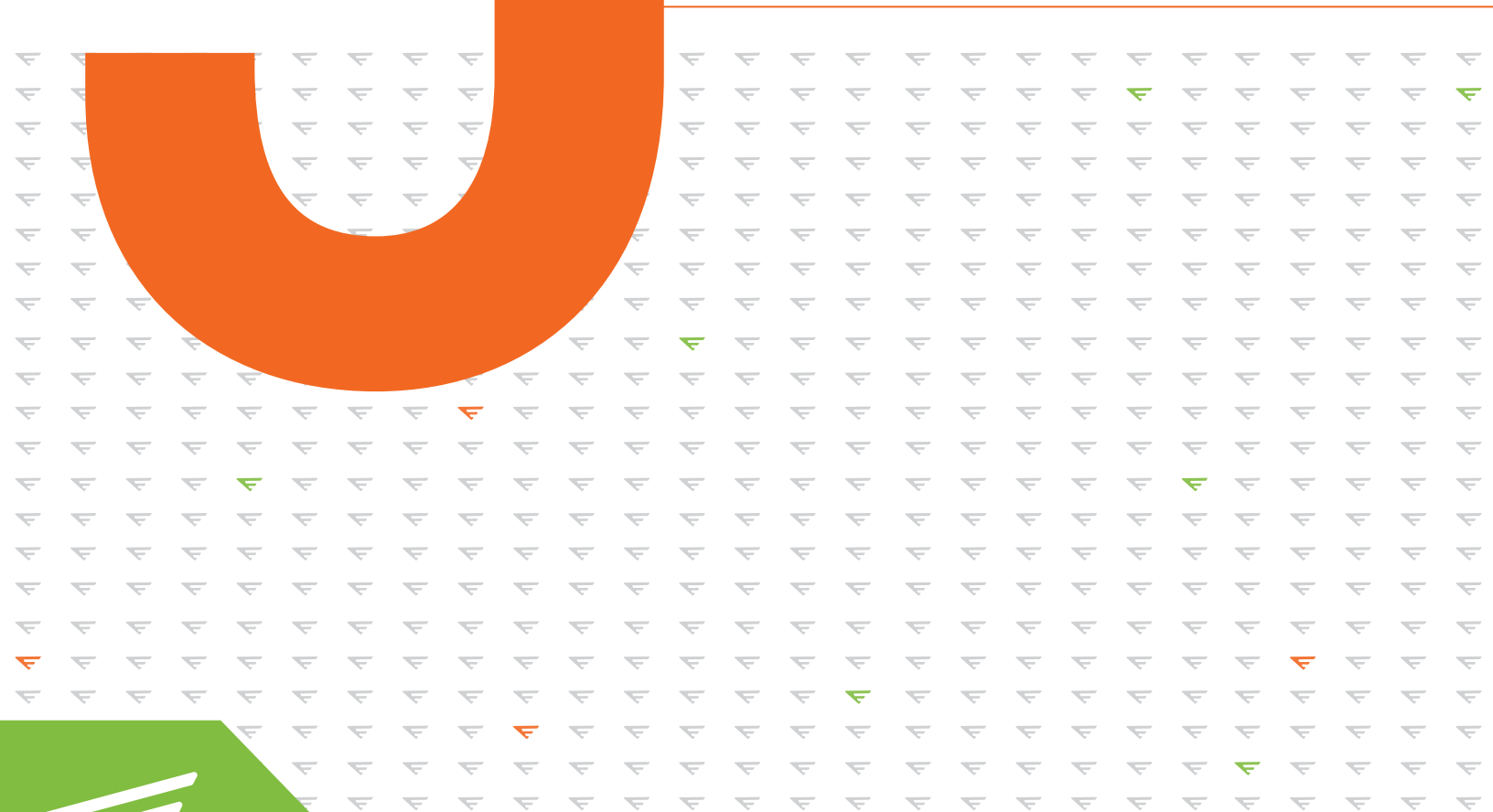


5

Steps to a Tech Blog That Doesn't Suck



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Blogging is ubiquitous in today's B2B tech scene. It's the first place marketers go to introduce new product features, announce important events, and share opinions on hot industry topics. It's also among the most important components for effective search engine optimization and lead generation.

The company blog is no longer optional, it's the bare minimum requirement for being taken seriously as a tech marketer or brand. Surveys and research routinely illustrate the value of a good company blog, revealing that:

- Websites with blogs have 434% more indexed pages and generate 97% more links to their websites
- 72% of online marketers describe content creation as their most effective SEO tactic
- B2B marketers who have blogs get 67% more leads than those who don't
- 57% of marketers have gained customers specifically through blogging

Source: OptinMonster.com. January, 2020

But just because you're expected to have a basic blog doesn't mean that you should expect to produce basic content. Whether you're writing an incisive thought leadership blog, a helpful "how-to" or best practices blog, or simply a top-5 "listicle" style blog, this guide will give you five actionable steps to use with every one of them to produce consistently high-quality, valuable, and engaging blog content to really stand out from the crowd.



57%

of marketers have gained customers specifically through blogging.

STEP

1



Stories are up to 22 times more memorable than simple, fact-based posts according to the late famed cognitive psychologist Jerome Bruner.

Make it a catchy story, but not click-bait

You don't have to write the next great American novel, but blogs should tell a story. It's no longer enough to just have a quality product or service. You also need to be able to differentiate your brand through everyday communications with your audience.

Stories are up to 22 times more memorable than simple, fact-based posts according to the late famed cognitive psychologist Jerome Bruner. That's because the human brain craves order and the structure of a story helps direct our attention so we can follow along and understand the nuances or finer details — even in a blog.

For simplicity, organize your blog into a familiar structure:

- Challenge
- Solution
- Benefit

It doesn't matter if you're talking about a new product feature, a lesson your team has learned, or simply opining about where your CEO sees the market going in five years. Regardless of topic, virtually everything you write can be broken down by why the old thing/approach/idea didn't work, what the better way is, and how changing to the new thing/approach/idea will make your readers' lives and jobs materially better.

STEP
2

Use subheadings and bullet points to make it readable and scannable

Even if the whole "shorter attention span than a goldfish" thing has been debunked, today's business readers still have to budget their time. There are tens of millions of pieces of content created and shared every day, they can't possibly read every one that piques their interest and you'll want to make reading your blog posts easier so they're likelier to be remembered.

Descriptive or creative subheadings

Including descriptive subheadings will help break up walls of text and should be descriptive enough that a reader can glance at each and get the gist of what the blog is all about without necessarily having to fully read it.

Breaking copy up into bulleted or numbered lists

Use bullet or numbered lists to vary your blog format and make it easy for a reader to simply scan your blog and still get all the most important information.

- Bullet points and numbered lists reduce how much copy you have to write
- They're also helpful in drawing a readers' eye to important lists or compelling stats
- Readers won't have to sift through paragraphs of copy to find the most important details

STEP
3

Include stats and link directly to high domain authority external sites

Business buyers crave validation. For content writing, supporting your statements or positions with third-party sources is always good practice when you're trying to build or maintain credibility.





It's important to try and link only with high domain authority sites (grade 60 or higher) — sources deemed by Google and Bing relevant for a specific subject area or industry — because of the potential SEO boost you'll get.

In-line linking directly to a source — for stats, a quote, or other unique insights — instead of mentioning the source by name in your copy is a great way to both [offer social proof](#) and properly [give credit](#) where it's due without interrupting the reading experience (see what we did there?).

It's important to try and link only with high domain authority sites (grade 60 or higher) — sources deemed by Google and Bing relevant for a specific subject area or industry — because of the potential SEO boost you'll get. High domain authority sites especially represent a “vote of confidence” from one site to another and serve as a signal to search engines that others vouch for your content.

Moz.com has a [free domain authority browser plugin](#) that will help you determine which sources to link to and which to reconsider.

STEP

4

Answer the business question even if you're writing about technology

Many tech companies use their blogs for product announcements or for promoting a particular feature. They'll go 10 feet wide and 10 yards deep about various technical components of their product but forget to tell the reader why they should care.

It's great to have a level of competence and expertise to be able to tell the reader how Part A and Piece B play together or how Database X and Microservice Y can connect. But without context about why that matters, your expertise and super-smart insights are likely to miss the mark you'd intended to hit.

In the course of telling your story and supporting your claims with stats and links, it's imperative to also tie whatever product or service you're talking about to the business case. The tech is simply the tool; the impact of your technology, methodology, or best practices on their business is why the reader will care.

STEP

5

Always include a call to action (CTA)

After you've put all the time and effort into telling a good business story with stats, links, and an easily identifiable business case, why let it all go to waste if the reader doesn't know what to do next?



adding a CTA to your blog is essential to making the work you've put in pay off.

Calls-to-action help drive sales, generate leads, and increase revenue for your business. A CTA provides explicit guidance and instruction for what your reader should do next. You may want them to download an eBook, schedule a free demo, or talk to a solution specialist.

Whatever the goal, adding a CTA to your blog is essential to making the work you've put in pay off. And if you have the luxury of progressive profiling or other advanced personalization through your CMS or marketing automation tools, personalizing CTAs (by replacing "your" with "my") can boost conversions by [more than 200%](#).

Better blogging for better business

Blogging is a fundamental element of any successful B2B tech marketing strategy. It has lower barriers to entry, requires less time and fewer resources than other content, and doesn't require special skills or certifications to do.

But while anyone can write a blog, not everyone can write a good blog. Follow these five steps and use the handy blog template to produce a better blog — one that's engaging, informative, and just a little different from what all your competitors are putting out.

SCOTT STRANSKY



Full Funnel Content is a boutique content and copywriting service exclusively serving the B2B tech community. Its founder and content lead, Scott Stransky, is a seasoned content professional with more than a decade of serving some of the world's most recognizable tech brands and innovative, high-growth companies. With an expansive portfolio of thousands of completed assets, along with years of direct hands-on experience managing client-side marketing programs, few other content teams can match FFC's blend of practical corporate marketing experience and content writing expertise to help fill in the gaps for your over-tasked and under-resourced tech marketing team.

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