

# 5 Tips for Creating an Engaging Blog that Keeps Your Readers Coming Back for More



**Report**

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**A** good blog actively engages its readers. It's not something the reader simply consumes and forgets about. An engaging blog leads its users to interact with it, commenting and sharing it on social media and elsewhere. It's a more experiential relationship than simply reading a newspaper.

The blog landscape has changed a great deal in the last few years. While it used to be a weblog where the writer shared their random thoughts and feelings, today's blogs are focused around specific topics and are written for highly targeted audiences.

In order to get the most out of your blogging efforts, you need to maximize engagement with your own readers. Here are five tips to creating a memorable experience for your audience that will keep them coming back:

## **1. Blog Longer**

Today, blog posts are longer than they were in the past. Years ago, bloggers kept blog posts short and published more often. This brought SEO benefits. However, today, readers prefer longer and more in-depth blog posts.

Writing longer blog posts isn't actually a hard thing to do. It just requires you to think differently about your topics. You might have written three separate posts before on social media such as:

- Which Social Media Sites Should You Be Using?
- Creating a Profile on Social Media
- Best Practices for Growing Your Social Media Connections

Each of these could be a short 500-word post. Today, you would take all three of these and make them sections of a longer post rather than individual posts. You might write an article called, "Getting Started and Growing Your Presence on Social Media."

Since we're looking for engagement today and not merely traffic, longer posts work better because they're more likely to be shared and commented upon due to their length and depth.

## 2. Keep Your Content Focused

The word "blog" comes from "weblog," or an online journal that you keep. Bloggers used to write about themselves, their experiences, and their ideas. Some blogs were just random thoughts. The idea was to express yourself.

There are still some blogs like that today. But for bloggers who want to expand their reach and potentially monetize, the content has to be highly targeted to their audience. People get on the internet looking for high-value information that helps them in some way. If your blog provides that, you'll get engagement.

A good blog today focuses on the reader, not the writer. Blogs offer advice, tips, "how-to" content, and other helpful content. Much of it is involved with identifying and solving the reader's problems. If you want to run a successful blog, you need to focus on the reader.

For example, if you write about finances, you might share tips on family financial planning or saving money grocery shopping with your readers. A writer on internet security might tell their readers how to create good, strong passwords. A blog for musicians might offer tips on how to get gigs and network for future opportunities. These are all difficulties the audience faces.

How do you know what your readers needs help with? This is done through research. If you already write or you already have a social media presence, study your current readers. If you already run a business, look at your customer base. If you don't do either, you can research online by looking at forums, social media, others in your industry, and so on. From this data, you then create a profile and write to this person.

### 3. Engage on Social Media, not Your Blog

In the past, bloggers focused on getting comments on their blog. Engagement meant having your readers comment. This is the same today, but the focus has shifted off the blogging platform itself and instead to social media.

The only people who see your blogging platform's comments are people who visit the blog; but with social media, absolutely anyone can see your readers engage with your content. This can bring you new readers.

So, instead of encouraging comments on your blog itself, today's strategy is to promote your content on social media. Whenever a new piece is published, you can spread the word through Facebook, Twitter, LinkedIn, Google+ and whichever other sites you use.

There are some tricks that will help your efforts on social media:

- Grow your connections and then comment and interact with their contacts as well.
- Connect with influencers on social media who can help you extend your reach.
- Give a taste of the value your followers will receive by clicking on your link and reading your post.
- Ask a question to get your readers interacting.

There are also tools that can help you save time with social media. Social media dashboards are programs that bring all of the different platforms you use into one control center. From the dashboard, you can post once and your content is broadcasted to all of your profiles.

## 4. Mix It up with Multimedia

When blogs first started, most were text-based and many were text only. They were meant to be read. Today's blogs often include other types of multimedia content to go along with the text content. On many, the centerpiece is actually the multimedia and the text simply comments on it.

One reason for this is that it's easier than ever to embed multimedia content onto a blog. The other reason is simply that people love multimedia and it's especially popular on social media.

Types of content include:

- **Videos.** Videos are extremely popular on blogs and social media. Many bloggers share videos with a short description or transcript.
- **Visual Content.** Visual content can include more than just an image. It can be an infographic, a quote, a chart, a diagram, or a template. Blogs generally also use images to be more visually appealing and break up text.
- **Audio Content.** Podcasts and other audio content can also appear on blogs. Again, the text might offer a transcript of the audio.

As a result, for today's bloggers creating or finding multimedia content to share has become part of their blogging routine, along with writing, publishing, and interacting with their readers.

## 5. Use New Metrics

One of the major challenges bloggers face today is that there are completely new metrics they have to pay attention to.

Previously, blog owners were concerned with quantitative data. They were concerned with traffic numbers, page views, where visitors clicked, conversions, and so on. This data is easy to understand using a simple metrics program, and it's easy to take corrective action based upon it.

Today's metrics are harder to measure. You're looking at how your audience interacts with you and feels about you. It's not a matter simply of numbers, but there are quantifiable ways to measure it.

## How to Make the Most out of Blogging Today

The blogging world is constantly evolving. It's much more focused on the audience today. Even if you're writing about your products or your industry, it should be focused on the problems, questions, or concerns of your audience.

The goal of blogging today is to create two-way communication with your audience. You're not simply publishing to be read. You're talking to your readers and they're responding by talking back to you or talking to each other.

But to build this kind of relationship with your readers takes time. You will need to write and publish regularly. It also takes time to interact with your readers and learn more about them. However, the work that you put in at the beginning pays off a great deal over the course of a few years.

What this means is that it's time to start writing and posting now.

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