

How to Write Articles That Attract and Engage Readers



Img link: <https://www.pexels.com/photo/ballpoint-pen-classic-coffee-composition-261510/>

So, you're sitting down to write a blog or an article. Your fingers are poised, ready to strike at your keyboard... but what to write? Blogging can be time-consuming, and you want every word to count. Sure, SEO is important, but it doesn't matter how well Google ranks your article if people don't want to read it. Being informative isn't enough: you need to be engaging to attract and keep your readers!

Here are some tips to get you started.

Tell Stories

Who doesn't love a good story? [People want to consume engaging content](#), and stories are one of the best ways to engage an audience. Paint a picture for your readers and add some

personality to your posts. They want to know that there's a real person behind your business, so let them get to know you.

Edit, and Edit Again

Copy errors can reduce the perceived quality of an article. When there are glaring errors in grammar and spelling, [people are less likely to share and engage](#) with a post. Make sure to check for typos before you publish, AND after. You don't want your article to become Twitter famous for the wrong reason.

Have a Conversation

People aren't usually clicking on links hoping to read an essay. Put the formalities away and have a conversation with your readers. Make points. Ask questions. *Engage*. Articles and blog posts have an audience, so make sure you're including them in your writing by giving them an invitation to converse with you.

Break Things Up

Nobody wants to open a link to a massive wall of text. Most readers [don't read blog posts until the end](#), so it's important to keep your readers' attention as long as you can. Use short sentences and paragraphs to break things up. Make sure your layout is easily accessible so your readers can find the points they're looking for at a glance.

Short and Sweet

[Longer is not always better](#). People don't always have the time or attention span to read a novel, so keep things simple. That being said, if you've got a lot to say and your topic is valuable, don't let length deter you from saying what you need to. There **is** such a thing as "too short". Just remember that people will only stay to read if you can engage them, and short posts tend to do better in that respect than long ones.

Now, it's time to get writing!

How can we help you today? Contact us online or at [email]. We respond within 30 minutes!

Resources used:

<https://www.entrepreneur.com/article/299037>

<https://www.inc.com/glenn-leibowitz/want-more-readers-for-your-linkedin-articles-stop-making-these-8-simple-mistakes.html>

<https://www.business2community.com/bloggging/7-great-ideas-create-engaging-blog-attracts-thousands-readers-01806155>

<https://www.thebalance.com/top-tips-to-creating-an-effective-blog-2295733>

<https://smartblogger.com/seductive-writing-tips/>

