



How to Drive More Conversions from Your Blogs?



Introduction

Before starting the blog writing you will require lots of rich and valuable research. Collect some important data after deep research. Now cross verify that the detail you collected is correct or not. Make sure you have done the valuable task.

Some content writers are happy with the traffic they get to their blog but that's not enough right? We also require the conversions as it shows people taking a desired action on your website. Every marketers want more email signups, more free trials, more downloads, more enquiry or more purchases.

Let's have a look some techniques that you should follow.

Several Techniques to Follow

Think like a user:

First of all during research you have noticed what actually users like. What type of content they are looking for. Here I have given some suggestions.

- Choose the topic as per your targeted audience interest.
- It should be informative not promotional.
- It should be interesting.
- It should get user's attention.
- Use some images or video for better understanding.
- Put some statistics where required.
- Write long content by covering all the factors.

Several Techniques to Follow

Create content with most searchable terms.

Start writing content as per the search terms that normal user or we can say our targeted audience normally use to reach at our blog. Normally they search like “What type of content drive more conversions?” or “how to write content to drive more conversions?”, etc.

Here are some tips to write user friendly content:

- Do some research before writing contents.
- Write as per the latest trends and users requirements.
- Do some keywords research accordingly.
- Blog title should be catchy and interesting.
- Try to include maximum keywords in your content.
- Break your content after 50 to 60 words to make it neat and clean.
- Do proper internal linking with the trusted sources for more details.
- Don't mislead your users. Go straight!!

Several Techniques to Follow

Design your content page properly.

Your work is not over here, it is also necessary to make your website search engine friendly. For example you want to sell your products then put some highlights in your website header like special offers, new product launch, discounts, etc.

Same way if you want to sell your software then you can put button like “30/14-day free trial” or “[Request free quote](#)” to attract more users.

Several Techniques to Follow

Share your content on maximum medias.

You've spent too much time for research, writing perfect blog, SEO optimization, internal links, etc. Now spend some more time to promoting the content across social media.

Here are some ways to increase your blog's social shares:

- Integrate Blog and Social Media Comments
- Add Social Sharing Buttons
- Link, Quote or Interview Experts
- Trade Valuable Content for Shares
- Include Attractive Images
- Create Prepopulated Tweets
- Offer Extra Giveaway Entries

Create a Conversion Action

Once you start getting relevant traffic to your page, now you wish to convert your readers.

Here we have some general conversion actions:

- Free trial
- Email subscription
- Download a resource
- Request a quote
- Facebook like
- Twitter, LinkedIn, Pinterest follow
- Slides download
- Video downloads and views

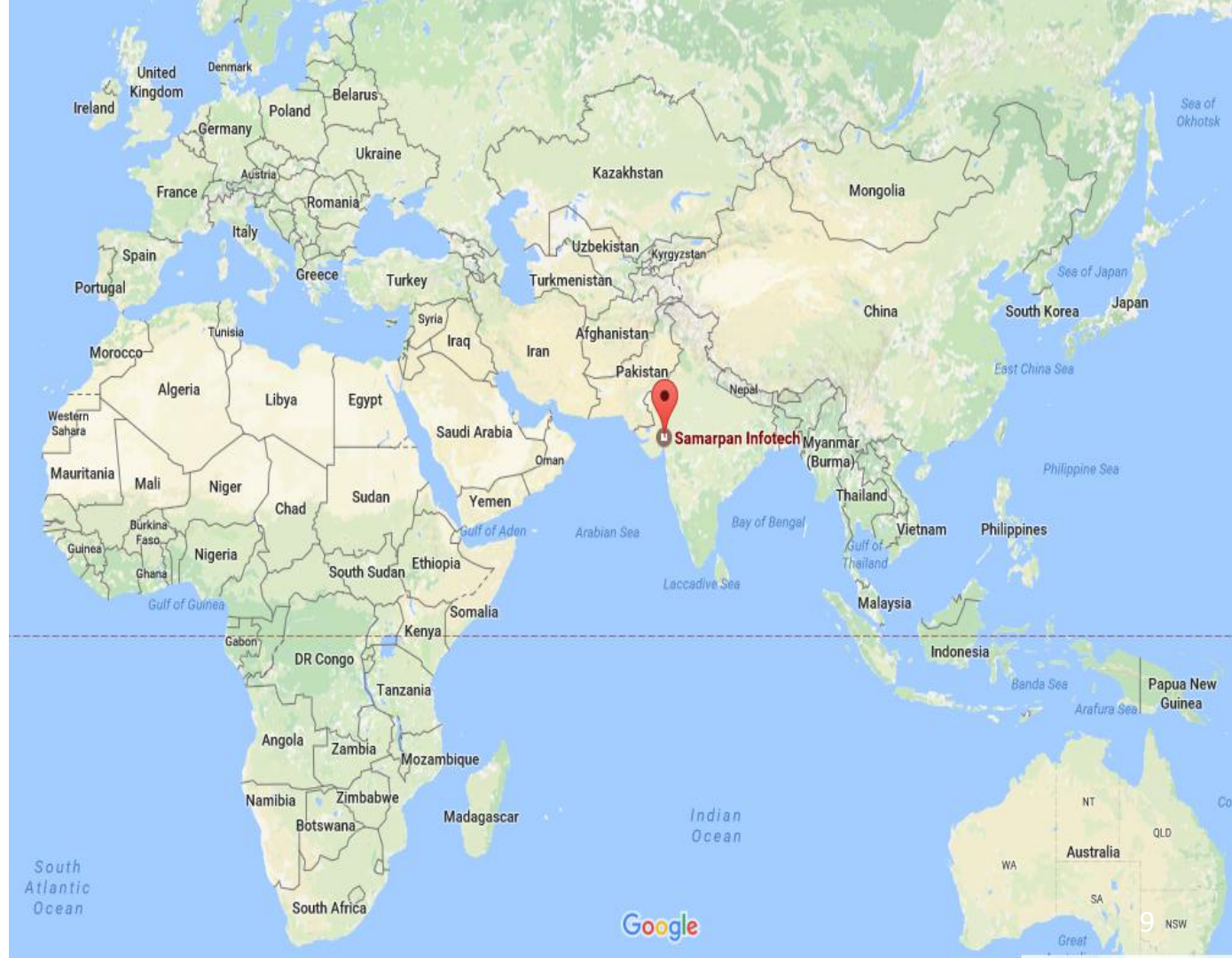
A top-down view of a wooden desk with a laptop, a cup of coffee, a notepad, and crumpled paper. The laptop is open, and the text "Want more traffic? Write long post." is overlaid on the keyboard area. The cup of coffee is to the right of the laptop, and the notepad and pencils are to the right of the cup. There are several pieces of crumpled paper scattered around the desk.

Want more traffic? Write long post.

Our Location

If you have any query regarding our services what we are offering, please directly contact us.

You can also call us on [+91-079-40049517](tel:+91-079-40049517) in case of emergency.





Thank you very much for your time

If you have any questions about this document
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