10 CRO Tips to Create Blog Posts That Convert (5th is my favourite)

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Traffic Isn't Converting Into Paying Customer

Despite driving plenty of eyes to your great content, they aren't sticking around.

Worse, they're not taking any actionable steps like opting into your email list.

So what gives?

We were just as stumped when this happened to my company's blog.

1) Come up with Strong Title (Use Power Word)

Creating a click-worthy headline takes more practice than most people realize. But a solid headline is a must if you want to lock in more conversions.

After all, if people aren't compelled to click on the headline of your article (or another piece of content), you won't even have the chance to convert them.

So what does it take to make a good headline?

These proven formulas for structuring your headlines take specific adjectives, keywords, and trigger words into consideration.

That's why it's better to come up with a few different options, and then run them through a tool like CoSchedule's Headline Analyzer.

The algorithms will calculate these criteria and rank your headlines with a score.

Make sure your headline:

- Is extremely relevant to what you're writing about.
- Contains the exact keyword you're targeting – possibly even front-load it.
- Generates enough interest, so people take action – consider including keyword modifiers in your title.

Clickbait headlines that work often contain phrases like "X Reasons Why…" or "This Is What Happens When…", for example.

blog.hubspot.com › marketing › what-is-digital-marketi... ▾

The Who, What, Why, & How of Digital Marketing - HubSpot Blog✅

🌀 **Domain Score:** 95   📊 **Domain traffic:** 10.3m   🅿 63   f 2,908

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses ...

2) Make Sure You're Actually Solving for the Search Intent

Once you've drawn your reader in with a great headline, it's time to deliver on that promise and help them.

In content marketing terms, this means your article provides the answer to their search query.

To do this, start with your target keyword and make sure your article addresses and answers the questions your readers may have.

Not only should you have a primary keyword focus as you write your article, but you should also come up with the most common questions potential readers will have.

Your article should include these keywords and questions organically, along with the exact answers and a plan readers can use to solve their problem.

Along the way, include helpful resources, such as a free opt-in guide or even an explanatory video.

Including a call-to-action for more help is another must-have ingredient for converting readers.

It directs them to follow your lead and take the next appropriate step.

Before you're ready to publish, double-check that you've adequately addressed all relevant questions to guarantee you're providing the most value to your readers.

3) Throw in a Story or Case Study in the Introduction

Adding a story or case study at the beginning of your article helps introduce the topic and lends credibility to your case.

This works well for two reasons:

1) True stories and case studies are much more engaging than theories. These capture the reader's attention and lure them in to keep reading.
2) This kind of social proof back up your expertise by showing you've come across similar problems before – whether personally or for a customer – and successfully solved them.

Readers will look to you as the expert, or at least someone with enough experience to help them.

4) Include Original Graphs or Charts

Just like stories and case studies rank high in engagement, so do graphs and charts. Most people reading your article are going to be visual learners.

Including graphs and charts makes your material easier to digest and more impactful. Images are also much more shareable on social media.

When someone sends out a tweet with your article, you'll expand your content's reach and have a better chance of driving traffic to your site.

This alone boosts your chances of capturing more conversions. So spend the extra time creating sharable graphs and charts, and you'll quickly see a difference in your content's performance.

Unsplash is a cool example of a company that used its original images for brand awareness and links.

5) Compelling Call to Action is Must

Just like there's a science to headlines, the same goes for your call to action. According to online marketing 101, you should only focus on one CTA at a time.

Asking your readers to take more than one action is likely to result in them taking none at all. The science of CTA psychology shows effective prompts:

1. Create a sense of urgency (i.e., "Sign up for our newsletter now to receive exclusive offers").
2. Focus on the benefit your audience will receive for taking action.
3. Keep it simple without distracting fonts or off-putting colors.

Next, you should think about the placement of your CTA.

A Welcome Mat is an excellent way to greet new website visitors. But that shouldn't be the only time or way you ask them to take action.

Try adding inline text or images that reiterate your CTA throughout your blog posts.

Test out different CTAs and locations to see which resonate best with your target audience. And always include your CTA at the end of your posts.

You may find it's that last CTA that captures the most engaged readers and helps your email list grow.

6) Collect Leads with a Chat Widget

One tip that's often missed when it comes to capturing more conversions is taking advantage of chat widgets.

You've probably seen or even used one of these before without realizing they're a fantastic way to increase conversions.

In case you don't know, you can offer your website visitors a virtual customer service agent to interact with using a chatbox on the bottom of the page.

This "person" can address your target audience's questions or needs around the clock.

What's great about chat widgets is that you can respond to your customers right away. And it also gives your team a chance to capture new website visitors and stay in touch.

7) Track Drop-off Points Based on Heatmaps

On top of diving into your website's analytics for keyword reports, you should also check out your heatmaps and scroll data.

These tools "track" your website visitors to see where they're going on your site and which parts are getting them to engage.

Scroll data also shows how far down the page your visitors are going when they engage with your content.

This helpful information should guide your decisions about what to improve. And it provides incredible insights you may not have considered otherwise.

Check out this scroll map (left) and move map (right) on this homepage.
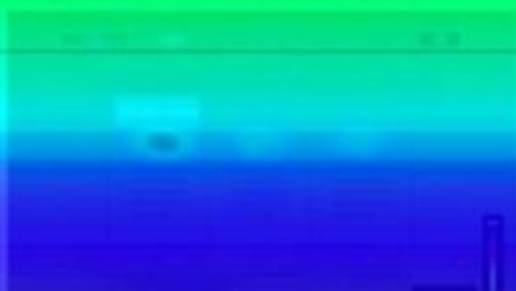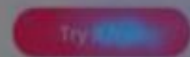
8) Improve Your Blog Layout for Conversions

our blog's layout plays a massive role in your conversion rates. Simple, clean designs allow visitors to logically progress through your buyer's journey.

Conversely, cluttered or messy layouts overwhelm and paralyze visitors. The most common layout issues we see blocking visitors from taking action include:

1. Having too much information in your sidebars.
2. Displaying a confusing mix of font sizes and colors.
3. Showing conflicting offers (such as 10% off when you sign up for the newsletter and a 15% discount in a pop-up).

Having a full-page CTA that's hard to exit out of may also cause people to leave your site instead of progressing through it.

To combat this, visit your website every so often and put yourself in the shoes of your target audience.

9) Improve Your Site Speed

Your site speed is another factor to consider when trying to increase conversions. You can't assume that everyone has the same high-speed internet connection.

According to research on page load times and bounce rates, website users expect your site to load quickly and jump ship if it takes too long.

Experts watched bounce rates increase from 9.6% to a whopping 32.3% when page load times went from two seconds to seven seconds.

You may also see a 1% loss in every 100 ms delay in how long your page takes to load.

Yes, you read that right – we're talking 100 milliseconds or 0.1 seconds here!

So if your site doesn't perform well on a lower bandwidth, your blog readers may not stick around long enough to see what you have to offer or ultimately convert.

BOUNCE RATE BY PAGE SPEED
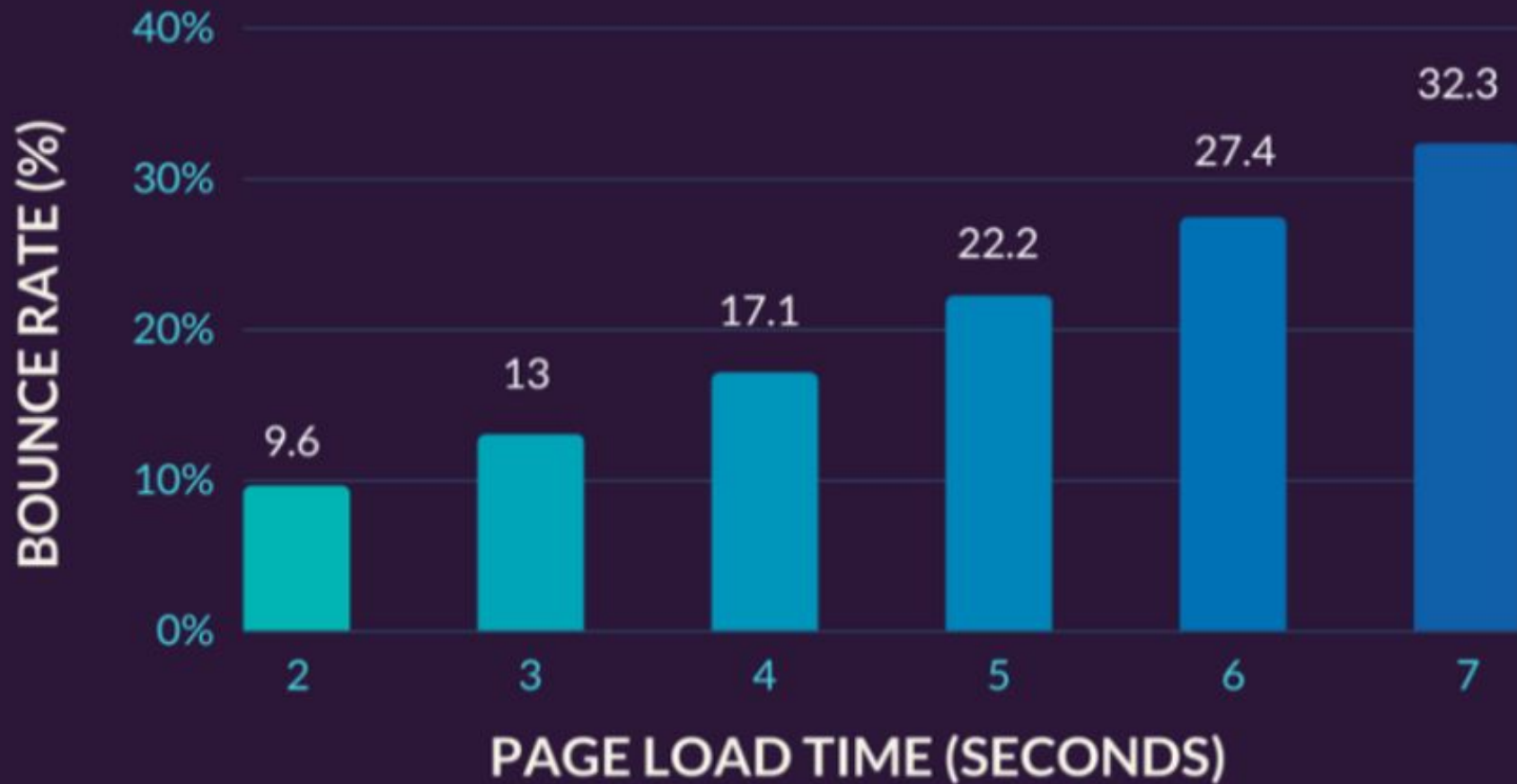
Final Words

If you're struggling to capture traffic like we used to, give these tactics a try and let me know how they work out.

Just like with anything in the content SEO world, results will take time.

Also, what worked for us may not work for you, so I'd recommend you keep experimenting until you find what's right for you.

A ton of organic traffic is great until you see that the lead numbers don't add up.

That's where constant testing and a keen eye on your conversions and assisted conversions will help steer the way.