

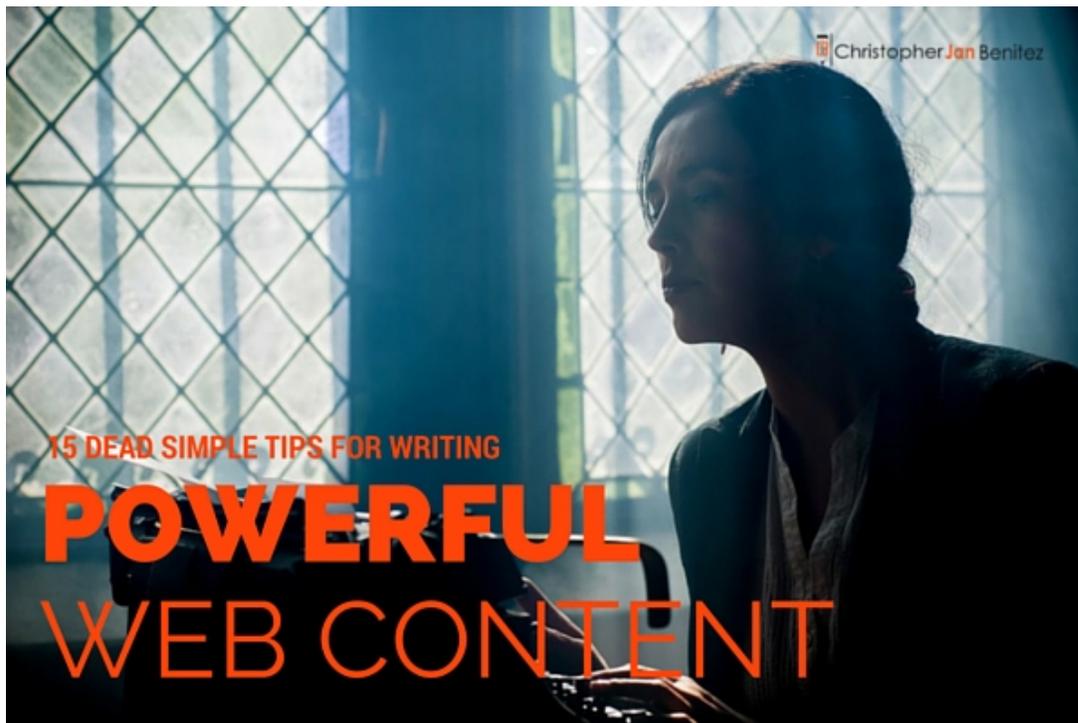
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15 Dead Simple Tips for Writing Powerful Web Content

Writing powerful web content has a lot to do with how well you understand your target audience. That means writing compelling headlines and intro sections that they will grab their attention, as well as communicate your ideas in the simplest way possible.

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Much has been said about **using tools for writing better and faster articles and posts**. However, at the heart of every great web content is a **well-written article that communicates its ideas in a clear and concise manner**.

Instead of focusing on gimmicks and tools to help you come up with compelling content...

What You Will Learn from This Post:

- Craft *headlines* that will compel your audience and click the link and open your post.
- Write *introductory paragraphs* that will hook them to read more.
- Make *easy-to-read sentences* so scanners will still get the bigger picture of

what you are saying in your post.

Compelling headlines

Tip # 1: Make readers care. If you want to develop headlines that your audience will want to click on and read, you need to answer the simple question:

"So what?"

Consider the following examples as blog titles:

- Writing Tips for Freelancers
- 8 Easy Writing Tips that Freelance Ought to Follow
- 8 Easy Freelance Writing Tips That Will Keep Your Clients Happy

Among the three listed above, which one do you think is the most effective?

Tip # 2: Be descriptive. The first example is straight-forward enough for your audience to know what the article is about. But what about writing tips? What kind of writing tips should I expect from the post? *So what?*

Tip # 3: Target a specific audience. The second example is an improvement from the first by being more descriptive with the kind of tips that readers will expect from the article. However, *so what?* The title does not consider the different freelancers in the industry, so you're not really sure if you are the type of freelancer the article is referring to.

Tip # 4: Emphasize the benefit of reading your article. The third example is not only descriptive, but it also tells what kind of freelancers the article is for. If you are having trouble retaining your clients, then the tips will help you solve this problem.

In fact, you can read the article by [clicking here!](#)

Use your intro sections as your hook, line, and sinker



Just like fishing for sport, you need to prepare your best writing techniques to draw the attention of readers to your content.

Your introductory paragraph is a way to draw your readers to your article. Writing a weak one will force them to stop reading. Therefore, give your readers a reason to stay and read the whole content. By beefing up your introduction using any of the suggestions above, you can expect them to be *more engaged* as they read the rest of your article.

Taking cue from this [post at Bid4papers](#), below are ways that you can write an interesting introduction for your article:

Tip # 5: Use anecdotes. Use a personal story from your experience or historical fact that can help you seamlessly transition to your main idea.

Tip # 6: Mention statistics. Numbers don't lie, which makes them perfect examples to establish your argument for your post.

Tip # 7: Reveal misconceptions. Debunking a myth or a well-known practice will help raise the interest level to your article and informs them what they should do.

Tip # 8: Set a scene. Narrate an imaginary scenario related to your main idea that can help envision your points to readers.

Tip # 9: Include quotations. Using famous lines from popular people or authority figures in your niche can help you communicate your ideas, especially if your readers are big fans of the people you quoted.

Make it easy for readers to understand your point



To truly write effective and powerful web content, take the chore out of reading.

The Nielsen Norman Group reported that users don't read content on the web. Instead, **they scan for keywords and phrases that grab their attention.**

Instead of bloating your article with more words, you need to...

"How," you ask? Simple:

Tip # 10: Use bullet points. These grab the attention of scanners so they can read the major points even without reading the whole article.

Tip # 11: Format sections of your content that need emphasis. For example, use **bold** on proper nouns and subheadings and *italics* on important sentences or phrases.

Tip # 12: Add visuals. Free stock photos from sites like Stocks.im or created images using Canva or PicMonkey help readers visualize your ideas.

Tip # 13: Make your sentences short and sweet. 'Nuff said.

Tip # 14: Create a “What You Will Learn from This Post” and “Summary” section. Both will help readers get the gist of the content before reading and fill out the details at the end in case they missed anything.

Tip # 15: Do not use adjectives and adverbs. Compelling content is about getting your readers engrossed in your writing. Instead of saying something is “really, really good,” do not just say it - *make them experience it*. Describe the feeling of goodness so readers can relate to it on a more personal level.

Summary

Understand that you can only get the attention of your audience in a moment's time. By making the most out of the title, introduction, and formatting of your content following the tips above, you will make an impact to your readers and communicate your ideas in the most effective way possible.

What other dead simple tips that will help others write web content that people will love to read? Share them in the comments!

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