



LEADING EDGE
COPYWRITING

Why Should You Include an **ARTICLE POST** on Your Website?



Mark Conrau

Why Articles?

They're not just Text -
they're **TOOLS TO:**

- **reach your potential customers**
- **help your visitors**
- **build credibility**

Let's dive into **HOW** they
can work for you!

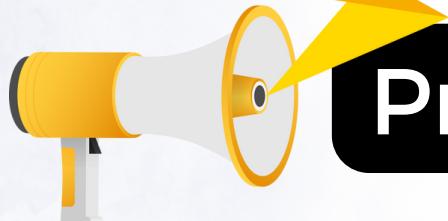


Benefit #1

- People find you when they're in need
- Build trust and position as an expert
- Show solutions with your product or service
- More customers are turning to your expertise



Benefit #2



Professionalism and Credibility

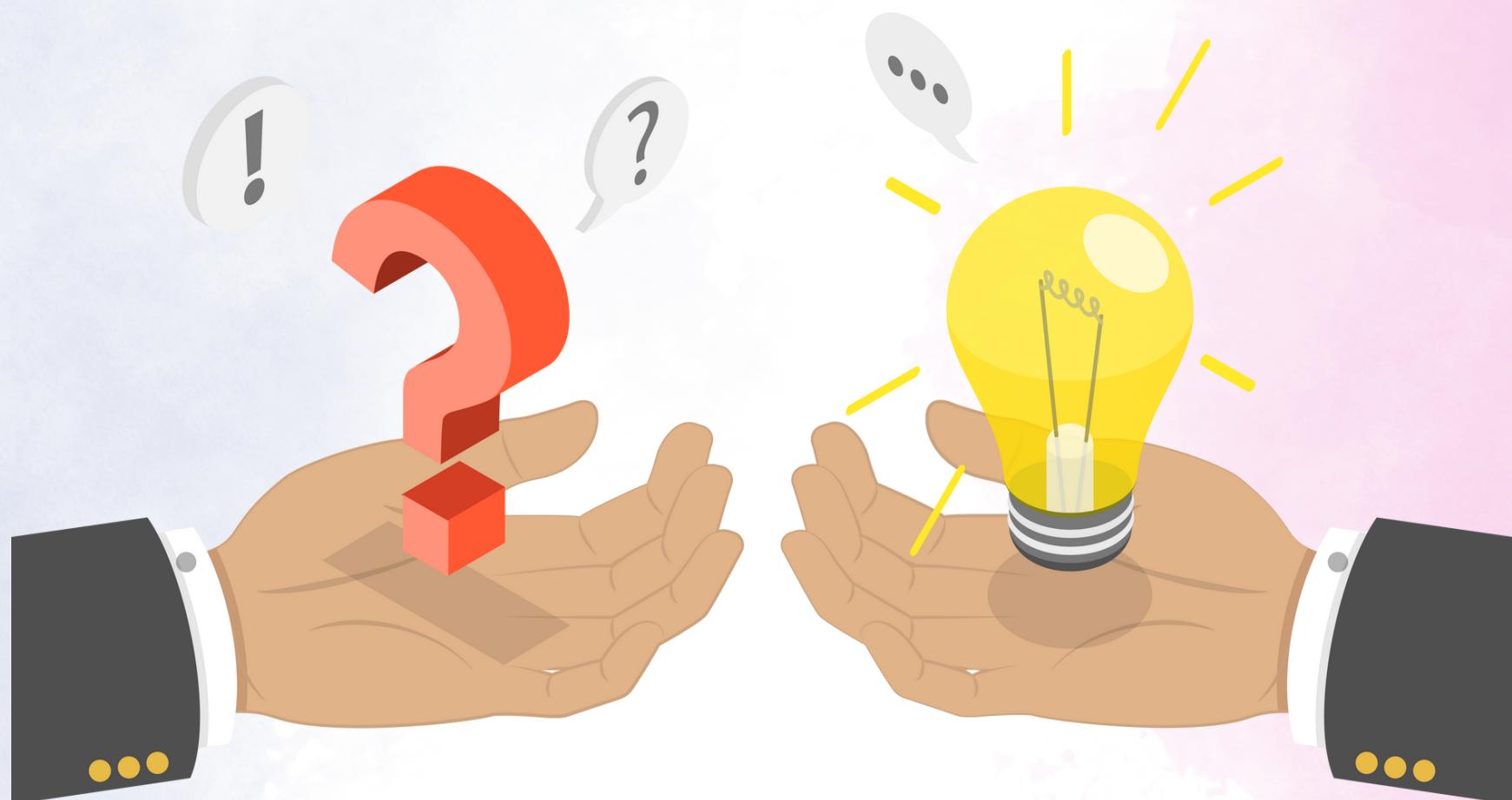
- High-quality content means serious business
- Knowledgeable about your industry
- Become a favorite in Google's eyes
- Higher search engine rankings
- Attract more visitors



Benefit #3

Helping Visitors Find Information

- Enhanced experience
- The joy of returning visitors
- Building a helpful environment
- Specific needs? You've got the answers



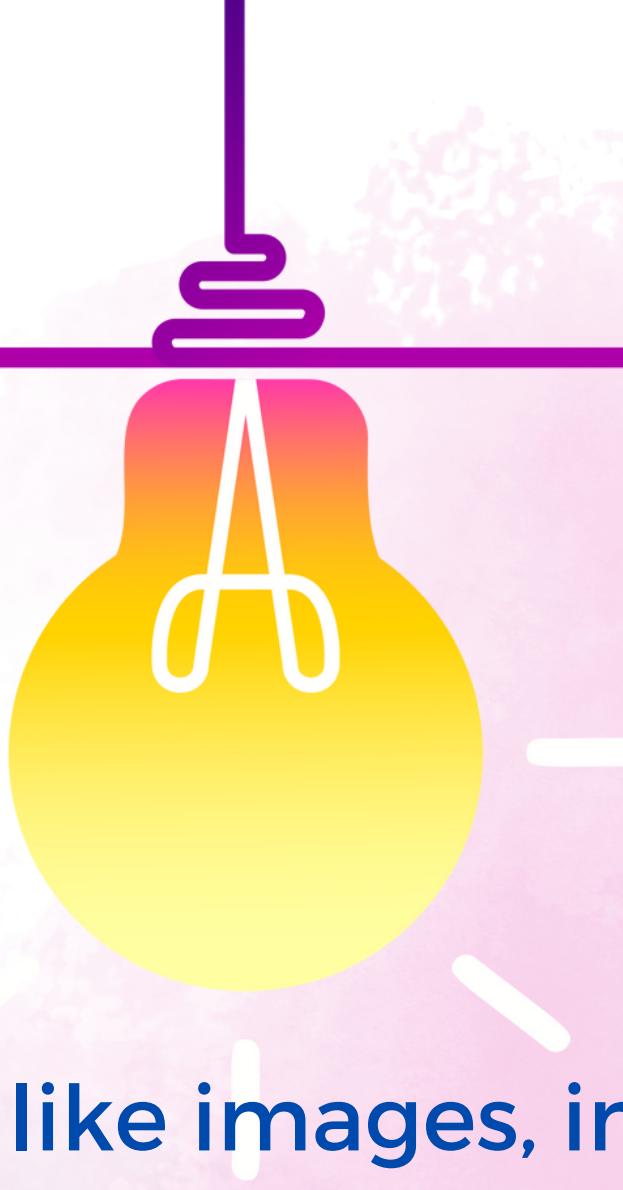
But **HOW** do you
WRITE Engaging
ARTICLES
that will actually get read?

Here are a few tips:



- Start with a strong headline that will grab people's attention.
- Write short, concise sentences that are easy to understand.
- Use humor, stories, and other engaging content to keep your readers interested.
- Proofread your articles carefully to ensure they are free of errors.

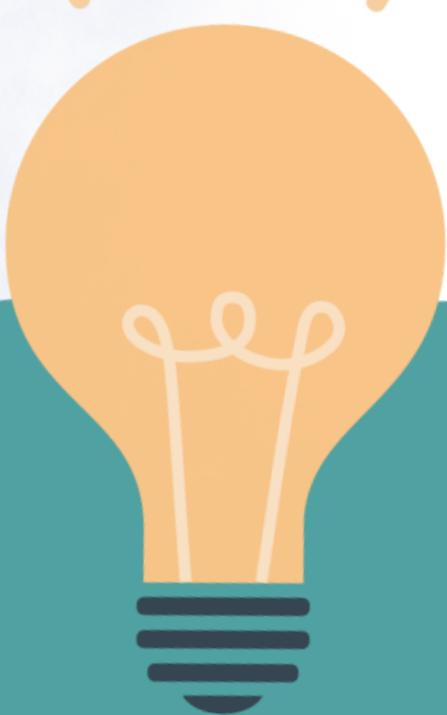




- Add visuals like images, infographics, and videos
- Asking questions and using a conversational tone
- Write personal experiences or stories
- Promoting articles on various channels

Additional Tips

Let's Recap the Benefits of Including an Article Post on Your Website!



Reach Potential Customers

Professionalism and Credibility

Helping Visitors Find Information



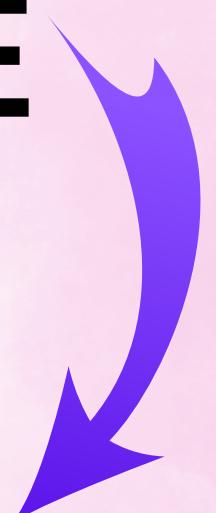
By following these **TIPS**

you're not just writing



YOU'RE

- Engaging
- Reaching



- Growing your Brand

**Win over new customers
with techniques that pack
a punch!**



“
Articles are more than just words - They're your Digital Ambassadors.
”



**Thanks for Reading
Is this Post Useful?
Repost  if you Agree!**

**Follow me & Hit the Bell for
More Interesting Content!**



me if you have any questions
or want more information



Mark Conrau

Leading Edge Copywriting

**I create copy that helps YOU Sell
or Promote YOUR Product or Service**