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Does your blog earn readers' trust? 3 types of blogs most people don't know about

If you didn't guess what I was alluding to in the previous section, well, surprise, surprise. Blogging is a credibility indicator that also requires consistency for credibility. A blog that hasn't been updated in months (or worse years) will chip away at your credibility, and so the likelihood of a bounce increases.

If you decide to start a blog for credibility purposes, I recommend posting a minimum of twice a month. This shows that your business is active and open for business. Leave the comments option on so that you can engage with readers and customers, which will nurture relationships and give you an extra credibility boost. Lots of comments on a post reveal your blog is getting read, and therefore provides valuable social proof.

What type of blog are you paying for, and how does this affect your credibility?

Not all blogs are created equal. Many business owners are under the misguided belief that posting as much content as possible, regardless of quality, is enough. It's not true.

A poorly written blog with redundant, obvious content can actually hurt your credibility. From my experience writing and editing over 1,000 blogs, taking courses on blogging like Jon Morrow's Guest Blogging Certificate Program and Freedom Machine, and reading dozens of books on copywriting and blogging, I can tell you that there are specific characteristics that distinguish high-quality blogs from lesser ones. If you already have a blog, which one are you paying for? And how does it affect the trust you earn from readers and customers?

Below are three types of blogs I've noticed in my writing career:

Low tier: Poorly written blog with generic content

These blogs harm your credibility more than anything, especially if you publish frequently. How do you spot a blog like this? It may have grammatical errors, sport awkward sentences and lack flow. What's more, the blog has nothing new to say and only speaks in generalities. In other words, it wastes readers' time.

These blogs can usually be spotted immediately by reading their vague or generic headlines. For example, "Business marketing" or "How to market your business." The former doesn't say why the post should be read, and the latter has likely been written hundreds of times over the years—meaning there's nothing special about it. A better, more specific headline could be "How to gain 10,000 Twitter followers in 10 days." This answers the question "What's in it for me?" while separating itself from the millions of other articles online with a unique value proposition.

Mid tier: Blog with repurposed, obvious content

In the middle of the pack are the articles with obvious redundant content. And just like the former, these are rampant online. The truth is that many blogs are just recycled information from other articles, mashed up together to form a "new" article. Sometimes the content is even composed of rewritten content taken entirely from a single article.

While this type of article may sound bad, if your blogger has some decent writing chops, it can actually produce credibility. The truth is that the word "obvious" is relative. If someone completely new to your industry comes across a blog with information that is repurposed from elsewhere, they won't know because they're a beginner and likely haven't yet been elsewhere. As long as the content is written well and posted regularly, you'll gain instant credibility in the eyes of these prospects.

Top tier: Unique, empathic content

This is the top tier of blogging, and in my experience it's incredibly hard to find a writer or even a marketing agency to create it. What separates this content from the rest? Let me give you the three most prominent characteristics.

The first is that the article has a **USP**. Think of your blog post like a mini-business: it must also have a unique selling proposition that clearly tells the reader why the information it's offering is different and better than anything else they've read online. The content is a reflection of your business. If the information you're freely sharing is unique and highly valuable, readers will think your products and services are likely the same.

Secondly, the article is empathic. The purpose of any blog is to solve the readers' problem. And the more you empathize with the readers' problem, the more they'll think, "Hey, this business gets me. Maybe their product or service can help me."

In these articles, the word "you" is used generously and the content empathizes with the readers' problem and encourages them to overcome it. The fact of the matter is, people do not listen to each other in the world today. Most people are stuck on their phones or just nodding their heads in conversation as they wait for their turn to speak. But the reality is, people want to be heard. People want to be understood. So when you empathize with the reader you make them feel like both are happening. The result is that you form an emotional connection that builds loyalty between the reader and your brand.

Thirdly, the article subheadings are written like your main headline. This is important because one way that Google determines ranking is by how long a reader stays on the page. By writing subheadings that hook the reader into your content, you'll keep them on the page longer, which in turn increases your search engine ranking.