

13 Simple Ways to Improve Chamber Blogging Strategies

By Amy Gitchell, [ChamberMaster](#)

Here's the deal. Quality blog posts drive web traffic. And increased web traffic improves your search engine ranking – which in turn creates more awareness about your association.

Improving the readability of your blog doesn't have to be an overwhelming project; you can begin your journey from good to great association blogging with just a few simple techniques.

Start with the layout

Your blog layout should be clear and skimmable. Data shows that internet readers love numbers, lists, worsts, urgency, and promises.

Break up text and emphasize important sections with bold type, bullets, and numbered lists. A large percentage of visitors will simply click away from text-heavy posts with little white space and no headings.

Use visuals

- Include high-quality, professional looking, and engaging images.
- Images should fulfill the promise of the headline and complement the topic.
- Consider using video, graphs, and slideshares.

Provide valuable content

You work hard to generate blog content. Make sure it works hard for you by making it:

- Readable
- Understandable
- Actionable
- Findable
- Sharable

Focus on headlines

Headlines are critical to search engine algorithms and should:

- Be clever
- Have an eye-catching title
- Include a teaser line (meta-description)
- Be crafted with search engines in mind

Make It Digestible

Leave the “supersizing” to fast food joints. Think bite-size with your blog. Keeping it short improves readability and keeps the reader's attention. A 300-500 maximum word count is a good goal.

Be Helpful, Instructional, Compelling, Interesting, and Entertaining

- Find the answers to the questions your audience is asking and address the challenges your audience is facing
- Develop an angle by taking a boring topic and asking yourself the 5 Ws (who, what, where, when, and why)
- Use real facts, numbers, and data
- Share real-life examples



Be Accurate and Credible

- Get your facts straight
- Remember, trust is earned
- Give credit to your sources

Write Well. Edit. Proof.

- Pay attention to grammar, spelling, and punctuation
- Proofread. Then proofread it again
- Ask someone else to edit the piece

Stay Within Categories

Each post should fit into an established blog category and play a role in your overall content strategy. (Translation: Stay on topic and keep it relevant to your area of expertise.)

Be Timely AND Timeless

Work to find a balance between in the moment and advice for the ages. For timely posts, focus on news, trends, and issues. For timeless content (a.k.a. evergreen posts) include topics and information that will still resonate with people, even if they land on your post months after it was published.

Pay Attention to SEO

Pay attention to search engine algorithms. Increase your post's value by creating meta-descriptions, maximizing tagging, using keywords, and including in-text links.

Share and Network

- Include social sharing buttons.
- Provide a prominent subscribe button.
- Create a call-to-action (download, sign up for mailing list, comment, etc.).
- Promote on social media.

Be Consistent

Implement an editorial calendar to ensure content is being created and published on schedule.

Successful blogging doesn't happen overnight and takes a little extra effort, but the results are worth it. **Take it one step at a time; the key is to just to take that first step.** By focusing on one new tactic every time you blog, you will soon be utilizing a range of blogging techniques that will benefit your organization.

Amy Gitchell is a Marketing and Research Specialist at GrowthZone, providers of ChamberMaster Membership Management Software.

ChamberMaster is designed for efficiency and growth. The cloud-based system is powerful, easy to use, and designed to manage all of the day-to-day operations of chambers. For more information, visit <https://www.chambermaster.com/>.