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A blog that brings visitors: topics, structure and how often to post

Website Content & Design

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A blog that brings visitors: topics, structure and how often to post

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A blog brings visitors when each post **answers a question someone types into Google**, better than what is already there. It does not bring visitors by existing, nor by posting every day. The rule is simple: one problem per post, solved well, and going back to it when it gets old.

Choosing what to write

1. **Start with customers' questions.** The ten you hear most on the phone or on WhatsApp are ten posts. See **how to find the words they type**.

2. **Put the question in the title.** "How to choose the size of a shop window" beats "Tips about windows". People searching type a problem, not a topic.

3. **Pick what you know and most sites do not explain.** Your experience, real cases, your own photos, the mistakes you have seen repeated: that is what generic text lacks.

4. **See what works.** In Search Console, the posts with the most impressions tell you what to write about next.

The structure of a post people read

Part	What it is for
A title with the question	Tells searchers the subject. See **title and description**.
A short answer at the start	Those in a hurry know at once; those who want more keep reading.
Clear subheadings	They break the text and let people jump to the part they want.

Part	What it is for
Short paragraphs, lists and examples	On a phone, a dense block of text does not get read.
Photos or diagrams with alt text	They show instead of tell. See **alt text**.
Links to your other posts	They keep the person on the site and show Google the structure. See **internal links**.
A next step at the end	Call, ask for a quote, read the next guide. A post without an invitation loses the reader.

How often

As often as you can keep up. One good post a month for a year is worth more than thirty weak ones in a month and then silence. Write several at once and schedule them: WordPress publishes on the date you set. The writing and publishing process is in **writing a blog post in WordPress**.

Do not fill the blog with soulless text.
Empty pages, copied from elsewhere or mass-produced with nobody reviewing them are what Google leaves out most often. See **AI-written content and Google**.

Review old posts.
Every six months, open the ones that bring the most visits, fix what changed and add what you learned. It is the blog's least effort for the most return. And be patient: a post can take weeks to be found and months to pay off.

NEED A HAND?

Has the blog slowed down after many posts and images? Tell us the address and we will see what is using the resources.

Open a support ticket →

SEE ALSO

- Writing a blog post in WordPress →
- Finding the words customers type →

Internal links

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