

# HOW TO KEEP VISITORS GLUED TO YOUR CONTENT CHECKLIST

- 1** Write a compelling introduction using stories or the 'APP' (Agree / Preview / Promise) method.
- 2** Embed graphics, videos, infographics, pictures and charts in your content to get people interacting.
- 3** Optimize your pages for speed and mobile devices using the Google Page Speed tool.
- 4** Include lots of relevant interlinking to other content on your website.
- 5** Structure your content for easy reading and skimming with lots of white space, headlines, short sentences.
- 6** Heavy use of data, statistics and references to back up your points, people like proof.
- 7** Use the classic copywriting techniques “bucket brigades” to keep them reading further.
- 8** Assure people you'll not waste their time or that your content is not too difficult regularly throughout your content.
- 9** Ask questions constantly through the content to get your reader thinking.
- 10** Write on topics they actually care about and not just topics YOU think they should care about.