

Simple Formula for Writing Magnetic Pet Marketing “How-to” Articles

By David Tomen for PetCopywriter.com

Lori does the writing and email newsletters for her veterinary clinic’s website. She has a steady stream of ideas for pet-business articles her business uses when marketing to pet owners. Here we’ll look at the formula Lori uses to write her blog posts, web pages, and email newsletters.

Lori loves to write articles that help owners take care of their pets. And because they are well-written and easy to understand, her posts are Retweeted hundreds of times, and shared with Facebook friends around the world.

Pet owners are hungry for useful information and they’ll reward you by sharing it with others. My hope is by the time you finish reading this article, you’ll be able to make Lori’s success your reality too.

Pet business marketing article topics

You may want to review our last article on [generating pet marketing ideas here](#), and come up with a few of your own before we get started.

Your pet owners are bombarded with information all day long. We’ve learned to filter out most of that bombardment just to maintain our sanity. So our biggest challenge is getting people to read our article in the first place. And that contest is won or lost in the headline.

Start with the headline

When beginning a writing project, many professional writers ***create the headline first***. Why? This is where the magic happens.

The article you’re about to write has two main elements; a headline, and the content. A great “how to” headline can help you create better content. This one short line of copy makes a promise that your content must fulfill.

A well-crafted article headline tells you exactly what the content must provide to your reader in order to keep the promise you made.

Read that last paragraph a couple of times because it’s that important. Many professional copywriters will tell you when writing copy they spend the majority of their time creating the headline. When you get it right, the rest of the copy falls naturally into place.

We're not trying to solve the "how to" problem in this one sentence; all we want to do is get the reader's attention. Will this one sentence at the top of the article tell our reader enough about *what's in it for them* if they read your article?

The headline is your hook inviting them to stop awhile, and look to see if you have a solution to their problem.

Create several headline options

Make a list of half a dozen different headlines, then try this little trick to test each one; step into the shoes of your reader and ask, "Does this make me want to read more or not?"

Always keep in mind people mercilessly scan headlines when looking for solutions in the search engine results, and on your website. If you can somehow spell out the benefit of the article, or what's in it for them when they read it, chances are good you'll succeed.

Headline keywords

To help ensure your article ranks near the top of the search results, use your main keyword or keyword phrase somewhere in your headline. This word or phrase is the main idea of your article.

Your reader will be searching for this keyword when looking for a solution to her problem. It's also a key element in how the search engine bots will know which article to display when your reader does her Google search.

"Better, healthier, and happier" pets

We all live in a sea of information overload, and feel so overwhelmed most of the time we can't stand the thought of having to learn something new. Pet parents are no different.

When marketing to pet owners we're starting out with a slight advantage because our pets have a special place in our lives. It's because we lead such crazy busy lives that prompt us to keep an eye out for quick tips, and shortcuts; anything to make our pets lives better, healthier, and happier.

Zeroing in on "better, healthier, and happier" is a recipe for great "how to" headlines and content in pet marketing.

"How to" articles are practically a no-brainer when marketing to pet owners because if you've listened carefully to what your customers wonder about most, all you need to do next is tell them what to do, and how to do it.

The Content - Web visitors scan

When you're creating articles or blog posts, more is not necessarily better. The key is to write only what you need to make your subject or tutorial understood, and ***style for scan-ability***.

Usability studies over the years have consistently shown that web users scan rather than read. Styling your text so it's easy to read is often all you need to attract and hold someone's attention.

Formatting with line breaks

The easiest way to make your content more readable is generous use of the line break, with lots of white space, and featuring one idea per paragraph (no more than two or three sentences).

Write your headline and subheads first. You then have a good outline on how to write your content. It also makes it easier for your readers to scan your article, and hopefully engage and lure them into reading more.

Use bullet lists and numbers

- They stand out from the rest of your copy, and are easy on the eyes
- They're a great way to present multiple ideas that are easy to scan
- Benefit-laden bullets are easier to remember
- Make your post more compelling by numbering your main points or ideas

Use Images with Captions

Web user studies have shown readers eyes often go to the images before the rest of the text. Adding detailed captions to your images are great for SEO, and can compel your visitor to read the rest of your article.

Strategic Formatting

Allow your reader to scan through your article by **judicially using bold**, and choose your most important information at a glance.

Demonstrate your expertise using links

Internal links point back to [your own important content](#), and creates "stickiness" so people stay longer on your site. *External links* carefully chosen (and opening in a new window or tab), show you've done your research and graciously give credit to other experts.

Once you're done writing and formatting your pet marketing article, read through it again from the beginning. Then scan through it again looking only at what you've called attention to through headlines, subheads and formatting.

Will your reader get the main gist of the ideas presented in your article? Are they compelling enough to encourage your visitor to go back through your post and dig into your content?

Your keyword strategy is critical

Strategic placement of keywords in your headline, bold subheads, link text and pet marketing content is critical to ensuring your articles and blog posts rank at the top of the search engine results.

Keywords and keyword phrases are one of the key components the search engine bots look for when choosing what to display in the search results. Keywords in your image alternate text or caption also seem to get priority in the search results.

To understand how this selection works imagine a potential customer is searching for tips on grooming her dog. Your pet business article would include ***“best dog grooming tips”*** in your article headline, one of the bolded subheads, link text, and one or two places in your main body content.

In other words sprinkle your keywords throughout your article. Look back through this article and notice how I've used keyword phrases, including the density or how many times they are repeated.

When she types “best dog grooming tips” into Google, the bots go out looking for the best way to answer her query. The bot finds your article because of your strategic placement of keywords, and displays it on the first page of her search results.

If your business is a local business (veterinary business, pet retail store), you also need to add local keywords/phrases to your articles so Google can match them with local pet-parents searching for services/products. Even in the headlines.

More is not better!

Have you been judicious in your keyword placement? You want to grab the attention of the search engine bots, but you don't want to be penalized for using too many repeated keywords.

Over-use of keywords in your article will result in it appearing on page 2 or 3 of the search results or later and never be found. She'll have a very sad dog and your business will have an even sadder owner. ☹️

Are you ready to start writing great “how to” articles? Let’s go help some pet parents and bring in more business!