



# Why should you use images in blogs?

Lilach Bullock

One of the most important lessons that I've learned after years of blogging and using **social media** is just how important images are, and what a difference they can make. Ever since learning this, I've always tried to use at least one image in each of my **blog** posts.

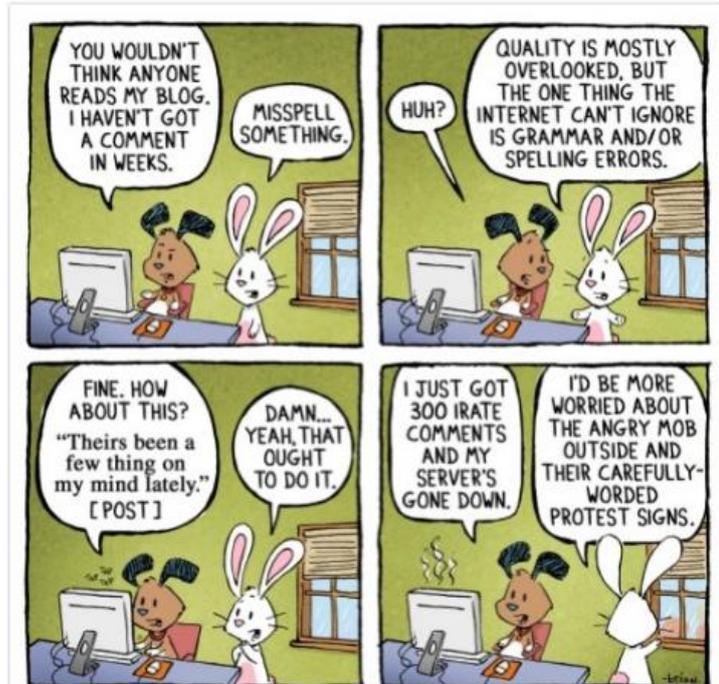
Here are some of the reasons why you should always be using images in your blog posts:

## They make your blog posts easier to read

Usually, the more images you use in your blog posts, the more pleasant the reading experience can be. They will help you break up your article a bit, making it easier to read, and harder to lose focus (and go do something else). No matter how interesting and valuable your article is, it's usually the images that will make your article become more engaging.

## Blog posts with images get more views

Research has found that online articles with images actually get 94% more views than those that don't use any images at all (**B2B marketing**). This is something that I've often noticed with my own articles – usually, the more images I use, the more views I get to a particular article. And often times that also leads to more comments and more social media shares.

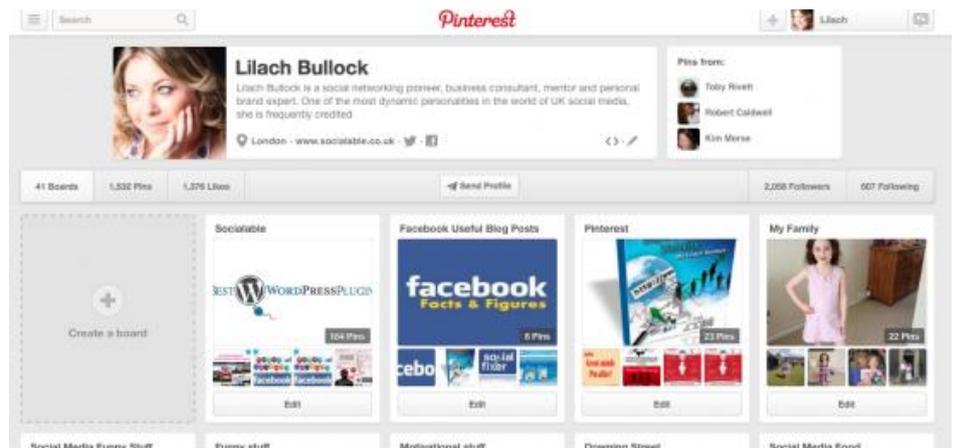


## Get more shares and engagement on social media

On many of the most popular **social networks**, images generally get much more engagement than simple text-only updates or text and link updates. So if you use images in your blog posts, whenever you share them online, you can also add one of the images you used in the post to your update – and this will help you generate more engagement from your followers, because images are much more likely to catch your audiences' attention.

## Share your articles on Pinterest

**Pinterest** is a social network that can help you generate a lot of engagement and shares, but normally you can't exactly share your latest content, except if it's image-based, such as an infographic. However, if you create a branded image – that preferably also includes the title of your blog post – you can share it on your Pinterest, and add the link to your article in the pin description. This will add an extra source of traffic to your blog, as well as help you generate more social engagement and reach more of your audience.



## Photos grab your attention when words don't

Images generally have a much easier time at grabbing people's attention. Catchy headlines are also of great help, but many times people don't even take a few seconds to read anything – and when words fail, an eye-catching photo might just do the trick.

However, don't just use any image, but one that actually relates to your article.

## Using screenshots can provide more value to your content

Screenshots offer a way of adding some colour to your article and can often help you provide more value. This is especially the case with **how-to** articles, where you use the help of screenshots to explain your point. Your audience will appreciate your help, as screenshots will make it easier for them, and they will also enjoy reading your article that much more.

## Add your logo for better branding

By adding your logo to images, you make sure that whenever someone shares your article on Facebook, etc. their fans and followers will be able to see the image with your logo, helping to increase awareness about your brand. This way you also make sure your images won't be used by others. Here's an example of a branded image:

Has *Facebook's* bubble burst?



There's no denying the importance of images in **blogging**, as well as on social media. However, the bigger problem is,

where do you get so many images without spending a fortune?

Check out one of my previous articles where I share some of the websites where you can get beautiful free and cheap images that you can use for your **blog** posts **here**.

How important are images in your blogging strategy? How many do you usually use in your **blog** posts? Have you seen improvements in views, comments and social media engagement whenever you use images in your articles? Let us know in your comments!

© Copyright, Lilach Bullock

## About the Author

Lilach Bullock is one of the UK's most dynamic, well-respected and well-connected businesswomen. She launched and then sold her first business within three years of becoming a mother. Even now, she juggles a demanding home life with commercial commitments. Lilach's contribution was recognised nationally, when she became a finalist at the Best MumPreneur of the Year Award, presented at Downing Street, where she was praised for her entrepreneurial efforts. Her latest venture, Network Waves, launched in 2011 and is a must-have for anyone who promotes their business via the internet. This innovative and exclusive website is a one-stop-shop for social media and internet marketing needs. "Lilach Bullock listed as one of the top 20 Women Social Media Influences in Forbes (2013)"

## Co-ordinates

Tel: +44 (0) 7590 554 292

Email: [lilach@socialable.co.uk](mailto:lilach@socialable.co.uk)

Web: [www.sociable.co.uk](http://www.sociable.co.uk)

Twitter:

<https://twitter.com/lilachbullock>

LinkedIn:

<http://uk.linkedin.com/in/lilachbullock>



## Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at [info@bizezia.com](mailto:info@bizezia.com) (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.

Publication issued on: 1 March 2014