Blog Post Template

Blog Post Topic / Date

# **Headline**

Write better headlines with [EMV headline analyzer](EMV%20headline%20analyzer)

*(ensure the headline includes the keyword or keyphrase)*

# **Introduction**

1. Outline what your audience is going to learn
   1. The problem your audience is experiencing.
   2. Three things they will learn by reading your post.
      1. Point One
      2. Point Two
      3. Point Three
   3. How what they will learn will help solve their problem - state the benefits
2. Keep it short.

# Gated Content Sub-header here [if applicable]

1. This is for any content that the reader submits an email to access, eg a ‘free download’.
2. Include a call to action to encourage readers to download your content.

# **First Section** Sub-header

Your first section of body content should be between three to five paragraphs long.

Each paragraph should be no more than a maximum of three sentences. Each sentence should be no longer than 25 words.

* Content point one
* Content point two
* Content point three

# **Second** Section Sub-header

Your second section of body copy should be between three to five paragraphs long. Each paragraph should be no more than a maximum of three sentences. Each sentence should be no longer than 25 words.

* Content point one
* Content point two
* Content point three

# **Third** Section Sub-header

Your third section of body copy should be between three to five paragraphs long. Each paragraph should be no more than a maximum of three sentences. Each sentence should be no longer than 25 words.

* Content point one
* Content point two
* Content point three

# **CTA** (call to action)

1. Your CTA should include a simple statement that is no more than eight words long – eg ‘**Find Out How I can Help You’ or Read my *How to Become Confident’* Ebook’**
2. If you are including a button it should contain no more than three words – eg **Contact Me Here** **or** **Download Now**

# Conclusion

* Wrap up the main points of your post.
  + Point one
  + Point two
  + Point three
* What should your reader have learned at the end of this post.
* Your conclusion should be no longer than two paragraphs long.

# **On your blog post ensure you include (via your website SEO package)**

# Keyword

Keyword in your url (www.mywebsite.com/name-of-my-post)

# Title Tag

1. Your title tag helps tell search engines what the title of your post is.
2. It should be no longer than 70 characters to get the best result.

# Meta Description

1. A meta description is the short description that appears below your title tag in a Google search.
2. The length of your meta descriptions should be about under 156 characters.