

# Blog and Article Content Template

## Answer before you write:

- What is the primary goal of this page?
- Which audience(s) does this page target? Choose a topic that solves their primary pain/problem.
- For this topic/solution, what are 3 primary benefits to the reader?
- Which keywords/phrases will you use for SEO? (Use 1-2 CORE keywords plus VARIATIONS.)

## Page Headline / Title

(Place Like & Share buttons HERE) >

Tag <H1>, clear and catchy, start with a core keyword

### SUPPORTING IMAGE:

Visually enhances the topic.  
(Add alt tag with keywords.  
ex: alt="Blog and article  
content template image")

**Intro paragraph** – What is the ONE thing you want the reader to understand from this page? It should be captured in the first 2 sentences followed by a summary of the benefits in the rest of the article. This paragraph should also include the payoff ('Linked Call-to-Action'). *Start with CORE KEYWORDS & use VARIATIONS of them to sound natural.*

**Bolded Sub-Headline (Benefit #1):** Tag <H2>; start with a CORE KEYWORD and summarize the first main benefit discussed in the following paragraph

**[Paragraph content]:** Support this main benefit with an important point.

- May use bullets to
- highlight some features or
- additional points. USE CORE KEYWORDS & VARIATIONS

**Bolded Sub-Headline (Benefit #2):** Tag <H2>; start with a CORE KEYWORD and summarize the second main benefit discussed in the following paragraph

**[Paragraph content]:** Support this main benefit with an important point.

1. May use a numbered list
2. to highlight information
3. in an easy-to-read, step-by-step format. USE KEYWORD VARIATIONS

**Bolded Sub-Headline (Benefit #3):** **OPTIONAL** Tag <H2>; start with a CORE KEYWORD and summarize the third main benefit discussed in the following paragraph

**[Paragraph content]:** Support this main benefit with an important point. Use keyword variations.

**Bolded, Linked Call-to-Action Line:** Give clear direction - where should the reader go next?

**Links to more articles** – “*You may also be interested in these:*” Include thumbnail images

## **IMPORTANT - Check AFTER your first draft, BEFORE publishing:**

- Is the content 1250 words or more? *As of mid-2014, Google strongly prefers articles of 1250-1500 words!*
- Is the Headline/Title clear and catchy? *Use copywriting techniques to grab attention!!*
- Did you TAG the Image and Headlines starting with CORE KEYWORDS? *Very, very important for SEO!*
- Does it solve at least one of your target audiences' primary pains/problems?
- Did you format the content so it's easy for SCANNERS to absorb quickly? *Break it up with bullets.*
- Did you state your main point in the first couple of sentences? Starting with CORE KEYWORDS?
- Did you avoid using a lot of industry jargon?
- Is the content conversational? Did you address the reader as “you”?
- Is it really, really interesting to your target audience? *This increases SHARING!! Did you use share buttons?*
- Is it free of typos and grammatical errors? *Did you use spell-check?*
- Do you tell them EXACTLY what you want them to do – using a clear “Linked Call-to-Action”?

Adapted from allurenwmedia.com