Blog and Article Writing 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 <u>keywords/phrases</u> 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>; <u>start with a CORE KEYWORD</u> 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>; <u>start with a CORE KEYWORD</u> 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>; <u>start with a CORE KEYWORD</u> 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, and 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 <u>starting with</u> 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? <u>*Starting with CORE KEYWORDS?*</u>
☐ 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 allurenewmedia.com