

Blog Post Development Template

Pre-Writing Questions:

- What question are you trying to answer or what problem are you trying to solve?
- Has this question already been answered by others? Do you have a unique angle/take/solution?
- Which audience/persona is this post targeting?
- Based on the topic you're covering, what are the 3 main points you want to communicate?
- Can you tie these points back to (link to) any of your product/service offerings?
- Is there a real-life story that you can tie in to paint a clear picture of the problem and solution?
- After someone reads the post, what do you want them to do next?
- What keywords and phrases do you need to include for SEO?

Post Headline / Title *(should be <h1>, enticing, clear and catchy, include primary keyword/phrase if possible)*

Featured image that grabs attention and adds visual context
(add alt tag with keywords, ex: alt="website content template image")

Opening paragraph(s) – Ideally, blog posts should open with a story to get the reader engaged in the subject matter. Try to provide enough detail to introduce the story's characters and conflict. Keep the story tight and try to save the story's outcome for the end of the blog post.

If no story, set up the context of the post by identifying the question or problem you're trying to solve and tying that problem to your audience. Readers should understand the "who", "what" and "why it matters" after reading this opener.

Bolded Sub-Headline (Main Point #1) *(should be <h2>, summarize the first main point discussed in the following paragraph, and include keyword/phrase if possible)*

[Content block] back up the main point with supporting points.

- May use bullets to
- Highlight some features or
- Additional points.

Bolded Sub-Headline (Main Point #2) *(should be <h2>, summarize the second main point discussed in the following paragraph, and include keyword/phrase if possible)*

[Content block] back up the main point with supporting point.

1. May use a numbered list
2. To highlight information
3. In an easy-to read, step-by-step format.

Bolded Sub-Headline (Main Point #3) *(should be <h2>, summarize the third main point discussed in the following paragraph, and include keyword/phrase if possible)*

[Content block] back up the main benefit with supporting point.

Closing Paragraph *(should be <h2>, wrap up the post with a summary of what you covered, if you opened with a story, provide the ending here)*

Bolded, Linked Call-to-Action or “Next Steps” Line *(provide clear direction as to what the reader should do or where they should go next, this can include commenting on the post)*

Post-Writing Checklist:

- Is the blog post more than 300 words?
- Is the headline enticing, clear and catchy?
- Did you incorporate a story?
- Did you incorporate at least one engaging image?
- Does the post address at least one of your target audiences’ problems/questions?
- Have you used short sentences and paragraphs and broken up paragraphs with sub-headlines?
- Is the content conversational? Are you addressing the reader as “you”?
- Is the content interesting and different than other articles online?
- Is the piece free of typos and grammatical errors? (hint: have someone else read it)
- Is there a clear call to action?