

A GUIDE TO THE PERFECT

Blog Post

Gorgeous, full-width image

Epic Title

Opening

Call to action

Subhead

Content

Subhead

Content

Repeat call to action

Critical for getting attention; will show up in social media when URL is posted

2-3 sentences, state the problem you are going to solve; get them hooked, use key words.

Breaks up the content for easier reading; make it powerful - a benefit or promise; use keywords

Finish with a strong repeat of the CTA; use links as often as possible.

The MOST IMPORTANT part of the post - use verbs, colorful language & tone, controversy, questions, show value, optimize for SEO, about 50-70 chars. long

What do you want readers to do as a result of reading this post? Don't wait til the end to ask for it.

Content chunks are the main part of the post - where you solve the problem stated in the Opening; use as many content chunks as necessary to tell the story, with corresponding subheads.