



Example Blog Post Template

Title: Topic (Including keyword) | Company [70 characters max]

Description: Compelling summary of the post, including the keyword [160 characters max]

Category: [content pillar]

Primary keyword phrase:

Other phrases and synonyms:

Length: X words

[H1] Title (including keyword)

INTRO PARAGRAPH - tell a story or share an anecdote to introduce the topic.

[H2 Subheading (including keyword/synonym)]

CHALLENGES/PAIN POINTS - why should your customers care about this topic?

[H2 Subheading (including keyword/synonym)]

EXPLAIN IDEA/SOLUTION - what can be done to help them overcome the issue?

[H2 Subheading (including keyword/synonym)]

TOOLS & STRATEGIES - 3-5 practical steps to give readers a quick win now.

[H2 Subheading (including keyword/synonym)]

EXAMPLES - show readers how to implement the solution + positive outcome.

[H2 Call To Action]

TEXT - tell readers what to do next to take action (e.g. contact, download, book, etc)

USE bullet points to break up text and make it easier to read

INCLUDE images, gifs, videos or graphics to add interest

FOLLOW the SEO checklist to ensure your post is fully optimised