

Blog Writing Template

Catchy Headline

You need a catchy headline which should draw people in, but also include one of your keywords wherever possible. It needs to tell people what the blog is about immediately, like: 10 ways to write the perfect blog, for example.

First paragraph

The opening paragraph needs to draw the reader in – you can start with a statement, or a question – like, are you wondering how to write the perfect blog? It needs to introduce the topic for your reader in a catch way.

Body copy

The main body copy of the blog should then give the reader the information you have promised in the headline and introduction. Keep it snappy and short – avoid really long text. So in my example, this would be my numbered list of 10 ways to write the perfect blog.

- Use lists and bullet points.
- If you are not using a list layout, use at least three sub-headings to break up the text into sections and include your keyword in at least one of the sub-headings.
- Use images where relevant to make your post more interesting.
- Use graphs and statistics to back up your information.

Concluding paragraph

End the blog with a concluding paragraph – answer the question you asked in the opening paragraph and write a quick summary of the main points in the content.

My conclusion would be – so, take these 10 points and you will never have any problem writing the perfect blog again – or something along those lines, summarising the points briefly.

Call to action

Make sure you always include a call to action – you want people to do something from your blog, like call you, email you or click on a link. Mine would be, if you still need help writing blogs, get in touch with me...

Length

Ideally your blog should be around 700 – 1000 words as a rough guide. Google doesn't like anything under 300 words generally as it's not considered long enough to be authoritative.