

BLOG POST TOPIC / DATE:

Headline

1. Craft a catchy headline (or blog title).
2. We found those with a length of 60 characters is ideal. Headlines between 8 and 12 words are shared most often on other social media.

Title Tag (optional)

1. Your title tag helps tell search engines what the title of your post is. It appears as the clickable link for a given result.
2. Ideally it should be no longer than 70 characters to get the best result.

Meta Description

The length of your meta description* should be about under 156 characters.

Introduction

1. What is your audience going to learn?
 - a. Point One
 - b. Point Two
 - c. Point Three
2. WIIFM (What's in It for Me?)
3. Keep it short.

Gated Content Sub-header (optional)

1. Any content that you want to gate* should be here.
2. Include some sort of CTA* to encourage readers to download your content.

First Section Sub-header

Your first section of body copy* should be between three to five paragraphs long. We recommend each paragraph to be no more than a maximum of three sentences. Each sentence to be no longer than 25 words.

- Body copy point one
- Body copy point two
- Body copy point three

Second Section Sub-header

Your second section of body copy should ideally be between three to five paragraphs long. We recommend each paragraph to be no more than a maximum of three sentences and each sentence to be no longer than 25 words.

- Body copy point one
- Body copy point two

- Body copy point three

Third Section Sub-header

Your third section of body copy should ideally be between three to five paragraphs long. We recommend each paragraph to be no more than a maximum of three sentences and sentence to be no longer than 25 words.

- Body copy point one
- Body copy point two
- Body copy point three

CTA

1. Your CTA should include a simple statement that is no more than eight words long.
2. If you are including a button it should contain no more than three words.

Conclusion

- Wrap up the main points of your post.
 - a. Point one
 - b. Point two
 - c. Point three
- What should your reader have learned at the end of this post.
- Your conclusion should ideally be no longer than two paragraphs long.

Please note, these are just rough guidelines. Feel free to use an alternative template of your choice, if you find it is better suited to your content and purpose.

*Glossary

Meta Description: the short description that appears below your title tag in a Google search.

Gated Content: materials (white papers, articles, videos etc.) that requires reader to fill out a form before they can access them.

CTA: Short for call to action. Pushes blog user towards a particular action.

Body Copy: Text forming main content of your article.