Write a better blog post template

Using this template should save you that awful feeling of a blank piece of paper waiting to be filled. If you are still stuck when you have gone through the template, consider contacting us at info@marketingondemand.co.uk or tel. 01491 614404 to see how we can help with your content creation.

Where does this post fit with your content strategy? How does it form part of your brand story?

Where does your topic fit into your site structure? How will it help develop your relationship with your reader?

What keywords are you targeting in this article? What words do your audience use and how do they describe the problem you are about to fix?

What headline will capture attention and draw your audience in?

Coschedule's Headline Analyzer might help here - https://coschedule.com/headline-analyzer

What points do you need to make in your introduction?

Your introduction should include:

- *What the post is about*
- *What issue the post will fix*
- *How the post will fix the issue*

Make sure the introduction catches the attention that you set up with your headline, and be sure to **get to the point***.*

What sections will you divide your article into?
List your sub-headings with notes about the main points you will make here:

End with a strong conclusion. What is your summary? What is your call to action?

Make sure your conclusion is crystal clear and that you leave the reader knowing exactly what action you want them to take – and make taking this action as easy as possible.

Go on and fill in the blanks, fleshing out your post based around the structure above.
Then make sure to check, edit, check again and see if you can add more value.
Add images and quotes to break up the text.

Publish your post and promote it – hopefully this template has helped you to structure your thoughts and make approaching a new blog post easier, and making you a much more productive blogger.