## **HEADLINE**

The key goal of your headline is to grab attention. Headlines draw traffic, capturing the attention of potential readers and helping search engines point the right people in your direction. Ideally, headlines should be kept to fewer than 10 words.

# CONTENT

Your first bit of content should always aim to foster an emotional connection within the reader - this is what's going to make them carry on reading till the end. Set the scene for what's to come, but try and remember the incredibly short attention span of online readers and keep each bit of content to no more than 6 or 7 sentences.

#### CONTENT

The next bit of your content should delve a little deeper into the subject as you have outlined it above. Start to get down to the nitty-gritty of what you want to say. You can add a few references and external links here too - this will not only bolster your industry credibility, it will also help with your search engine ranking.

#### CONTENT

Give people practical, easy-toimplement advice and they will keep coming back to you time and again. Step-by-step guides, numbered lists and top tips are easy to follow and look achievable, but you'll soon get to know how your readers prefer their advice.

## **MAIN IMAGE**

Your main image is another attention-grabbing element - its main function is to draw the reader in further. It doesn't necessarily need to be directly illustrative of the written content of your post, but it should in some way talk to it. As long as you can link the image and the text through a well-written caption, you're good to go.

# **CTA #1**

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Your first call to action. This is a good place to use a 'click to tweet' pull-out quote. People tend to quote experts, so prompting people to tweet you will automatically position you as an authority on the subject. It's also a great way of marketing your blog. Just make sure you choose an exciting and enticing quote!

## IMAGE

Adding a half-width image at this point in the blog will further help to break up your text. Making the image half-width will automatically make the text 'feel' more manageable, as the lines themselves will be shorter, even if your sentences aren't. It's a good opportunity to support your written content with a diagram, graph or similar.

**OPENER** 

If you can get somebody to read the first three sentences of your post, the chances are they will read it to the end. So this opener is quite important. It's a good idea to ask a question, or posit a dilemma of some sort, as this tells the reader they will find the answers within your blog post.

### **SUB-HEADING #1**

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Sub-headings serve two important functions. Firstly, they help break up your text into smaller, more-manageable chunks (even the shortest article can look overwhelming on a smartphone). Secondly, they let the reader know what's to come next in your content, enticing them to carry on reading. Get this right and you'll keep your readers to the end.

### SUB-HEADING #2

You've already connected with your reader - now's the time to tell them exactly what they'll learn. Are you giving them a step-by-step guide? How about teaching them how to do something? This is where you start preparing your readers to take the action vou want them to.

#### **CTA #2**

The money-shot. Subscribe, download, visit website... if you've kept your readers up to this point, your call to action can be whatever you want it to be.

**KNOW YOUR AUDIENCE.... AND YOUR ONIONS** 

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As long as you write for your audience, and know what you're talking about, you'll be golden.

# THE PERFECT **BLOG**

Incorporate these key elements into every blog post, and you'll be sure to nail it every time...

#### CONTENT

CONTENT

