

How to write a Blog Post

Data from <https://backlinko.com/write-a-blog-post>

Find a Proven Topic

Check Udemy Course names for topic of interest. People pay for these courses. Use search bar. Find the best selling courses.

Amazon table of Contents under Books. Check for high number of feedback scores which relate to sales. See table of contents for best books. Write down the topics of interest.

Use SEMrush for competitor research for top content.

BuzzSumo the topic. See topic engagement rates.

Conference Agendas. Look at the topics covered. Enter Agenda URL into Google Keyword Planner, this page only. See keyword phrases of interest around your topic.

Blog Post Template

#1 Expanded List Post

List Post Headline

Item #1

Item #2 ...

Headline with number, benefit and timeframe.

Introduce problem and point to the solution.

Benefit subheading

Overview

Steps ...

Conclusion with Call to Action

E.g. Which tip are you going to try first?

#2 The Branded Strategy Case Study

Title with specific benefit, number and timeframe. Your special named technique. E.g. The Blue Rocket Technique.

Preview of post

Relatable situation.

Outline Results

Step #1, Overview, Steps, Benchmark

Step #2, Overview, Steps, Benchmark

Summary

Call To Action

#3: Tools of the Trade

Software, processes, tools that solve a problem.

Headline with number, emotion, highlight a goal.

Intro

Feature benefit

Tools = Problem, Solution, Details

Conclusion Call to Action

#4 The Ultimate Guide

A complete resource that covers EVERYTHING.

Headline with keyword, complete/ultimate/definitive.

Intro big promise.

Why the topic is important.

Show how guide can help people master the topic.

About the author, why you, who is the guide for.

Chapters

Start with why

4-5 tips

Put it all together

The bridge to next chapter

Conclusion, summary, call to action.

#5 The complete list

A Complete List is like an ultimate guide ... in list form.

Tips, item, tool, technique, strategy, example, case study.

Headline keyword phrase, complete/comprehensive/every, number items.

Intro, the promise, the problem, CTA.

List Items, focus, be brief.

Conclusion, recap, CTA.

Create an Awesome Headline

Buzzsumo for headline ideas. Based on Facebook engagement.

X reasons why ..

X things you ...

This is what ...

This is the ...

This is how ...

X of the ...

X ways to ...

This is why ...

The X best ...

How to make ...

These are the ...

Here are the ...

How to get ...

X things that ...

You can now ...

The X most ...

X things only ...

Why you should ...

Created by Matthew Bulat. Much more information at www.matthewb.id.au | matthew.bulat@gmail.com

12-18 words

Add Brackets () e.g. (2019) [New Research]

Top headlines for LinkedIn engagement.

The future of ...

X ways to ...

Need to know ...

In the world ...

Of the year...

X things you ...

One of the ...

The power of ...

How to get ...

How to make ...

Why you should ...

That will transform ...

The top x ...

Want to be ...

In X years ...

Of the future ...

X tips for ...

You want to ...

The X most ...

The end of ...

Include emotional marketing value.

Craft a Compelling Intro

4-7 sentences.

Preview, proof, preview

Write Your Post

Short paragraphs to be easy to read.

Section subheadings

Active Voice

15-17px

Write like you talk

Lots of visuals

Add a Conclusion

Transition from post to conclusion.

Ask a specific easy question. E.g. Which strategy from today's post are you going to try first?

Call to Action. Leave a comment below or share on social media.

Optimize for SEO

Short English URL e.g. keyword-phrase.html

Meta description. Under 155 characters. Include keyword phrase.

Keyword phrase in title, heading and intro.

Internal links to related content.

Google Analytics, Facebook Pixel added to page.

Promote Your Content

Facebook Boosted Post

Facebook retargeting

Email Newsletter

Tweet

LinkedIn Post

Content Transformation

Email newsletters

YouTube scripts

Social media posts