Blog Template

Content Club

Heading/Title:
What will the reader learn by engaging with this blog?

Intro:
Who is writing it and what's there relevance to the topic (2-3 sentences max)

What: 20% (200/1000 words)
What is your blog actually about? What is the lesson or idea you're about to share?

Why: – 30% (300/1000 words)
Why is it important? What is the impact of doing what your saying and/or what is the risk of not doing it?

How: 50% (500/1000 words)
How can it be done? This is the practical advice your reader came for. You can also make this easier to write and read by breaking it up in to steps:

1. **Step one:**
2. **Step two:**
3. **Step three:**

Conclusion:
A few short sentences, which summarise and reference back to the 'why' element.

CTA's, Links and Keywords:
1. **Ensure the keywords you you want SEO to see are in the first paragraph and/or heading (use <h1> tags too)**
2. **Ensure you have links to other blogs and your home page**
3. **Ensure you have links to contact and your social profiles**