

Title:	<p>Use an emotional title to draw readers in, you really only have 2–3 seconds to grab your user’s attention, convince them to click, and actually read your blog post.</p> <p>Use <a href="#">EMV headline analyzer</a> to find the emotional marketing value of your headline.</p> <p><a href="#">IsItWP’s headline analyzer tool</a> gives tips on how to improve your headline (THINK KEYWORDS)</p>
Alt. Title	(your 2 <sup>nd</sup> idea) Oftentimes it is helpful to do a brain dump with keywords into a title that may turn into a title later, after writing
Keyword:	<p>Conduct keyword research to learn what your audience is looking for – can be done simply and freely.</p> <p><a href="#">Google Trends</a> : A bit more time consuming, but worth it</p> <p><a href="#">KeywordTool.io</a>: A free tool to see some of the most popular keywords searched by users in your industry.</p> <p><u>Google Search</u>: Simply ‘google’ words you are thinking of searching, scroll to the bottom of the page, then use those words at the bottom in the little ovals (these are related searches and what others search)</p>
URL:	this-is-blog (keep the slug short, and keyword friendly, remove articles where necessary)
Meta Description:	What shows up when people are searching.It's best to keep meta descriptions long enough that they're sufficiently descriptive, so we recommend descriptions between 50–160 characters.
Photo:	Original photos – stock image if absolutely necessary

Use this blog template as a guide when writing a blog. It is FULL of information that the little internet bots love, as well as ideas for implementing things your viewers need and want. The exciting news is that with the implementation of BERT by Google, things are becoming more realistic, and writing will never be easier.

**Example article/blog layout:**

**TITLE**

Intro paragraph

**Keyworded Meta Title**

Paragraph

**Keyworded Meta Title**

Paragraph

**Keyworded Meta Title**

Paragraph

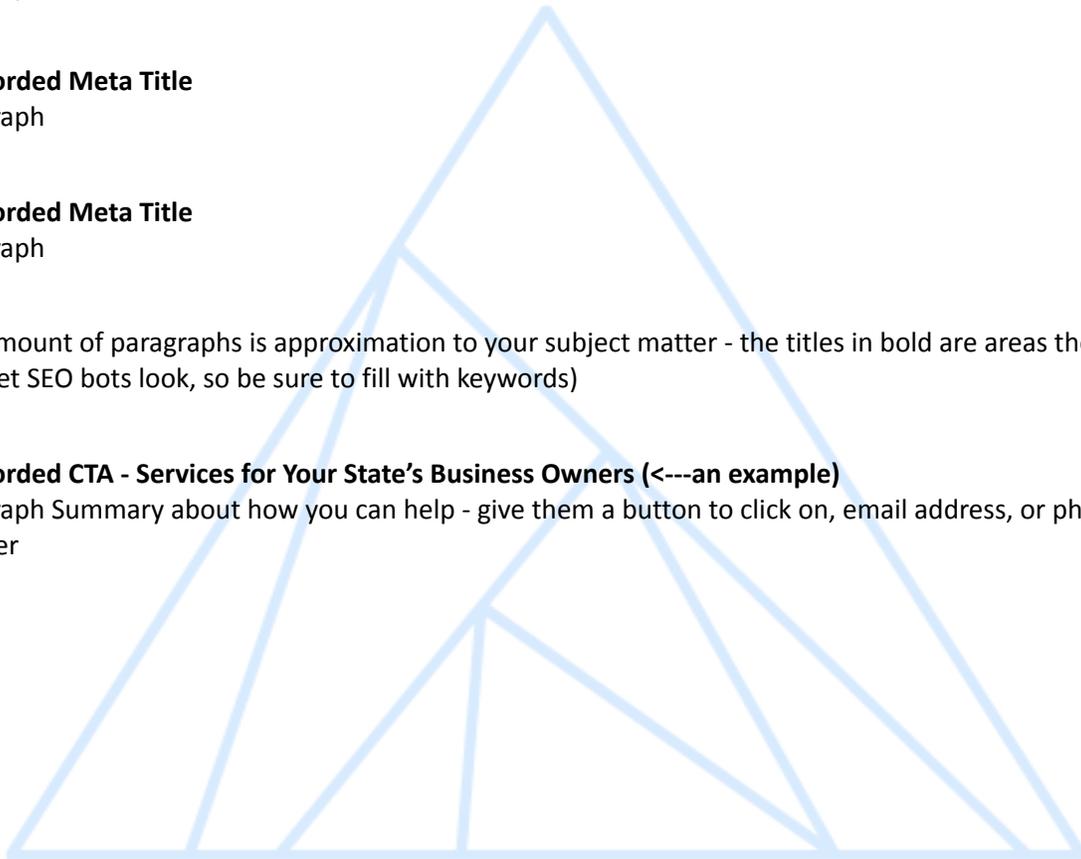
**Keyworded Meta Title**

Paragraph

(the amount of paragraphs is approximation to your subject matter - the titles in bold are areas the internet SEO bots look, so be sure to fill with keywords)

**Keyworded CTA - Services for Your State's Business Owners (<---an example)**

Paragraph Summary about how you can help - give them a button to click on, email address, or phone number



## TOOLS:

### **Write blog with SEO in Mind (as suggested by layout above)**

- Add a proper meta title
- Add a proper meta description
- Optimize for focused keywords
- Use related keyword variation
- Add alt-text to your images
- Embed internal links to your other content

### **RESEARCHED TIPS**

It is tricky to get blogs read and producing content does not have to be consistent unless it has massive amounts of quality.

#### **Blog on Purpose**

1. New Product – If you've launched a new product, then tell your readers about it
2. Events – If you've hosted an event or been to an event (or perhaps are going to the event), give readers a news update about it.
3. Additional updates – If you have a large, already established brand, or a reasonably sized fan base (I'll let you decide how many people this needs to be, but certainly more than your mother and your best friend), then they're likely to be more interested in what you're doing, therefore it would be natural to include more details of what's happening within your company, pending product launches, new hires, etc.

## TOP HINTS

*Blog for your customers, not for you*

### **1. Know your audience and what they are searching for**

Use keyword searches to look for what is being searched (see above)

### **2. Write a compelling headline**

Most people reading a blog post leave without reading it all the way through.

You only have 2–3 seconds to grab your user's attention, convince them to click, and actually read your blog post. See above on how to make

### **3. Add subheadings and shorter paragraphs to break up the page**

Think about using color to set off something, links, underlines, bolding, readers can get bored if they are not draw in continually. Stick to 2–3 lines of text, maybe 4 if something really needs explanation.

### **4. Use bullet points**

- Express clear benefits. Bullets are like mini headlines
- Keep your bullets symmetrical, think 1-2 lines each
- Avoid bullet clutter, don't write paragraphs in bullets

- Remember bullets are not sentences, they're like headlines

5. **Add Images** -And if possible, ensure they are your own, use stock if only in a pinch, and ensure your alt text and more are [WCAG](#) approved

6. **Add a Clear Call-to-Action**

Invite clients to reach out to you more via your social media avenues, email, etc. Or simply, to purchase a product. This can be simple, but give them a reason to see you out and get them deeper into your services.

