

Title: [Insert Primary Keyword]

Publish date: [MM/DD/YYYY]

Category/Tags: [Insert Relevant Categories or Tags]

Primary keyword:

Secondary Keywords:

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How does this fit into my overall strategy?

What's the key takeaway action?

What questions do I get asked about this?

What's my point-of-view on this? (ex. Do I get feisty, do I have a background in this, do I want to expand on an old idea, etc.)

Problem:

Solution:

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Introduction:

***Intro story/fact/anecdote/etc.***

[Include primary keyword]

Boilerplate/Newsletter Sign-up

[Insert standard text about your blog or business, and prompt readers to sign up for the newsletter]

H2: [Reworded version of title that still includes your primary keyword]

***Core Message - What is it that I'm telling them? Say it clearly!***

***Include primary keyword at least once.***

### [H3] Heading - Subcategory heading that includes one of your secondary keywords

*Section or mini blog. Include the secondary keyword from the heading at least once within the text.*

### [H3] Heading - Subcategory heading that includes the other secondary keyword

*Section or mini blog. Include the secondary keyword from the heading at least once within the text.*

*\*\*Insert as many more H3 headings as you need for your post content.\*\**

## H2 Conclusion Title:

[Tell 'em again.]

[Include primary keyword]

Call to Action: [Encourage readers to engage further with your content]

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## SEO Elements:

Meta Description: [Craft a summary that includes the primary keyword]

URL Slug: [Use a concise version of the title with the primary keyword]

Image ALT Text: [Describe images using the primary and secondary keywords]

## Blog Post Pixie Dust:

- 1-2 studies or data points**
- Personal story or illustration**
- Bulleted or numbered list**
- Examples (ex. Have you done client work about this?)**
- Screenshots**
- 5-10 links (try to make half of these within your website)**
- Quotes**
- Imagery elements: photos, infographics, gifs, etc.**
- Embedded tutorial or demo**
- Video**
- Real life application**