

WHAT ARE THE ELEMENTS OF A PERFECT BLOG POST?

A Graphic Guide to Creating Posts and Articles That Actually Rock.

Optimize Your Introduction

Your INTRODUCTION can be optimized by using these three sections: an OPENING that also serves as your meta description, an ANSWER PARAGRAPH that answers/addresses your headline briefly, and a TRANSITION encouraging readers to read more.

Set the Expectations

Give your readers a reason WHY they should keep reading: usually this is a BIG PROMISE or the promise of a BENEFIT so people know exactly what they're getting into by reading your piece.

Have a Shareable Quote

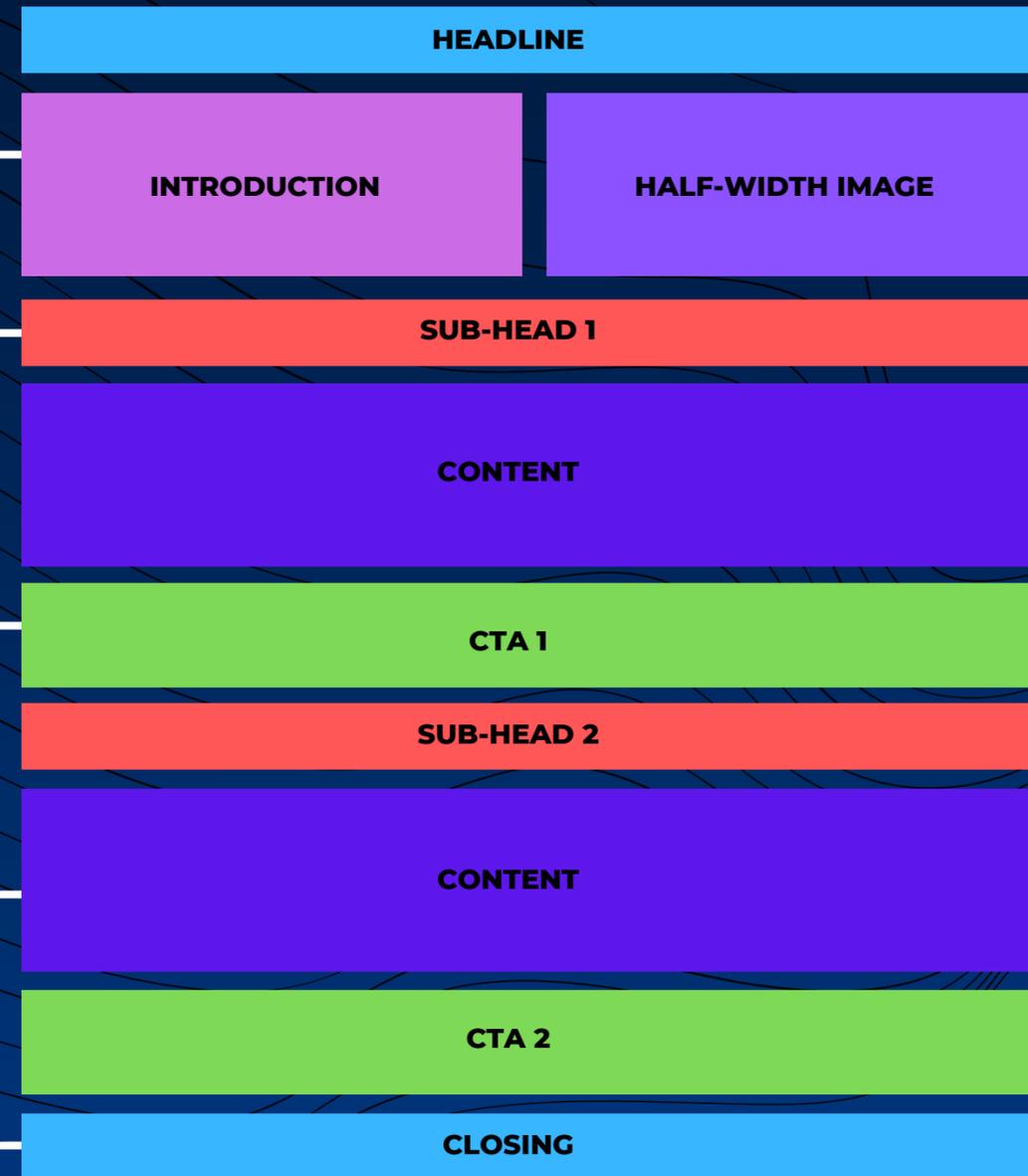
People love experts and authorities, which is why you should have a SHAREABLE QUOTE that readers can tweet or otherwise share on social media. So you not only position yourself as an authority figure this way, you also gain from having social shares (and hopefully, more people stopping by to read your blog post).

Get Detailed, Be Helpful

Give readers actionable, practical, easy-to-implement advice. Use how-to's, anticipate follow-up questions, and detail next steps. Useful and helpful CONTENT is the best way to win your readers' hearts and minds.

Wrap It Up

You don't have to recap points you've already discussed. Instead, your CLOSING should answer the question, "so now what?". You should also take the opportunity to encourage readers to leave comments and start a conversation with you.



Your Goal is to Grab Attention

Among many other similar articles out on SERPs and news feeds, your piece will most certainly stand out over everybody else's with a well-written HEADLINE, encouraging readers to choose your site.

Make Your Intro More Enticing

The HALF-WIDTH IMAGE serves to reduce your Introduction's number of characters per line (CPL). The fewer the CPL, the more enticing the section as it becomes easier for visitors to read, allowing them to make snap decisions about the accompanying text.

Connect on an Emotional Level

By tapping into the emotions of your reader, they are more likely to draw connections with what you've written, and that's because they see the relevance of your CONTENT and how it helps solve a problem, answer a question, or address a pain point.

People not only pay attention when you've connected with them emotionally, they're also more likely to take action.

Break Up Your Text

SUBHEADERS not only help you fulfill the purpose or promise of your blog post, it also breaks up big blocks of text to make your piece easier to read. Other ways to break up big blocks of text? Use graphics, video, charts and graphs-- anything to help make your post more appealing and more fun to read.

Have a Suitable Call-to-Action

Congratulations! You've managed to get your reader to go through your entire piece. What do you want them to do now-- buy one of your products, sign up for one of your services, or subscribe to your blog?