WorkSheet To Create Your Next Blog Post

NEILPATEL

neilpatel.com

Step #1: Follow this blog post structure

Every time you write a blog post, I suggest using the following format to structure your posts initially. Once you prepare the layout of the entire post,now it become much easier to expand on those ideas.

Your Headline	
Image URL	
Introduction	
Your Main Points	
Conclusion	

Step #2: Hooking Your Audience With Catchy Introduction

Remember You never get a second chance to make a first impression." Your opening paragraph is your chance to draw readers further into your post. It usually asserts a point or thesis that hooks the reader and makes them want to read more.

So, I suggest writing 2-3 variations of your introduction and choose one from them.

Introduction V1	
Introduction V2	
Introduction V3	

Once you're done writing 3 versions, now ask yourself-

- Did I state the problem very clearly and promised a solution?
- Did I mention about the benefit they'll get from this article?
- Am I creating a conversation with the reader ?

If you can't say "yes" convincingly , then I suggest writing again.

Step #3: Fixing the On Page SEO

When doing on-page optimization, you want to pay attention to these elements of your page, and communicate your topic to your audience – and to Google – in these sections:

- Title tag
- Content of page
- URL
- Image alt text

Step #4: Create Blog Posts Full of Practical Value

Integrate the following things within your blog posts to create a highly useful content:

- Build strong desire in your post by using bullet points.
- Break down complicated topics or facts into a simpler structure and form.
- Do not ask readers to buy products immediately after reading your posts.
- Make sure your post not only answer their questions, but nudge and inspire them to implement what they read.

If you follow the above steps you should be able to create a blog post that is highly appreciated by your readers. Lastly, don't forget the "promotion" part. Promote your content as much as possible to earn high quality links.