

BLOG POST TEMPLATE (Tips and Examples Included)	
HEADLINE	<ul style="list-style-type: none"> ▪ 6 to 7 words. ▪ SEO Keyword should be used in the first 20 characters. ▪ Be Positive. ▪ Capitalize only First and Last Word, Verbs, Nouns and articles, conjunctions and prepositions 4-words or longer ▪ Use the <i>CoSchedule Headline Analyzer</i> to tweak headlines.
INTRODUCTION	<ul style="list-style-type: none"> ▪ Be concise. ▪ Hook the reader. ▪ Summarize the most important aspects of the story. ▪ Lead with a quote, story, or anecdote ▪ State a commonality
SUBHEADINGS # 1, 2 & 3	<ul style="list-style-type: none"> ▪ Use proper hierarchies with tags (starting with Heading 2) ▪ Don't force keywords in. Only use when they feel natural or make sense ▪ Capitalize only First and Last Word, Verbs, Nouns and articles, conjunctions and prepositions 4-words or longer
SUMMARY	<ul style="list-style-type: none"> ▪ Be concise. ▪ Summarize main idea of post without being vague ▪ Wrap up nicely
CALL TO ACTION	<ul style="list-style-type: none"> ▪ Invite reader to Subscribe ▪ Invite reader to Comment ▪ Invite reader to Visit Link ▪ Invite reader to Share ▪ Invite reader to Download Document

RECOMMENDATIONS	
Internal Links	No more than 5 (suggested)
External Links	No more than 3 (suggested)
Social Media Posts	3 Twitter / 1 Facebook / 1 LinkedIn (etc.)

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