Blog Template

[**Insert Magnetic Title**: Your title should clearly indicate the objective of your blog post. Include emotional words to capture attention and encourage visitors to read your article.]

[**Insert compelling lead:** The first sentence or paragraph (2-4 sentences) gives you the opportunity to let the reader know how they will benefit from reading your blog. Get to the point as soon as possible.]

[**Use subheadings, graphics and white space**: Subheadings help the reader find the topic of their interest faster and increase search engine optimization (SEO). Graphics break up text, draw attention to key points, and make it easier to create posts for social media. White space breaks up text which is easier on the eye and less overwhelming; readers get the sense it won't take long to read.]

[**Enhance SEO:** Include key words, clear descriptions, backlinks to external sources, internal links to other content on your website (free advertising), videos, graphics, and evergreen topics (topics that will always be relevant as opposed to trends).]

[**Call-to-action**: Include something for your readers to do. It may be to follow you on social media, schedule an appointment, subscribe to your newsletter, register for an event, or provide an email address to gain access to exclusive content.]

[**Word count considerations**: Word count increases your SEO ranking. Longer blog posts increase the number of key words that will appear in a search when someone is trying to find you or your business. Quality content is just as important as word count. Consider the following suggestions when it comes to word count:
- It takes 4 minutes and 12 seconds to read 1,000 words, on average
- Technology blog posts: 500 -1,000 words
- Fashion blog posts: minimum of 1,000 words
- Travel blog posts: 1,000 to 2,000 words
- Lifestyle blog posts: 300 to 2,000 words
- Lead generation (used to attract consumers to your website): average 2,500 words
- Brand awareness, tutorials, interviews, listicles, pillar pages, news-like content: 1,000 to 4,000 words

[**Read your post out loud**. An editing tip to identify missed errors or typos.]

[**Mobile compatibility**: View your posts on at least one mobile device and with more than one browser.]

[**Meta description**: The meta description is in HTML code. It is the brief description Google will display to describe your post in the search results. Google will use your first sentence to create meta data or you can use plugins like [Yoast](#) to control what people will see.

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[**About the author**. Insert your name, credentials, and a brief biography as it relates to the blog content or organization.]