

The Perfect Message



Blog Writing Template

Header Image

Make it unique, relevant and eye catching. Ensure it's on brand, fits your company image and stands out among your competitors. Consider using words within your header graphic as statistics show that these get more clicks on Social Media.

Title

Make sure your title is snappy and describes what the article is about but doesn't give too much away. Think about the things that are important to your potential clients; what's in the news? What are their pain points? What do they want to read about?

Introduction

Include the main keywords here to grab attention. Provide a 'hook' to make readers really want to carry on reading. Including statistics and facts always makes writing an introduction easy.

Body Text

This is where you provide the bulk of the information. Don't just rehash what your competitors are doing; you want your potential clients to see you as the experts in your area of business. Use the body of your blog post to prove it.

Conclusion

Do a recap of the main message and key points you want your readers to remember. Restate what you told them and why it's important.

Call to Action

Direct your audience to do something. This could be to sign up to your mailing list, book a consultation or to view your product offering. No blog post should get to the end without a Call To Action.

Need help with your blogging?
Why not get in touch?