

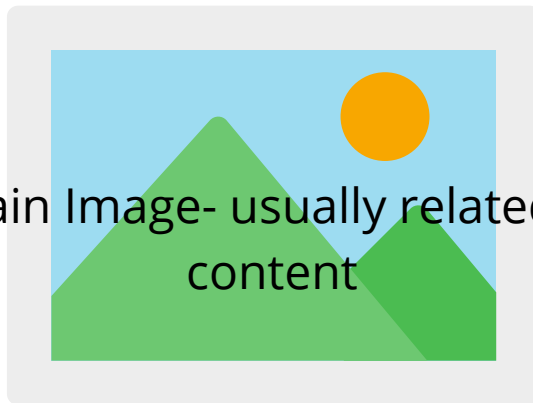
Blog Post Layout

Post Title- Size H1 Heading (Appealing to readers)

Social Media Buttons-



Main Image- usually related to content



Sub- Headline- Size H2

Introduction

- Introduction to topic-a problem your readers has
- How can your post help them solve their problem?

Subheadings- Subheadings included are based on blog post type (How to, list, comparison, interview), include content after subheadings

- Lists
- Bullets
- Images
- Statistics
- Videos

Offers- Include reader incentives

- Free Courses
- Downloads (printables, templates, graphic elements)

Conclusion- Bring all the important points in your post together.

- How has your post help your readers?
- Re-emphasis main point
- CTA (call-to-action)- encourage your readers to leave comment, download freebie

Social Media Buttons-



Include social media buttons at the beginning and end of post. Give readers every opportunity to save and *share* your content.

Related Posts- Help your read navigate your site and find related content.

- Encourage visitors to explore your site