STEAL THESE 3 SIMPLE TEMPLATES

FOR YOUR NEXT BLOG POST

"HOW-TO", "LIST", AND "WHAT IS" BLOG POST TEMPLATES

WELCOME TO YOUR

BLOG POST TEMPLATES

These simple, easy-to-use templates are designed to help you write epic blog posts that your audience will love. As an avid blogger myself (you can read the OJC blog here), these are some of the tried-and-true blog post formats that I know work when it comes to building a cult following, gaining visibility, and boosting your personal brand recognition.

Good luck!

x Olivia

P.S. Be sure to reach out to me @oliviajenkins.co on Instagram and let me know if you have any questions — or just to say hi and get connected :) I'm always excited to hear from you!

GO TO TEMPLATES ⟶

"HOW TO"

BLOG POST TEMPLATE

One of the main reasons people use search engines is to help them figure out "how to" do something, whether it's cook a recipe, fix a household appliance, or apply a certain makeup look. In order to meet the demand for this kind of information within your own industry, you should be creating "how-to" style blog posts for your audience.

"How-to" style blog posts provide your readers with a step-by-step guide as to how to do something. They are especially valuable when it comes to building trust with your audience, as you are providing them with step-by-step free information (that may go quite in-depth) without expecting anything in return.

—————————————————

Blog Post Title: The title of your blog post. Make sure it begins with "How to…"
Publish Date: Desired publish date.

Title + Introduction
Lead into the post with a short introduction. Be sure to:

- Identify what you'll be covering
- Discuss why what you're talking about is important and how it will benefit your audience

What is [term], and why does it matter?
Some readers may have no idea what it is you're explaining how to do. If what you're writing about is well-known, you can skip the definition.

After defining the term, explain why it's important for the reader to understand the idea and/or know how to do what you're writing about.

"HOW TO"

BLOG POST TEMPLATE

How to [your topic]
This section will serve as the body of your blog post, and will outline in step-by-step detail how your readers should achieve a certain task. Each step should have its own section header for optimal organisation and clarity, plus SEO purposes. You can also include visual aids for each step as needed in the form of images, infographics, or videos.

Be straightforward in your instructions. It's okay to be detailed, but avoid any unnecessary "fluff" — it can confuse your readers.

Tips and tricks [optional]
If you have additional tips and tricks that you've learned along the way and think your audience might find helpful, include these here. This is also where you can give your readers important general reminders about how to approach your topic of choice. If you don't feel like you have anything to add here, you don't need to include this section.

Outro + Call to Action
Wrap up your blog post with a great outro that summarises the key takeaway you want them to walk away with from the post. You can also remind them of why it's important to complete this task.

Finally, include a strong call-to-action to help them complete a desired action. This could be signing up for your email list, purchasing a product, following you on socials, or something else. Whatever it is, make sure it helps with lead generation, visibility, and/or boosting sales.

CHECK THESE THINGS BEFORE PUBLISHING ⟶

"HOW TO"

CHECKLIST BEFORE PUBLISHING

☐ Did you explain the concept you were going to be covering and why it's important?

☐ Did you define any terms your readers may not be familiar with?

☐ Did you provide at least three clear, actionable steps to accomplishing the task your reader needed help with?

☐ Did you spell check and proofread?

☐ Is the post 800-1000 words at minimum and 3000-4000 words at maximum?

"LIST"

BLOG POST TEMPLATE

A list-style blog post is simply a blog post in list format. It may list a number of steps, tips, ways, methods, ideas, statistics, facts, myths, products/services, recommendations, and so on — the opportunities when it comes to list-style blog posts are truly endless!

A strong list-style blog post will consist of a list of 3-20 items followed by a brief paragraph explaining that list item.

―――――――――――――

Blog Post Title: The title of your blog post. Make sure the title starts with a number.

Publish Date: Desired publish date.

Title + Introduction
Lead into the post with a short introduction. Be sure to:

- Identify what you'll be covering
- Discuss why what you're talking about is important and how it will benefit your audience

Why is this list important?
Explain to your readers why they should care about the concepts you're writing about in your list. You can mention the implications that these topics may have on their careers, personal life, finances, fitness, lifestyle, etc. A good way to add credibility to this section is to include at least one hard fact/statistic or link to an outside resource to backup your claims.

"LIST"

BLOG POST TEMPLATE

The Numbered List

It's time to jump right into the list! Be sure to follow up each of your list items with additional copy elaborating on why they are included in the list. It should look a little like this:

- #1 [List Item]
- Explanation of list item + why it's included. This explanation can be anywhere from a few sentences to multiple paragraphs.

It is crucial that you organise your list so that each item has its own header. As always, feel free to include accompanying images, infographics, or videos to back up your list points when needed. This can help break up an otherwise text-heavy blog post and make your blog content more accessible to visual learners.

Outro + Call to Action

Wrap up your blog post with a great outro that reiterates why this list is important and how they can benefit from the items on the list.

Finally, include a strong call-to-action to help them complete a desired action. This could be signing up for your email list, purchasing a product, following you on socials, or something else. Whatever it is, make sure it helps with lead generation, visibility, and/or boosting sales.

CHECK THESE THINGS BEFORE PUBLISHING ⟶

"LIST"

CHECKLIST BEFORE PUBLISHING

☐ Did you explain the concept you were going to be covering and why it's important?

☐ Did you define any terms your readers may not be familiar with?

☐ Does your list include at least three items followed by additional clarifying copy?

☐ Did you provide at least one outside source or hard statistic to further explain the concepts on your list?

☐ Did you spell check and proofread?

☐ Is the post 800-1000 words at minimum and 3000-4000 words at maximum?

"WHAT IS"

BLOG POST TEMPLATE

Let's face it — we've all typed "What is ___…" into Google at some point or another. Your audience has as well. When your readers need a quick answer to a question, the "what is" style blog post is the solution.

This blog post simply helps your audience answer their question and provides further details on the topic in case your readers want to learn more.

A "what is" blog post can also take the form of a "when is", "who is", or "why is" blog post depending on what your audience wants to know. You can follow the same format for these types of blog posts as you can for a "what is" blog post.

Blog Post Title: The title of your blog post. Make sure the title starts with "What is…", "When is…", "Who is…", or "Why is…"

Publish Date: Desired publish date.

Title + Introduction

Lead into the post with a short introduction. Be sure to:

- Identify what you'll be covering
- Discuss why what you're talking about is important and how it will benefit your audience

What is [term]?

Immediately jump in and answer the question posed by the title of your blog post. This will provide your readers with an immediate answer and increase your chances of ranking higher in Google's algorithm.

"WHAT IS"

BLOG POST TEMPLATE

Why is [term] important?

Explain to your readers why they should care about the question you're answering in the post. You can mention the implications that these topics may have on their careers, personal life, finances, fitness, lifestyle, etc. A good way to add credibility to this section is to include at least one hard fact/statistic or link to an outside resource to backup your claims.

OPTIONAL SECTIONS — CHOOSE ONE

1) Real Examples of [Term]

List no more than 3-5 examples of the concept you're explaining in action. You can include images, infographics, or videos to further illustrate your point here.

2) Tips and Reminders for [Term]

List 3-5 of your own tips and tricks or well-known best practices relating to the concept you're explaining. This additional advice can help you personalise your post to your brand and ideal audience. You can once again include images, infographics, or videos to further illustrate your point here.

Outro + Call to Action

Wrap up your blog post with a great outro that reiterates what the term is and why it is important.

Finally, include a strong call-to-action to help them complete a desired action. This could be signing up for your email list, purchasing a product, following you on socials, or something else. Whatever it is, make sure it helps with lead generation, visibility, and/or boosting sales.

CHECK THESE THINGS BEFORE PUBLISHING   ⟶

"WHAT IS"

CHECKLIST BEFORE PUBLISHING

- ☐ Did you define the term and/or explain the concept in simple-to-understand language?

- ☐ Did you explain why the term/concept is important?

- ☐ Did you include at least one of the optional sections?

- ☐ Did you spell check and proofread?

- ☐ Is the post 800-1000 words at minimum and 3000-4000 words at maximum?

OLIVIA JENKINS

OLIVIAJENKINS.CO