

Blog Template – Content Guide

[Blog Title]

(this should always be a topical question)

Introduction (100-150 words)

- Briefly introduce the topic.
- Highlight the problem or question the blog will address.
- Include the primary keyword.

Section 1: Define the Topic (200-300 words)

- Begin by explaining the subject.
- Bullet point your content to outline the basics or provide background information.
- Incorporate the keyword focus within these to link back to the main question.

Section 2: Answer the Question (200-300 words)

- Explore the question posed in the introduction in greater detail.
- Use examples or case studies to support your points.
- Use subheadings to break up text for readability.

Section 3: Present Solutions or Tips (300-400 words)

- Offer clear, actionable solutions or advice relevant to the topic.
- Include internal links to key service pages/case studies to encourage people to find out more about you
- Link back to how you can fix/action the solution/tips

Section 4: Conclusion (100-150 words)

- Summarise the key takeaways.
- Include a call to action (CTA) encouraging readers to take the next step (e.g. contact you).

Call to Action (CTA) (50-100 words)

- Place your CTA at the end of the blog.
- Example: "Need help with [service/topic]? Contact us at [contact details] or check out our [related product/service]."